



📅 Bimonthly Board of Directors Meeting

🕒 Fri May 9, 2025
8 - 10 am (EDT)

Meeting Agenda

I. Call to Order

II. Roll Call and Determination of Quorum

III. Presentation

Final presentation of the SDDA Strategic Plan 2025-2030 - Mckenna

There will be a request for approval of this plan later in the meeting. The presentation and discussion happens now. Any requests for changes will be noted for inclusion in the approval.

📄 [Memo_DDA_May_9_2025_Final_Draft.pdf](#)

📄 [SDDA-StrategicPlan-2025-0507.pdf](#)

IV. Call to the Public

V. Previous Meeting's Minutes

Recommended Motion: To approve the Downtown Development Authority Board Regular meeting minutes of Friday, March 28, 2025.

📄 [SDDA Board Mnotes 28Mar25.pdf](#)

VI. Consent Agenda

All items on the consent agenda are approved with one vote. A Board Member may request to remove an item from Consent Agenda. If the Board agrees to remove the item, the item will be moved to Item 9. New and Old business, unless otherwise specified.

Consent Agenda Motion: To approve all items on the consent agenda as presented

A. Revenue and Expenditure Reports

1. Financial Impact: March 1, 2025 to April 30, 2025, the DDA \$61,451 for regular expenses.

For this time period, the biggest expenses were:

248-729.2440-801.8180 DJ'S LANDSCAPING, 1st qtr 2025 \$28,515.75

248-729.2440-801.8171 CONSULTING - Strategic Plan \$ 4,287.50

We have some categories that are out of budget that are payroll benefit related. In the April report, 248-729.2440-801.8020 Audit Fees is over by \$427.00. Overall, the DDA is still in budget and 55% of our budget has been used.

Recommended Motion: To Receive and file the Revenue and Expenditure reports for the time period March 1, 2025 to April 30, 2025 as presented.

[financial statement ending 3.31.2025.pdf](#)

[financial statement ending 4.24.2025.pdf](#)

VII. Approval of the Agenda

VIII. Financial Matters

All financial matters are approved by roll call vote

A. Fund Balance

As of April 30, 2025, the DDA's fund balance is: \$1,239,299. The budget for 25-26 is \$538,629 which is approximately 44% of the fund balance meaning we move through the fund balance every two-three years. Based upon this analysis, the DDA does not need to provide the information listed below per PA 57 of 2018.

From PA 57 of 2018: Section 910, Website requirements:

(i) For any tax increment revenues described in the annual audit that are not expended within 5 years of their receipt, a description that provides the following:

(A) The reasons for accumulating those funds and the uses for which those funds will be expended.

(B) A time frame when the fund will be expended.

(C) If any funds have not been expended within 10 years of their receipt, both of the following:

(I) The amount of those funds.

(II) A written explanation of why those funds have not been expended.

Director Recommendation: It would be good for the DDA to have a policy outlining a minimum unassigned fund balance that must remain in the fund.

Financial Impact: If we hold \$250,000 of the fund balance, the remaining unassigned fund balance will be \$989,299.

Recommended Motion (Roll Call): Pending legal counsel review, approve the attached fund balance policy which recommends holding a minimum fund balance equal to \$250,000 or 20% of annual DDA expenses, whichever is higher. The purpose of the recommended minimum is to assure there are funds for unforeseen circumstances.

[Draft fund balance policy.pdf](#)

B. Grant Program Development

Background Information: Providing a grant program using a portion of the fund balance is another way to show that the DDA is not stockpiling funds, per DDA Law (PA 57 of 2018). The purpose of the grants would be to help encourage activity which furthers revitalization of the District as a whole and/or helps us achieve certain objectives in our strategic plan.

Director Recommendation: The DDA Board should specify an annual amount to be used towards the grant program. then, form a Grants program task force created to help identify objectives for the grant program. The people I'd recommend for task force are:

1 person who has administered or managed grants

1 person who applies for grants

1-2 people who have an idea for a grant they want offered

Financial Impact: Once approved, a \$50,000 Grant disbursement program would reduce the unassigned fund balance to \$939,299 (if all grant money is disbursed)

Recommended Motion #1 (Roll Call): To approve \$50,000 of fund balance to be used for offering grants, pending board approval of a grants program.

Recommended Motion #2: To form a Grants Program task force for the purpose of creating a SDDA grants program for the board to review and approve. The task force includes the following three people: ____ and if needed, others with grants expertise or a city planning role.

[Grant examples.pdf](#)

C. Disbursements (Decide)

This report shows non-payroll related expenses for which we paid by check. The disbursements are approved by the DDA Board because we are using public funds to pay for our expenses.

For this time period, the biggest expenses were:

248-729.2440-801.8180 DJ'S LANDSCAPING, 1st qtr 2025 \$28,515.75

Recommended Motion (Roll Call): To approve disbursements for the time period March 1, 2025 - April 24, 2025 in the amount of \$35,808.96

[expenditures 1 mar25-24 apr25.pdf](#)

D. Credit Card Report

Credit card charges:

Jan 28, 2025 - Feb 27, 2025: Total \$2,770.35

Feb 28, 2025 - Mar 27, 2025: Total \$ 579.65

Total Credit Card Charges Jan 28, 2025 - Mar 27, 2025: \$3,350.00

The highest expense for these bills was: \$2,430 for Boardspot Agenda software

Recommended Motion: To Receive and file \$3,350 in credit card charges from Jan 28, 2025 - Mar 27, 2025

IX. New and Old Business

A. Support for Brownfield Redevelopment Plan and LBRF Loan - 16400 JL Hudson Drive

Attachments: SDDA letter of support, Brownfield Plan - 16400 JL Hudson, Hearing request from Southfield Brownfield Development Authority

Background Information: On March 24, 2025, Southfield Community Renewal Corporation (SCRC) purchased the abandoned hotel at 16400 JL Hudson Drive, located inside the Cornerstone District. Since its purchase, the nonprofit organization has cleaned up the site, removing brush, repairing breaches, fixing fences, and removing two 30-yard dumpsters worth of trash from the site and adjacent parking lot.

SCRC has requested a Brownfield plan and loan in order to evaluate the structural integrity of the building. The project is not seeking for Tax Increment Financing (TIF). The value of the property as of 2025 is \$0 (we do not collect TIF from this parcel either). The public hearing will be May 12, 2025.

Recommended Motion: To approve a letter of support written to City Council for the Southfield Community Renewal Corporation's request for a Brownfield plan and loan request for 16400 JL Hudson.

📄 [support for 16400 JL Hudson BRLF request may 2025.pdf](#)

📄 [BED - 16400 JL Hudson_Brownfield Plan.pdf](#)

📄 [public hearing request - Brnflld Econ Dev Auth 16400 JL Hudson.pdf](#)

B. Strategic Plan Update

The strategic plan was presented with discussion at the beginning of the meeting.

Recommended Motion: To adopt the final strategic plan as presented, pending the requested changes as discussed during the presentation.

C. DDA employee rights and benefits

The purpose of the motion is to allow DDA employees to automatically receive increases when City employees get them. Without this motion, the DDA Board will approve each action and there will be extra forms between the City and the DDA. The resolution will simplify the process.

Recommended Motion: To approve a Resolution, allowing DDA employees to receive increases and the same rights and benefits afforded to City of Southfield Non-Union and Management Group employees.

X. Executive Director Report

All items in the Executive Director Report are approved with one vote.

Motion: To Receive and File as presented

A. Landscaping contract - addendum for Greenfield Gateway median gardens

The purpose of this addendum is to add maintenance of the gardens surrounding the Greenfield Gateway signs that were installed last summer. Here is a summary of the changes to the three year contract with DJ's Landscape:

FY 24-25 248-729.2440-801.8180 Contractual/Professional +\$478, revised total: \$114,541 + Materials

FY 26-27 248-729.2440-801.8180 Contractual/Professional + \$918, revised total: \$117,832 + Materials

FY 27-28 248-729.2440-801.8180 Contractual/Professional +\$918, revised total: \$120,755 + Materials

📄 [Southfield DDA - L Add 24.27 Proposal 4.23.25.pdf](#)

B. Event invitations

Oakland County Economic Outlook Luncheon, May 22 11:30am - 2:00pm, Suburban Collection Showplace Legacy Ballroom, 46100 Grand River Ave, Novi MI 48374, see attached flyer for more information

Tri-cities Business Resource Fair, May 28 8:30am-10:30am, Oak Park Community Center 14300 Oak Park Blvd. Free event

State of the City, June 5, 2025, 2pm-5pm at Lear Corporation, 21557 Telegraph Road. **SDDA has sponsored this event. Please let me know if you would like a ticket.**

Historic Preservation Tour, June 18 1pm-4pm, Bus leaves from Epicentre Building parking lot.

Becoming Bankable, July 22 - August 26, 2025, 6pm-8pm, 18000 W. Nine Mile Road Conference Room. To apply click here: <https://www.yourstrategicthinktank.com/quiz-sfld>

Greet & Eat Ribbon Cuttings:

June 25, 2025 - Greenfield Plaza for Greenfield Gateway Ribbon Cutting

July 16, 2025 -

August 13, 2025 -

September 24, 2025 -

[2025 State of the City Address Invitation.pdf](#)

[oak economic outlook luncheon.pdf](#)

[becoming bankable flyer.pdf](#)

[Biz Resource Fair Flyer.pdf](#)

XI. Mayor's Comments

All items in the Mayor's Comments are approved with one vote.

Motion: To Receive and File as presented

[REVISEDLetThereBLightFlyer.pdf](#)

XII. Board Member Comments

XIII. Upcoming Meetings

XIV. Adjournment

XV. Small Business Friends Reception and Tour, 10am - 2pm



MCKENNA

Memorandum

TO: City of Southfield Downtown Development Authority Board
FROM: Jane Dixon, AICP and the McKenna Team
SUBJECT: **2025 – 2030 Strategic Plan**
DATE: May 7, 2025

SDDA STRATEGIC PLAN 2025-2029 FINAL DRAFT

We are pleased to present the final Southfield Downtown Development Authority (DDA) Strategic Plan. This plan reflects months of collaboration with community stakeholders, city leadership, and local partners to chart a clear, actionable path for the district's growth. It outlines targeted strategies over the next five years to attract investment, enhance public spaces, and support long-term economic vitality in Southfield's DDA district.

We are excited to discuss the final version of the Plan with you. The final version of the Plan reflects multiple rounds of feedback from SDDA and City Staff and we hope provides a graphically rich, easy to use document that can guide the DDA for the next five years.

PLEASE NOTE – DIFFERENCES BETWEEN DIGITAL DOCUMENT AND PRINT COPY

Minor changes have been made to the digital document included in your packets. An updated copy of the final plan has been printed for your reference. Below is a summary list of the changes to the digital document to the final version:

- City Council, the DACC, and the City Administrator have been added to the acknowledgements page.
- The Table of Contents has been updated to accurately reflect the page numbers of the maps.
- Highlighted text on page 18 and page 25 has been unhighlighted.
- Abbreviations for community partners have been updated on page 18.
- Additional projects have been added to the Locations of Potential Opportunities Map on page 26.
- Additional reference pages have been added to the projects on page 27.
- Wayfinding Signage is now Wayfinding and Gateway Signage on page 27.
- Streetscaping Opportunities is now Streetscaping Enhancements on page 27.
- Additional links of interest have been added to the Appendix.

POTENTIAL ACTION

Adoption of the Strategic Plan

At the Board's discretion, we feel this plan is now ready for consideration and formal adoption.

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Communities for real life.

Southfield

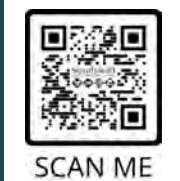
DOWNTOWN DEVELOPMENT AUTHORITY



2025-2030

Strategic Plan

CITY OF
SOUTHFIELD,
MICHIGAN



Acknowledgments

SOUTHFIELD DOWNTOWN DEVELOPMENT AUTHORITY BOARD

James K. Ralph, Jr., Chairman
Elizabeth Rae
Dr. Kenson J. Silver, Mayor
Dr. Steven Craig
Michael Wiemann
Ingrid Brown
Aric J. Rusk
Angel Abdulhad
Michael McFarland
David Dedvukaj
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Secelia Joseph

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Coretta Houge
Janet Jackson, City Clerk
Irv M. Lowenberg, City Treasurer

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Thomas Paison, AICP, Deputy City Planner
Rochelle Freeman, Economic Development Director

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Executive Summary

The Southfield Downtown Development Authority (SDDA) Strategic Plan 2025-2030 sets a clear vision for revitalizing the district into a thriving economic and community hub. The plan builds upon the district's strengths—its central location, anchor institutions, and ongoing redevelopment efforts—to guide strategic investments and policy decisions that will enhance the area's appeal to businesses, residents, and visitors alike.

This plan is designed to be flexible, allowing the SDDA to adapt to emerging opportunities and changing market conditions. With a structured yet adaptable approach, the SDDA will continue to foster economic revitalization, improve quality of life, and position the district as a dynamic and sustainable destination within Southfield and the greater Metro Detroit region.

Informed by previous planning efforts as well as concurrent planning from the City, the recommendations seek to build upon those existing goals. The planning process has also been informed by input from the SDDA Board, residents, property owners, developers, business owners, and institutional partners. A comprehensive profile of the District highlights the strategic advantages and opportunities available to the SDDA.

The SDDA has identified four key focus areas to drive growth and reinvestment: Marketing and Communication, Infrastructure, Design and Aesthetics, and Development and Redevelopment. Each of these areas includes targeted strategies and initiatives designed to increase engagement, improve the built environment, and strengthen economic opportunities.

Marketing and Communication efforts will enhance the SDDA's external visibility through improved digital outreach, branding initiatives, and business support programs. By strengthening communication channels with stakeholders and marketing the district as a desirable place to invest, work, and visit, the SDDA will foster a more connected and engaged community.

Infrastructure Investments will focus on multi-use pedestrian connectivity including sidewalk gaps, non-motorized shared use pathways, improved crossings as well as green infrastructure, transit improvements, and public space enhancements. Key projects include filling sidewalk gaps, improving lighting, and integrating sustainability measures to create a safer and more accessible district.

Design and Aesthetics initiatives will enhance the district's visual identity through streetscaping, public art, signage, and building façade improvements. These efforts will contribute to a more attractive and vibrant urban environment that encourages investment and community activity.

Development and Redevelopment strategies will streamline the investment process, strengthen business incentives, and encourage mixed-use and adaptive reuse projects. By leveraging partnerships, financial incentives, and regulatory improvements, the SDDA aims to attract new businesses, support property owners, and promote long-term economic growth.

The strategies provide clear actionable steps, identify partners, priority, and scale of investment. The action table is designed to provide a high level guide to the SDDA staff and Board to understand key steps and outcomes for each recommendation of the plan. Each project is further described with additional context in the project descriptions.

By taking a proactive approach to updating its strategic plan, the SDDA is setting the stage for future growth and success. While progress has been made, significant opportunities remain, particularly in the expansion of the healthcare sector, the growing need for workforce training and education, and the evolving retail landscape. With a clear vision and actionable steps in place, the SDDA is well-positioned to implement meaningful change, drive investment, and transform the district into a vibrant and thriving community. Now, the focus shifts to execution and turning this vision into reality.





How to Use This Plan

The goal of the Strategic Plan is to have a flexible path toward revitalization that can guide decisions and investment. As people and companies look to invest in the SDDA, the Plan will help determine how and where they fit in the overall framework. As the City and SDDA look to invest in the public realm and other areas it will emphasize where the most impactful interventions can take place. And as people look to move to Southfield, either as a business owner or as a resident, the Plan can act as a marketing tool to present the ambition and willingness of the SDDA to welcome them.

The basis of this plan is built upon the Strategic Pillars of the 2017 SDDA Development and TIF Plan.

SOUTHFIELD DDA 2017 STRATEGIC PILLARS

<p>Marketing & Communication</p> 	<p>Marketing & Communication</p> <p>Promote and market the SDDA and its assets to businesses, residents, the community, and on a regional, state and international basis to enhance the District's image as a desirable place to invest, work and live, as well as for shopping, education, and healthcare. Support and enhance the District's economic health and vitality through a targeted strategy of business and economic development programs and incentives for recruitment, retention, development and redevelopment.</p>
<p>Infrastructure</p> 	<p>Infrastructure & Aesthetics</p> <p>Work toward a vibrant, mixed-use district that is walkable, attractive, welcoming, clean, safe and comfortable with landscaping, lighting, streetscape, road, utility, attractive stormwater features and related improvements, in both the public and private realm to ensure the District is an attractive, welcoming, distinctive and comfortable place.</p>
<p>Design & Aesthetics</p> 	<p>Facilitate investment and reinvestment in District properties consistent with this Plan and implement targeted strategies for business, economic and community development, recruitment, retention, development and redevelopment. Stabilizing housing values in the District, supporting and marketing the neighborhoods as good places to live with a variety of available housing stock, and addressing the need for senior housing resulting from changing demographics are SDDA priorities.</p>
<p>Development & Redevelopment</p> 	<p>Development & Redevelopment</p> <p>Facilitate investment and reinvestment in District properties consistent with this Plan and implement targeted strategies for business, economic and community development, recruitment, retention, development and redevelopment. Stabilizing housing values in the District, supporting and marketing the neighborhoods as good places to live with a variety of available housing stock, and addressing the need for senior housing resulting from changing demographics are SDDA priorities.</p>



Collectively, the initiatives outlined in this report contribute to an aspirational, but achievable, vision for the next five years in the SDDA. In this vision, the District becomes a thriving place of innovation and commerce, a place steeped in but not bound by its history. It becomes a place that celebrates its unique, almost dual character of both suburban and urban center.



The Plan and recommendations are organized into four basic categories focusing on Marketing and Communication, Infrastructure, Design and Aesthetics, and Redevelopment. Within these broad categories specific strategies are identified that can be implemented at various scales and timeframes and all work together to reinvest and revitalize the District.

Intended as a road map for transformation, the recommendations in this report capitalize on the SDDA's assets and provide attainable, impactful initiatives for the DDA's leadership. These recommendations are specific and directional, identifying who, what, where, why and when. Each action can be pursued independently but together they represent a path to a common goal – an economically vibrant District.

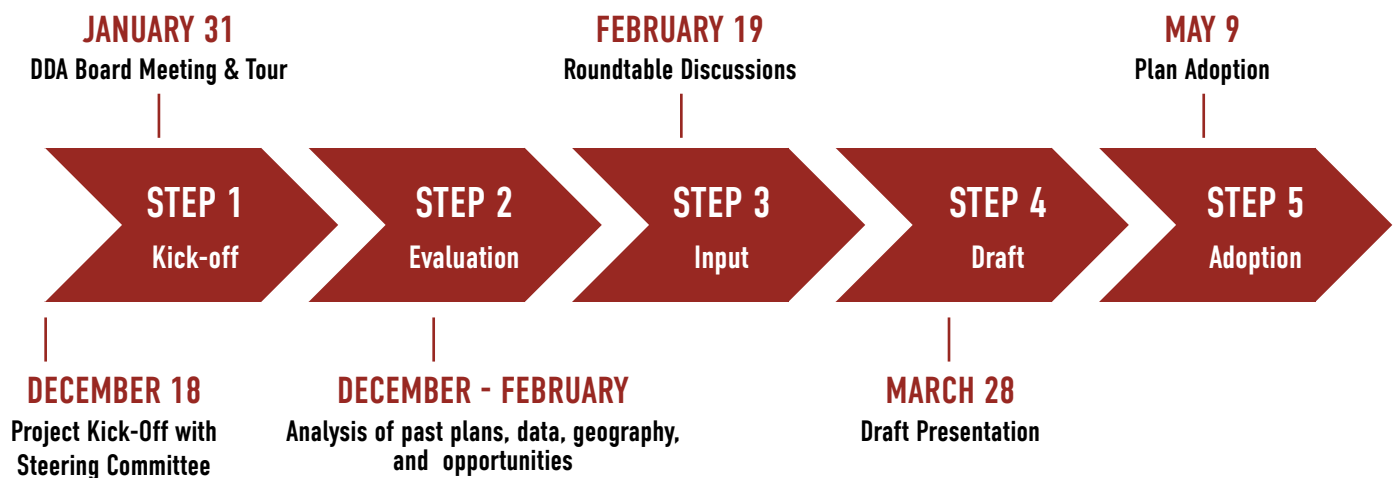
INTRODUCTION & PROCESS

The Southfield Downtown Development Authority (SDDA) was originally formed in 1998 with the purpose of halting property value deterioration, eliminating the causes of deterioration, and promoting economic growth. The Authority was reestablished in 2017 after lapsing. The District does not constitute a traditional downtown; however, it does combine many residents, some of the City's largest employers with Henry Ford Southfield Providence Hospital, and many office spaces. The District was previously supported by the historic retail center, Northland Center, but as shopping trends shifted the Center closed and is in the process of being redeveloped.

The Southfield Downtown Development District is well positioned to become a thriving community center. With its blend of residential communities, anchor employment, and burgeoning redevelopment the District can provide a unique blend of urban center and suburban convenience. Its central location in the Metro-Detroit community and extensive connections via highway, bus, and connecting trails, including the 9 Line, set it apart and provide the seeds from which positive change can grow.

The SDDA has been taking steps along this path of reinvention in recent years. The SDDA has partnered with the City to address blight with redevelopment, securing Brownfield Redevelopment funding to support the Northland City Center, and continued to build events and programming that support business owners, residents, and visitors to the District. This document builds on these recent successes and coordinates with ongoing planning efforts and initiatives in the City. It outlines a framework for building and programming an active downtown district, providing a framework that is both visionary and implementable.

The Strategic Plan is built on the input of the community both within the DDA and throughout the greater Southfield region – This plan is meant to bring to life the vision of residents, business and property owners, and community partners. The process not only builds upon past planning efforts but also included a community bus tour of the district, survey feedback, and roundtable discussions. The feedback received echoed the strategic priorities established in the 2017 Plan. Many voiced an appreciation for Southfield and the community it fosters while also desiring greater placemaking, infrastructure improvements, investment in private properties, as well as more events. For more in-depth discussion of the feedback please reference the Methodology section.



Vision 2030



MISSION

The mission of the 2025 -2030 Strategic Plan is to revitalize and sustain the Southfield Downtown Development Authority District as a vibrant, welcoming, and dynamic economic and community hub through strategic investments, partnerships, and promotion.

VISION OF STRATEGIC PLAN 2025 – 2030

The 2025 – 2030 Strategic Plan envisions a district that serves as a vibrant center for business and community life. By building upon the district’s strengths, including its central location, anchor institutions, and ongoing redevelopment efforts, the Plan aims to create a dynamic environment where businesses thrive, residents enjoy a high quality of life, and visitors experience the best of Southfield.

Through targeted investments in infrastructure, design, and public space enhancements, the SDDA will cultivate a walkable and accessible district with distinctive character and appeal. By fostering strong partnerships and implementing forward-thinking strategies, the SDDA will support local entrepreneurship and ensure long-term economic resilience.

Goals and Objectives

MARKETING & COMMUNICATION



GOAL

Elevate the district's visibility and reputation through strategic marketing and effective communication.

Enhance the SDDA's brand identity and visibility through targeted campaigns, community engagement, and digital outreach to promote the district as a place to live, work, and enjoy.

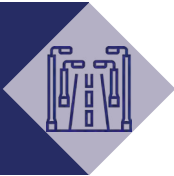
OBJECTIVES

- » Develop and implement comprehensive marketing campaigns highlighting key district assets and events.
- » Build on collaborative partnerships with local media and regional tourism organizations.
- » Continue to expand digital presence through an improved website, social media strategy, and email marketing.
- » Foster community pride through storytelling, district branding, and promotional materials.



DDA Staff connecting to community at summer event

INFRASTRUCTURE



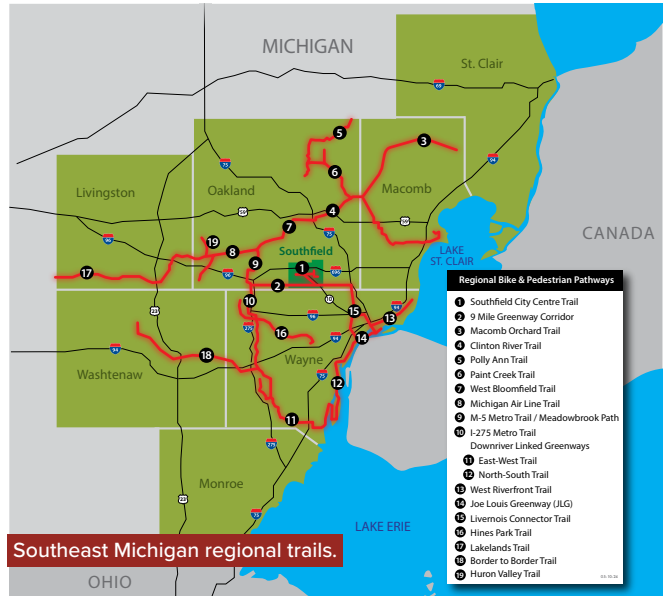
GOAL

Create a connected, walkable, and accessible district by enhancing transportation networks, integrating green infrastructure, and improving public amenities.

Enhance the district’s connectivity, accessibility, and sustainability through investments in safety, pedestrian-friendly infrastructure, and modern public amenities that support a vibrant and inclusive community.

OBJECTIVES

- » Support development of regional trails and connection of the District to other City amenities.
- » Identify and prioritize infrastructure projects that enhance pedestrian safety, non-motorized transportation, and ADA accessibility.
- » Implement green infrastructure elements such as rain gardens, permeable pavement, and native landscaping.
- » Partner with regional transit agencies to improve transit access and connectivity.
- » Evaluate and enhance public amenities, including solar lighting, seating, and wayfinding signage.



DESIGN & AESTHETICS



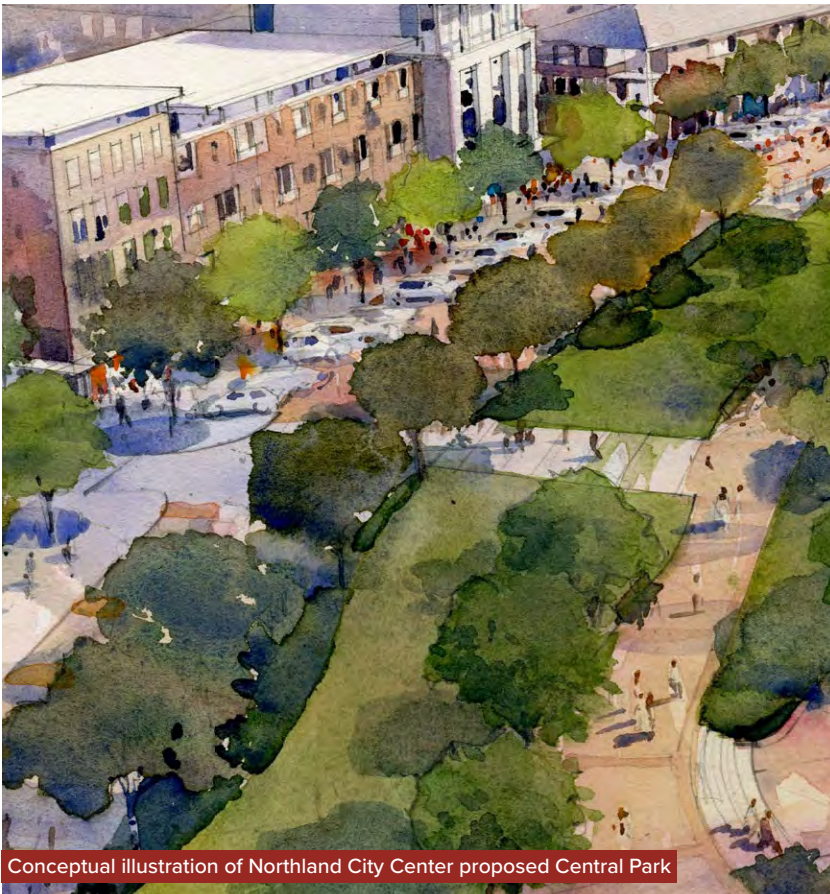
GOAL

Enhance the district's visual appeal and identity through cohesive design and artistic enhancements.

Create a visually cohesive and inviting urban environment by implementing streetscape improvements, public art installations, and façade enhancements that reflect the district's unique character.

OBJECTIVES

- » Develop and implement a streetscape improvement plan to enhance walkability and visual appeal.
- » Support a public art program to feature local artists and celebrate community culture.
- » Provide financial incentives or matching grants for façade improvements and storefront enhancements.



Conceptual illustration of Northland City Center proposed Central Park



Sculptor Sebastian with model of sculpture to be installed at Nine Mile and Southfield Freeway



DEVELOPMENT & REDEVELOPMENT

GOAL

Stimulate economic growth through business attraction, adaptive reuse, and mixed-use development.

Foster economic growth by attracting new businesses, supporting adaptive reuse projects, and promoting mixed-use development through strategic partnerships and financial incentives.

OBJECTIVES

- » Collaborate with property owners to activate vacant and underutilized spaces through temporary and permanent uses.
- » Engage in proactive site marketing and facilitate partnerships between property owners, developers, and investors as well as the City of Oak Park, RCOC, MDOT, and the City of Detroit.
- » Implement façade improvement grants and other financial incentives to encourage building renovations and property enhancements.
- » Provide resources and support to attract new businesses aligned with the district’s development vision.
- » Leverage the development of Northland City Center to support utilization and redevelopment of adjacent properties.



Concept design of Northland City Center development

Transformational Opportunities at a Glance

The projects included in the plan present transformative opportunities that will create positive, lasting impact for the District. The projects are designed to advance multiple strategic goals.

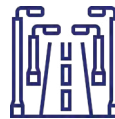
Projects are detailed fully in the Strategies and Implementation section – This page provides a high-level overview of what potentially can be achieved now, at low or no cost, soon, with short- to medium- term investment, and within five years, with long-term investment.

NOW

No or Low-Cost



- » Increase Quantity & Quality of External Communications
- » Update & Maintain SDDA Website
- » Business Education Initiative
- » Sponsor More Festivals & Events
- » Continue to Strengthen Internal Communication



- » Sidewalk Gap Infill



- » Placemaking Signage
- » Public Art for Public Spaces



- » Continue to Streamline the Development Process
- » Strengthen Partnerships & Collaboration

YEARS 1 – 3**Some Investment**

- » Resident Engagement & Liaison Program
- » Branding Audits & Business Identity Support
- » District Ribbon-Cutting Events
- » Pop-Up Retail Program
- » Mobility Events in the SDDA District

- » Tree & Greenery Enhancements

- » Streetscaping Enhancements
- » Sidewalk Gap Infill & Pedestrian Connectivity

- » Continue to Strengthen Business & Development Incentives
- » Host a Developer Day Event

YEARS 3 – 5**Long-Term Investment**

- » Street Lighting Enhancements
- » Ensure Public Transit Stops are Safe and Comfortable to Use
- » Road Reconstruction / Road Diet / Traffic Calming
- » Green Infrastructure & Parking Lot Enhancements
- » Sidewalk Gap Infill & Pedestrian Connectivity
- » Streetscaping Enhancements

- » Façade & Building Improvement Program
- » Public Art & Mural Program
- » Pocket Parks & Outdoor Seating Areas
- » Farmers Market Feasibility Study

Strategies & Implementation

GUIDING PRINCIPLES & STRATEGIC FOCUS AREAS

Successful execution of the SDDA Strategic Plan will rely on careful decisions and the coordination of efforts. A variety of strategies have been outlined for the future of the SDDA. They span a wide range of scales, natures, and timelines. Though diverse, these strategies are united in their support of four key guiding principles that have emerged as priority areas for the SDDA.

The following guiding principles are meant to be a tool for evaluating the potential impacts of future initiatives. By weighing the extent to which initiatives in and around the SDDA support these guiding principles, decision-makers can prioritize resources and efforts. By measuring initiatives against consistent principles, the wide range of strategies outlined in this document as well as others yet unknown can be pursued in a coordinated way to reach a common goal. This common goal, for a more vibrant and economically sustainable SDDA District fueled by new jobs, residents, and visitors, will be achieved incrementally through the coordinated efforts of many.

Marketing and Communications

Increasing engagement of area residents, business owners, employees, customers, and visitors is key to the District's success. To achieve this, the SDDA will implement a comprehensive marketing strategy that includes a strong digital presence, targeted outreach efforts, and promotional events. Enhancing external communications through social media, newsletters, and an updated website will ensure that businesses and stakeholders are well-informed about available resources, upcoming initiatives, and community events. Additionally, creating a cohesive district identity through branding initiatives, public relations efforts, and strategic partnerships with local organizations will help establish the SDDA as a vibrant and attractive destination. The SDDA will also develop marketing campaigns that highlight district businesses, encourage foot traffic, and promote key investment opportunities. Strengthening communication channels between businesses, residents, and the SDDA will create a more engaged and connected community, driving economic growth and vibrancy within the district.



Conceptual illustration of Northland Urban Plaza

Infrastructure

Investing in infrastructure improvements is essential for creating a more accessible, functional, and attractive District. Improving infrastructure spans across both public and private spaces and includes streets, trees, lighting, stormwater, and transit. All suggested improvements work towards increased safety, comfort, access, and sustainability. The SDDA's work will closely align with city departments, transportation agencies, and developers to ensure infrastructure projects support broader mobility and sustainability goals.



Design and Aesthetics

The physical appearance and visual identity of the SDDA District play a crucial role in shaping perceptions and attracting investment. To elevate the district's aesthetics, the SDDA will focus on streetscaping enhancements, public art installations, and façade and building improvement programs. The strategies presented here deliberately target large and small scale improvements so that both drivers and pedestrians enjoy the improvements. By prioritizing high-quality design and aesthetic enhancements, the SDDA will foster a visually appealing and dynamic district that attracts visitors and businesses.

Development and Redevelopment

Encouraging investment and redevelopment is key to the long-term success of the SDDA District. The SDDA will continue to foster strategic partnerships with property owners, investors, and public agencies to align redevelopment efforts with the district's economic and community goals. The SDDA has a proven record of driving economic growth and these strategies build upon the foundation of this supportive environment. The redevelopment of Northland Center is one example of this type of economic success. As the Northland City Center is built out there will be further opportunity to leverage the investment and encourage redevelopment throughout the District.

RECOMMENDED STRATEGIES

The tables below provide a summary of proposed and recommended projects, strategies, and programs for the SDDA to undertake over the next five years. The list is intended to provide an at-a-glance understanding of the key implementation tools, potential partners, timing, and scale of investment. Full narrative descriptions are listed in the tables below. Many of the projects are undergoing or build upon planned initiatives partners may already be undertaking. The list is not intended to be exhaustive, nor to limit the flexibility of the SDDA to undertake other projects as opportunities arise.

	Key Players:
SDDA STF	SDDA Staff
SDDA BRD	SDDA Board
BO	Business Owners
ED	City of Southfield Economic Development
PLN	City of Southfield Planning Department
DPW	City of Southfield Department of Public Works
CC	City of Southfield City Council
CHMBR	Southfield Chamber of Commerce
SMART	Suburban Mobility Authority for Regional Transportation
MSOC	Main Street Oakland County
OC	Oakland County
OCC	Oakland Community College
HFHS	Henry Ford Health System
NRTHLND	Contour Companies
OAK THR	Oakland Thrive
8MBA	Eight Mile Boulevard Association
PO	Property Owners
CP	Community Partners
CENTRE	Southfield Centrepolis Accelerator Business Incubator
CABLE 15	City of Southfield Cable

	Scale of Investment:
\$	<\$15,000
\$\$	\$15,000 – \$50,000
\$\$\$	\$50,000 – \$100,000
\$\$\$\$	\$100,000 - \$300,000
	\$300,000+

Marketing and Communication					
Recommended Project	Implementation Tools	Outcomes	Key Players	Timeframe	Scale of Investment
Increase Quantity & Quality of External Communications	<ul style="list-style-type: none"> » Increased social media presence » Virtual sessions with embedded surveys/polls » Develop business outreach strategy » Value pitch document for Chamber ambassadors » Identify clear brand for District and promote accordingly 	<ul style="list-style-type: none"> » Increased awareness of the DDA among businesses and visitors » Higher engagement in online sessions and surveys » Positive feedback from business owners on the usefulness of resources 	STAFF SDDA BRD ED CHMBR	Ongoing	\$
Update & Maintain SDDA Website	<ul style="list-style-type: none"> » Website developer » Web based site management tool 	<ul style="list-style-type: none"> » Increased website capacity, traffic and engagement » Improved visitor navigation and experience » Increased website security 	STAFF	2025 Ongoing	\$\$
General Promotion	<ul style="list-style-type: none"> » Community-Focused Campaigns » Local-Media Outreach » Promotional Print Materials » Cross-Group Digital Promotion 	<ul style="list-style-type: none"> » Increased awareness of the SDDA » More engagement with residents and businesses » Stronger partnership support 	SDDA STF CHMBR CP CABLE 15	Ongoing	\$
Business Education Initiative	<ul style="list-style-type: none"> » Printed and digital business checklists » Curated welcome package for new businesses » Online portal for simplified business resources 	<ul style="list-style-type: none"> » Increased participation in business support programs » Positive feedback on clarity and Usefulness of resources » Number of businesses engaged through the welcome package 	STAFF MN ST OAK THRV CHMBR OC CENTRE	Ongoing	\$\$\$
Branding Audits & Business Identity Support	<ul style="list-style-type: none"> » Grant program for new branding for businesses » Partnerships with graphic designers and marketing experts 	<ul style="list-style-type: none"> » Number of businesses receiving branding or accounting support » Increased brand visibility for local businesses » Improved business signage throughout District 	SDDA STF	2026 Ongoing	\$\$\$
District Ribbon-Cutting Events	<ul style="list-style-type: none"> » Coordinated ribbon-cutting scheduling » Social media and PR campaign » Local media outreach for coverage 	<ul style="list-style-type: none"> » Social media reach and engagement » Increased awareness and visibility for the District and new businesses 	SDDA STF SDDA BRD CHMBR	2025 Ongoing	\$\$

Marketing and Communication					
Recommended Project	Implementation Tools	Outcomes	Key Players	Timeframe	Scale of Investment
Resident Engagement & Liaison Program	<ul style="list-style-type: none"> » Creating partnerships to build trust with relations » Connection to residential community organizations 	<ul style="list-style-type: none"> » Number of residents engaged » Increase in resident participation in DDA events » Positive community feedback 	SDDA STF CHMBR	2026 Ongoing	\$
Pop-Up Retail Program	<ul style="list-style-type: none"> » Vendor recruitment and permitting » Marketing and promotional campaigns » Event management and logistics » Consider leasing 600-1000 sq ft in Northland City Center as incubator space 	<ul style="list-style-type: none"> » Attendance and vendor participation growth » Increased visitors to the District » Economic impact for local businesses 	SDDA STF ED	2025 Ongoing	\$\$\$
Mobility Events in the SDDA District	<ul style="list-style-type: none"> » Tour route maps and scripts » Marketing materials and promotions » Partners for guided walking and biking tours 	<ul style="list-style-type: none"> » Number of tour participants » Increased business engagement » Promote new trail connections 	SDDA STF CP	2025 Ongoing	\$
Sponsor More Festivals & Events	<ul style="list-style-type: none"> » Variety of cultural events » Work with business and neighborhood representatives to identify specific desired uses 	<ul style="list-style-type: none"> » Creating more activity and interest in the District » Increased foot traffic for local businesses » Fulfilling a need for entertainment, food, and culture 	SDDA STF	Ongoing	\$\$\$
Continue to Strengthen Internal Communication	<ul style="list-style-type: none"> » Ensure regular touchpoints for communication » Provide training and expectation guidelines for Board Members 	<ul style="list-style-type: none"> » Increased transparency » Clearer understanding of needs from internal stakeholders 	SDDA STF SDDA BD City Staff	Ongoing	\$

Infrastructure					
Recommended Project	Implementation Tools	Outcomes	Key Players	Timeframe	Scale of Investment
Sidewalk Gap Infill & Pedestrian Connectivity	<ul style="list-style-type: none"> » Coordination with property owners and developers » Prioritization of key gaps and connections to regional trail networks 	<ul style="list-style-type: none"> » Number of sidewalk gaps filled » Increased pedestrian traffic and accessibility » Reduction in pedestrian safety concerns 	SDDA DPW PLN CC PO	Ongoing	\$\$\$\$
Nine Line Trail	<ul style="list-style-type: none"> » Support the construction of the multi-jurisdictional pathway » Provide a great experience to new visitors to the district through streetscape improvements and additional restaurants and cafes 	<ul style="list-style-type: none"> » Increased number of visitors experiencing the District on bike and foot » More customers for local businesses 	SDDA DPW OC PLN	Ongoing	\$\$\$
Expand Bike Share Program	<ul style="list-style-type: none"> » Install bike share station in the District to connect to the City Centre program 	<ul style="list-style-type: none"> » Greater connectivity to the City Centre » Supports the use of city pathways and regional trails 	SDDA PLN	2026-2027	\$\$
Tree & Greenery Enhancements	<ul style="list-style-type: none"> » Urban forestry assessments and tree selection » Grant funding for tree planting (DDA budget, state/federal programs) » Coordination with city infrastructure projects for planting opportunities 	<ul style="list-style-type: none"> » Number of trees planted per year » Increased shade coverage and improved streetscape aesthetics 	SDDA STF DPW PLN Non-Profits (ReLeaf)	2026 Ongoing	\$\$
Green Infrastructure & Parking Lot Enhancements	<ul style="list-style-type: none"> » Incentive programs for property owners (grants, tax credits, or low-interest loans for green infrastructure improvements) » Green parking lot retrofit guidelines » Coordination with city stormwater initiatives and climate resilience plans » Public-private partnerships for pilot projects 	<ul style="list-style-type: none"> » Square footage of impervious surface converted to permeable or green infrastructure » Number of businesses participating in green infrastructure improvements » Reduction in stormwater runoff and improved water quality metrics » Increased shade and reduction in urban heat island effects 	SDDA DPW PLN CC PO	2029 Ongoing	\$\$\$
Street Lighting Enhancements	<ul style="list-style-type: none"> » Install lighting in priority areas » Upgrade lighting where necessary » Ensure all lighting meets District standards 	<ul style="list-style-type: none"> » Number of new or upgraded streetlights installed » Improved nighttime visibility and pedestrian safety » Reduction in crime or accidents in well-lit areas » Energy savings from LED conversions 	SDDA DPW CC PLN	2028-2030	\$\$\$\$
Ensure Public Transit Stops are Safe and Comfortable to Use	<ul style="list-style-type: none"> » Ensure all transit stops provide shelter, have proper signage and are accessible 	<ul style="list-style-type: none"> » Increase in transit users » Improved experience for transit users 	SDDA OC PLN SMART DDOT	2025 Ongoing	\$\$\$

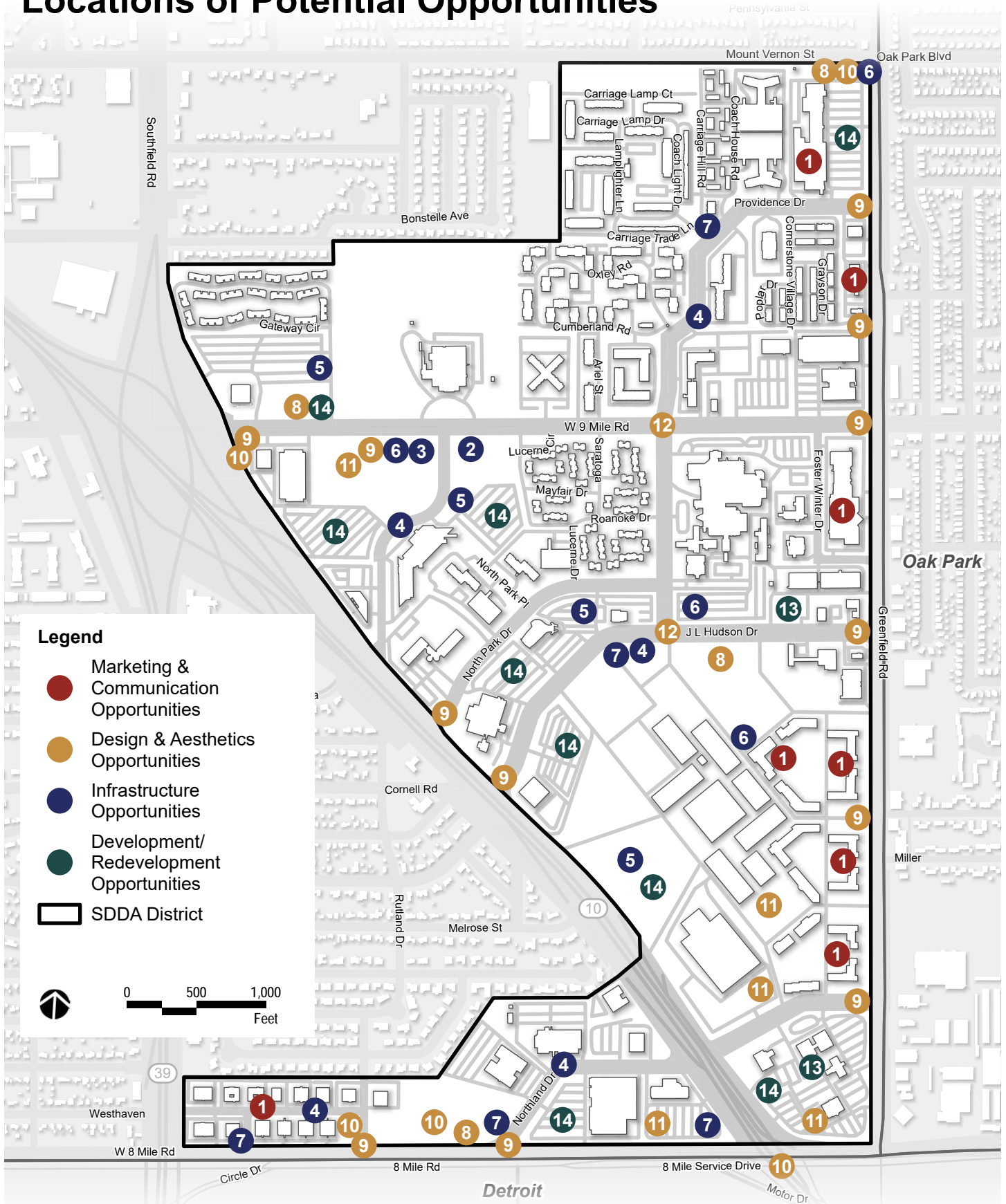
Design and Aesthetics					
Recommended Project	Implementation Tools	Outcomes	Key Players	Timeframe	Scale of Investment
Public Art & Mural Program (Private Property Development)	<ul style="list-style-type: none"> » Grant funding for business-sponsored murals » Artist selection and commissioning process » Local business engagement for mural placement 	<ul style="list-style-type: none"> » Number of murals completed in the district » Increased business engagement and customer foot traffic » Positive community feedback and media coverage 	SDDA MN ST OC BO	Ongoing	\$\$\$
Public Art for Public Spaces	<ul style="list-style-type: none"> » Continue to support the City of Southfield's Public Art Program » Support installation at key locations identified by the Arts Commission 	<ul style="list-style-type: none"> » More public art installations in the District 	SDDA CC COMMISSION	Ongoing	\$
Let There Be Light Gateway	<ul style="list-style-type: none"> » Install color-changing hanging lights at the Greenfield Road/Lodge Freeway underpass on Eight Mile » Include solar powered, motion activated bollard lights 	<ul style="list-style-type: none"> » Increased safety for non-motorists and motorist travelers through the underpass » Distinct identification of corridor 	8 MILE OAK PARK SDDA DET	Ongoing	\$\$\$
Placemaking Signage & Wayfinding	<ul style="list-style-type: none"> » District-wide wayfinding and signage master plan » Grant funding and sponsorship opportunities for signage projects » Coordination with branding initiatives and tourism efforts » Interactive digital kiosks and QR codes for real-time information » Gateway signage 	<ul style="list-style-type: none"> » Number of signs installed and improved navigation within the district » Increased pedestrian and visitor engagement in key areas » Positive feedback from businesses, residents, and visitors » Stronger district identity and branding 	SDDA CC 8 MILE OAK PARK PLN	Ongoing	\$\$\$\$
Streetscaping Enhancements	<ul style="list-style-type: none"> » Streetscaping master plan » Funding through DDA budget, grants, and private partnerships » Integration with other projects (e.g., tree planting, sidewalk improvements, placemaking signage) » Selection of durable, high-quality materials for long-term impact 	<ul style="list-style-type: none"> » Number of streetscaping elements installed (benches, planters, lighting, etc.) » Improved pedestrian experience and increased foot traffic » Enhanced district aesthetics and property values » Positive feedback from businesses, residents, and visitors 	SDDA CC 8 MILE OAK PARK PLN	Ongoing	\$\$\$\$

Design and Aesthetics					
Recommended Project	Implementation Tools	Outcomes	Key Players	Timeframe	Scale of Investment
Façade & Building Improvement Program	<ul style="list-style-type: none"> » Grant or matching-fund program for eligible businesses » Design guidelines to encourage high-quality improvements » Technical assistance for business owners on design and construction » Coordination with other incentive programs (e.g., Branding Audits, Signage Grants) » Consider creation of a historic designation to allow for state historic district tax credits 	<ul style="list-style-type: none"> » Number of businesses participating in the program » Total investment in façade and building improvements » Improved building aesthetics and increased property values » Positive feedback from business owners and customers 	SDDA MN ST CC	2028 Ongoing	\$\$\$
Farmers Market Feasibility Study	<ul style="list-style-type: none"> » Feasibility study to assess site options, costs, and potential impact » Community engagement (surveys, focus groups, public meetings) » Case studies of similar successful farmers markets » Identification of funding sources for future implementation 	<ul style="list-style-type: none"> » Completion of the feasibility study with clear recommendations » Community and stakeholder support for a Farmers Market concept » Identification of potential sites and funding mechanisms » Increased interest from businesses and developers for adjacent properties 	SDDA OC MN ST CC	2028	\$\$\$
Pocket Parks & Outdoor Seating Areas	<ul style="list-style-type: none"> » Public-private partnerships for funding and maintenance » Small grants or sponsorships for businesses willing to enhance their outdoor areas » Modular or movable seating and planters for flexible use » Integration with existing streetscaping and green infrastructure efforts 	<ul style="list-style-type: none"> » Number of pocket parks or seating areas installed » Increased pedestrian activity and public engagement » Positive feedback from businesses, residents, and visitors » Reduction in underutilized or vacant spaces 	SDDA PLN CC	202 Ongoing	\$\$\$\$

Development and Redevelopment					
Recommended Project	Implementation Tools	Outcomes	Key Players	Timeframe	Scale of Investment
Host a Developer Day Event	<ul style="list-style-type: none"> » Meeting with local real estate community » Event planning and marketing materials » Property inventory and investment opportunity booklet » Tours of available sites and key development areas » Panel discussions with city officials and developers » Networking opportunities with lenders, business owners, and city representatives 	<ul style="list-style-type: none"> » Number of attendees, including developers and investors » Number of inquiries and follow-ups on available properties » New investments or development projects initiated within a year of the event » Positive feedback from participants 	SDDA ED	2025 Ongoing	\$\$\$
Continue to Streamline the Development Process	<ul style="list-style-type: none"> » Consider creation of a dedicated point of contact to assist with approvals » Create a guide outlining zoning, incentives, and contacts » Early coordination to identify issues before formal submission » Identify opportunities to modernize or simplify codes 	<ul style="list-style-type: none"> » Reduction in permitting and approval timelines » Increased number of development and redevelopment projects » Improved feedback from developers and business owners » Stronger coordination between DDA, city staff, and stakeholders 	CC PLN	Ongoing	\$
Continue to Strengthen Business & Development Incentives	<ul style="list-style-type: none"> » Tax abatements or other incentives for significant redevelopment projects » Support for site planning, feasibility studies, and permitting » Collaboration to finance and implement larger projects 	<ul style="list-style-type: none"> » Number of businesses utilizing incentives » Increase in private investment in the district » Growth in property values and new development activity » Improved building conditions and business retention 	SDDA ED	Ongoing	\$\$\$\$
Strengthen Partnerships & Collaboration	<ul style="list-style-type: none"> » Continue to work with the City, regional organizations and developers to ensure that redevelopment and development receives the support it needs. 	<ul style="list-style-type: none"> » Increase in co-sponsored programs and joint initiatives » Growth in business participation and engagement » Stronger cross-sector collaboration in development and infrastructure projects » Improved access to funding and technical assistance for businesses and property owners 	SDDA STF CHMBR OC OT MN ST BO PO	Ongoing	\$

Development and Redevelopment					
Recommended Project	Implementation Tools	Outcomes	Key Players	Timeframe	Scale of Investment
Leverage Northland City Center Redevelopment	<ul style="list-style-type: none"> » Use Northland as a high-profile demonstration project to attract private-sector interest in underutilized properties district-wide. » Integrate public amenities, green space, and transit access into the Northland site design to set a district-wide development standard. 	<ul style="list-style-type: none"> » Establish Northland as a model for redevelopment success and catalyst for future investment across the DDA district. » Increase investor and developer confidence by providing a real-world example of viable, high-impact redevelopment. » Create a central hub that links housing, education, workforce training, and transportation. » Elevate the overall image of the Southfield DDA district as a connected, future-ready, and investment-worthy destination. 	SDDA PLN PO	Ongoing	\$
Support Out-lot Development	<ul style="list-style-type: none"> » Identify and market priority out-lot sites with development potential through targeted outreach, site profiles, and broker engagement. » Support site readiness through zoning flexibility, infrastructure upgrades, and potential incentives to reduce barriers for infill development. 	<ul style="list-style-type: none"> » Increase taxable value and foot traffic by transforming underutilized land into activated, income-generating properties. » Introduce new retail, dining, or service options that enhance the district's appeal and meet community needs. 	SDDA PLN PO	Ongoing	\$

Locations of Potential Opportunities



KEY FOR POTENTIAL OPPORTUNITIES LOCATIONS



Marketing & Communication



Infrastructure



Design & Aesthetics



Infrastructure

1
POP-UP RETAIL
 page 30

4
STREETLIGHT ENHANCEMENTS
 page 35

5
GREEN INFRASTRUCTURE
 page 34

6
BIKE SHARE STATIONS & BIKE PARKING
 page 33

7
SIDEWALK INFILL
 page 32

9
WAYFINDING & GATEWAY SIGNAGE
 page 38

10
PUBLIC SPACES ART
 page 36



3
TRAILHEAD & BIKE FACILITIES
 Trailhead amenities—including parking, bike racks, and repair stations—will encourage use of the 9 Line and promote the District as a mobility hub. Partnership to create a community wide access to the 9 Line will tie Southfield to the rest of the region.



8
POCKET PARKS
 Small-scale green spaces provide big impacts by creating moments of rest, beauty, and community throughout the district. The DDA welcomes collaborative investment from private partners to help shape these spaces as everyday destinations.

11
PRIVATE ART INSTALLATION
 page 36

12
STREETSCAPING ENHANCEMENTS
 page 39

13
LEVERAGING NORTHLAND REDEVELOPMENT
 page 40



2
“THRONE” PUBLIC RESTROOM
 A well-designed public restroom offers comfort, dignity, and accessibility. A well positioned restroom can increase use of new multi-use pathways and public spaces. Private partners have a unique opportunity to help realize this distinctive project—one that reflects innovation, inclusivity, and care in the built environment.



14
OUT-LOT DEVELOPMENT
 Strategically located out-lots within the district present opportunities for new retail, dining, or service-oriented development in underutilized parking lots. The Southfield DDA welcomes private partners to activate these sites with projects that add vibrancy, serve community needs, and contribute to long-term district vitality.

DESCRIPTION OF PROJECTS

Marketing & Communication



Increase Quantity & Quality of External Communications

To improve awareness and engagement within the community, the SDDA can work on enhancing its external communication strategies. The SDDA has made major strides in the expansion of its communication channels; therefore, any additional efforts should be viewed as complementary to ongoing initiatives. With the understanding that there is limited SDDA staff resources focus should be given to high impact communications, with emphasis on the quality and content of the messaging rather than purely the number of touchpoints.

This will include continuing to develop a robust digital presence through regular newsletters, press releases, and social media updates. It takes time for people to naturally come across a digital presence, but by cross posting to other pages the SDDA can expand its digital reach. When appropriate posts should also be shared by partner institutions such as the Southfield Public Library for events, the Southfield Chamber of Commerce for business resources, businesses and residents. Most likely beyond the timeframe of this Plan, the SDDA should consider its capacity to hire an additional staff member to support communication and marketing efforts. By ensuring businesses and residents stay informed about ongoing projects, funding opportunities, and district developments, the SDDA can foster greater participation and investment in district initiatives.

Update & Maintain SDDA Website

A well-maintained and user-friendly website is critical for ensuring accessibility to information. The SDDA should consider an update to its website to expand its features and enhance interactivity. The website should be visually pleasing and highlight resources, events, and support. The update should consider including live business directories, interactive development maps, grant opportunities, event calendars, and a business resource platform which grows as the service offerings grow.

Any updated website should be accessible to staff, so changes are easy to complete, ensuring the website stays actively maintained. Security should be maintained to ensure all information is safely stored and unauthorized access to the backend is eliminated. A dynamic website can serve as a key resource for stakeholders looking to engage with the district and take advantage of available programs.

General Promotion

The Southfield DDA's promotional strategy should focus on community engagement, digital outreach, and strategic partnerships to enhance visibility and economic growth. Through community-focused campaigns, the DDA will spotlight local businesses, highlight success stories, and create initiatives like a local business passport to encourage shopping and dining within the district. Local media outreach will further amplify these efforts through partnerships with newspapers, radio stations, and podcasts, ensuring consistent coverage of key events, business developments, and infrastructure improvements. To complement these efforts, the DDA can produce promotional print materials, such as brochures, event flyers, and business directories, to distribute at community gatherings, community centers such as the library, and business hubs. Additionally, cross-group digital promotion will leverage social media collaborations with local organizations, institutions, and influencers to expand reach and foster a stronger sense of connection among residents, businesses, and stakeholders.

Business Education Initiative

Many small businesses in the district lack fundamental business skills such as accounting, marketing, and operational planning. The SDDA can partner with organizations like Oakland Thrive and the Southfield Chamber of Commerce to offer workshops, webinars, and personalized consultations that address these needs. The SDDA can refer business owners to existing resources, like basic accounting services through Oakland Thrive. By leveraging these partnerships, the SDDA can then provide technical assistance for service gap areas such as marketing and branding. By equipping business owners with essential knowledge, this initiative will support long-term business sustainability and growth.

Branding Audits & Business Identity Support

Establishing a strong brand identity is essential for business success. Many businesses in the district lack logos or cohesive branding strategies. The SDDA can launch a Branding Audit program that provides professional design assistance, color palette development, and branding consultations. Additionally, grants will be available to assist businesses in implementing their new brand identities.

District Ribbon-Cutting Events

In order to raise awareness of businesses in the District and potentially attract media attention the SDDA can complement the Southfield Chamber of Commerce ribbon cutting events with District wide ceremonies. Rather than hosting individual ribbon-cutting ceremonies, the SDDA can organize periodic district-wide events that celebrate multiple new businesses at once. These events should include professional photography, social media promotion, and media outreach to maximize visibility and community participation. These initiatives will help bolster increased external communication efforts and provide exciting assets for future marketing initiatives.

Additionally, the SDDA should consider a ribbon cutting for the District to help raise awareness of the District as a whole. This could be coupled with key redevelopment sites being completed in the Northland Center. District branding could be leveraged so an identity begins to form around what makes the SDDA unique.



Example of large scale ribbon cutting event



Providing small retail space is a great way to activate underutilized storefronts and provide an launching pad for local entrepreneurs.

Resident Engagement & Liaison Program

To strengthen relationships with local residents, the SDDA can establish a community liaison program. This initiative will need a community partner to facilitate direct outreach, attend neighborhood meetings, and communicate district projects and resources to residents. Achieving the right partnership that builds on existing community relationships will be key, preferably the partner will be able to build trust with the residential communities. These enhanced engagement efforts will ensure that community needs are reflected in district planning efforts and create stronger ties between the residential and commercial portions of the District.

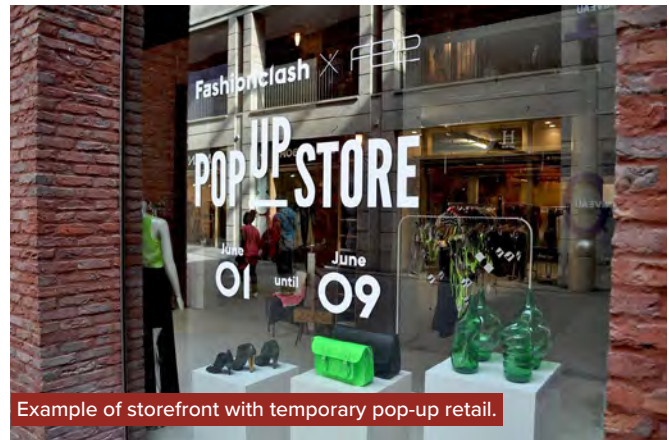
Pop-Up Retail Program

The SDDA can activate vacant storefronts by implementing a pop-up retail program. This initiative can provide emerging entrepreneurs with temporary retail opportunities and serve as incubator space, creating a dynamic and diverse commercial environment. As the mixed-use buildings in the Northland City Center are completed there may be an opportunity to partner with the development to fill first floor retail space as more permanent tenants are secured. These spaces could be as small as 600 sq ft, which would afford two micro-retail spaces of 300 sq ft each. The program can be utilized for other commercial spaces looking to fill vacancies. By working with property owners to create flexible leasing arrangements, the program can encourage new business formation while reducing commercial vacancies and creating a new dynamic attraction in the District.

Continue to Strengthen Internal Communication

Effective coordination within the SDDA and with city departments is vital for successful project execution. The SDDA and the City already enjoy a healthy working relationship. Maintenance of these communication channels is important, so staff should ensure the continuation of regular internal meetings and cross-departmental coordination efforts. This will help to achieve key projects as well as allow SDDA Staff to serve as liaisons for business and property owners.

Additionally, communication with key partners such as the Southfield Chamber of Commerce is imperative to raise the profile of the SDDA. The SDDA should create key communication assets so partners understand the strategic advantage that the SDDA provides for business and property owners.



Example of storefront with temporary pop-up retail.



Races and fun runs can bring many people into the District.

Mobility Events in the SDDA District

To encourage alternative transportation and active lifestyles, the SDDA should consider hosting mobility-focused events such as bike tours, and pedestrian-friendly programming. The Southfield Slow Rollers are a group of residents interested in organized bike rides and can serve as a partner for these events. Organized rides and walking tours could provide designated stops at local businesses. As trails are developed the District may consider hosting a run/walk event or a race, such as a 5k or 10k. The Southfield Stonesteppers are a local running group that could be partnered with to bring more casual and regular running events to the area. These events can showcase district walkability, new trails and pathways, increase foot traffic, and support local businesses.

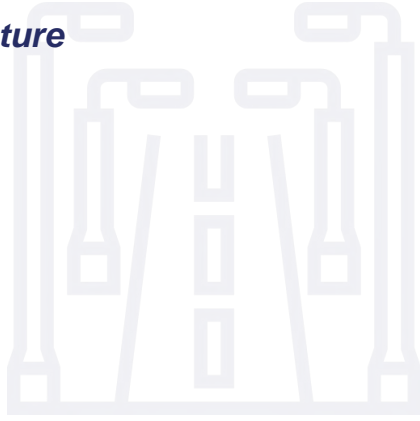
Sponsor More Festivals & Events

Festivals and events play a crucial role in attracting visitors and creating a vibrant community atmosphere. There is a wide variety of event types that could be successful in the SDDA and the scale and frequency will have to correspond with the resources available and the desire of the community. The SDDA should work to increase sponsorship and continue to host seasonal events and cultural festivals. Given that there is limited dedicated space for these types of events the SDDA will need to seek partnerships with property owners to utilize private parking lots or green spaces. These events will serve as economic drivers and opportunities for community engagement.



SDDA Greet and Eat Event in summer of 2024

Infrastructure



Tree & Greenery Enhancements

A greener streetscape improves aesthetics, pedestrian comfort, and environmental health. The District has an inordinate ratio of hard surfaces to residences creating heat islands and potentially deleterious health outcomes. Reducing heat islands with tree planting also can make the District more inviting to visitors in general.

The SDDA can implement a tree-planting initiative focused on increasing canopy coverage along roadways and commercial corridors, contributing to improved air quality and urban cooling. The SDDA should consider partnering with non-profits that provide trees free of charge for planting initiatives. ReLeaf, a Michigan wide tree planting initiative, is one potential partner. Typically, in exchange for the trees there is a

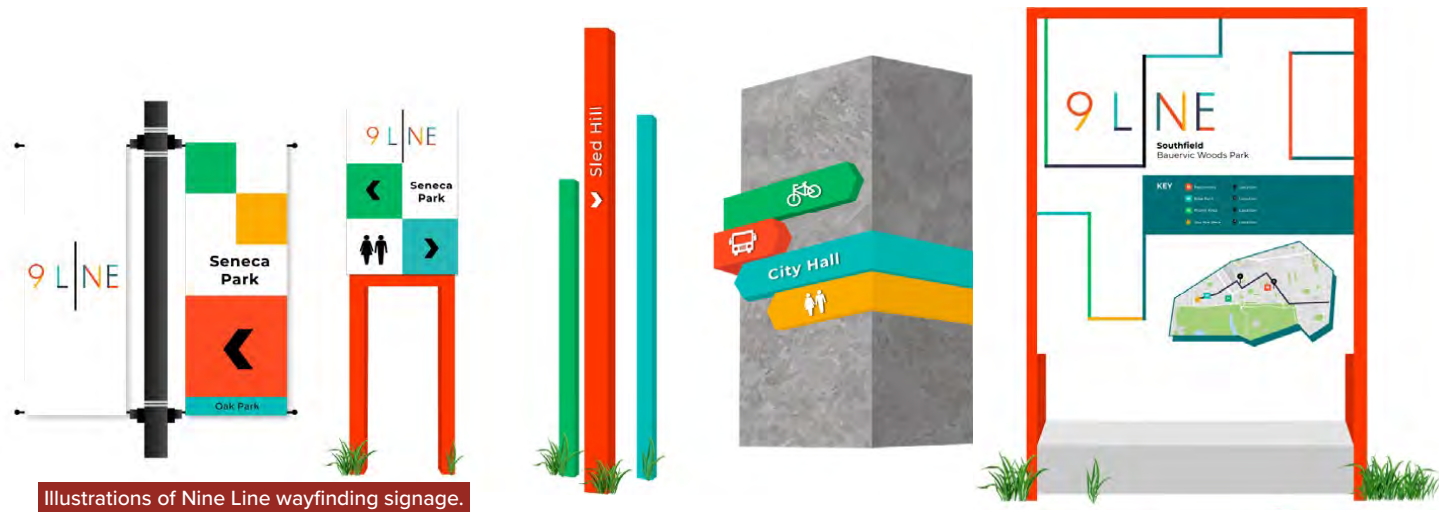
guarantee of maintenance, the SDDA should inquire if it is feasible to receive assistance from the Southfield DPW. This can help reduce costs and resources needed.

Sidewalk Gap Infill & Pedestrian Connectivity

Walkability is a key component of a thriving district. The SDDA should work with the City to continue to prioritize sidewalk gap infill projects. Walking and biking paths should be central focus of the planned road reconstruction project along JL Hudson Drive. Additionally, continuing to require that developers install sidewalks along road frontage will also ensure that gaps are filled. This effort will create a more accessible and inviting environment for residents and visitors.



Tree planting can be a great opportunity to engage residents and build partnerships.



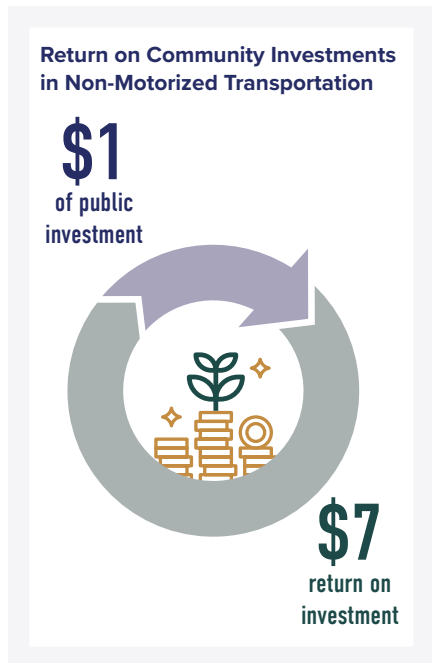
Illustrations of Nine Line wayfinding signage.

Nine Line Trail

The Nine Line Trail is a multi-jurisdictional project that will connect the eastern and western borders of Oakland County. A segment of the multi-jurisdictional safety path will be constructed along Nine Mile in the SDDA District. With the installation of this regional amenity the SDDA can capitalize on new visitors to the District coming on bike and foot. Streetscaping should be emphasized along the trail to ensure users can identify the District. Bikers, runners, and walkers are potential customers for District businesses and the addition of restaurants and coffee shops adjacent to the trail could potentially benefit from the added foot traffic. Additionally, mobility events can take advantage of the trail.

Expansion of Bike Share Program

The City of Southfield hosts seven bike share stations throughout the city to provide riders a bike option for on-demand, local trips at a low cost. The current bike share sites are positioned throughout the City Centre. The City can work with the SDDA to consider extension of stations to within the District to further connect the City Centre to the District.



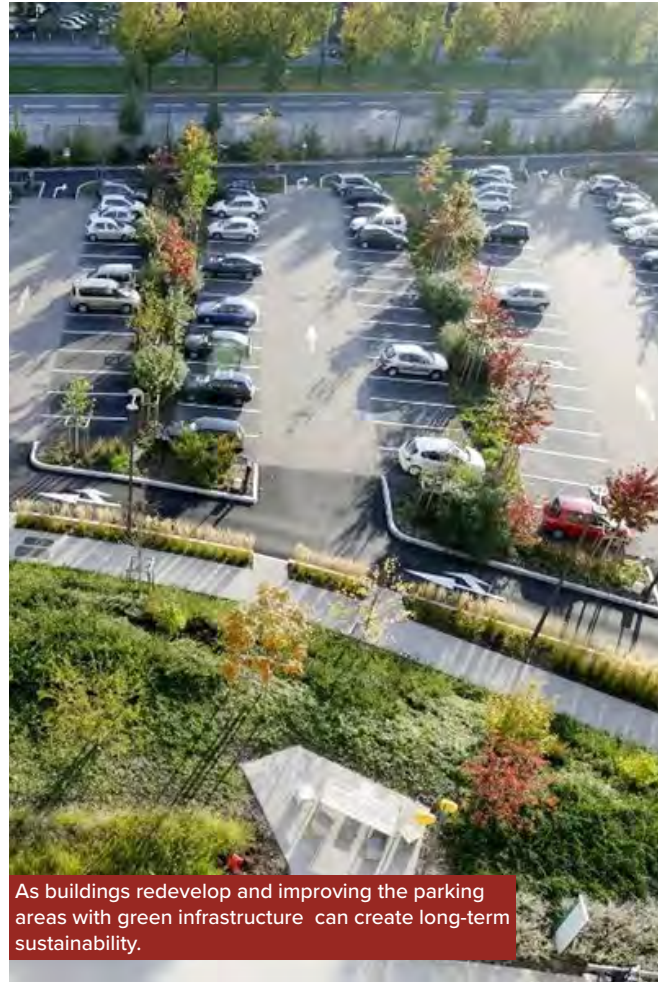
City of Southfield City Centre bike share program.

Green Infrastructure & Parking Lot Enhancements

Given the large proportion of parking lots and hard surfaces there is very little pervious surfaces that can allow rainwater to be naturally reabsorbed into the ground. To address stormwater management and reduce heat island effects, the SDDA can encourage the use of green infrastructure in parking lots. As a pilot the SDDA can consider creating educational materials that promote a variety of green infrastructure installations. Improvements may include permeable pavement, bioswales, rain gardens, and expanded landscaping especially throughout and around parking lots. Eventually, this pilot may grow into a grant supported program for installation of green infrastructure. This will reinforce the City's requirements for new development to incorporate green infrastructure.

Ensure Public Transit Stops are Safe and Comfortable to Use

Public transit stops should be well-lit, sheltered, and equipped with seating and wayfinding signage. The SDDA should work with transit agencies to enhance bus stop amenities to make public transportation a more attractive and viable option for residents and visitors. Through the work with the various transit agencies the SDDA can help prioritize high volume stops for shelter and seating. Transit stops could also be enhanced with a coordinated public art program that incorporates art into the stop itself or as an installation nearby.



As buildings redevelop and improving the parking areas with green infrastructure can create long-term sustainability.



Example of a comfortable SMART bus station.

Road Reconstruction / Road Diet / Traffic Calming

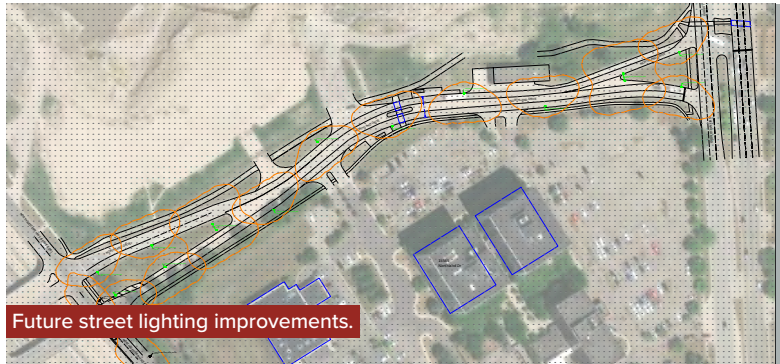
The SDDA should support road improvement projects that specifically prioritize pedestrian and cyclist safety. Potential road diets, curb extensions, and lane reductions will be explored to create safer, more multimodal-friendly streets that balance vehicle, pedestrian, and cyclist needs. This will require partnerships with Oakland County, MDOT, and the City where appropriate.



Solar light bollards can improve pedestrian safety.

Street Lighting Enhancements

Improving street lighting is essential for safety, visibility, and district appeal. The SDDA can utilize the assessment of lighting gaps and work to install energy-efficient LED lighting, prioritizing high-traffic pedestrian areas, ensuring that the district remains welcoming and secure in the evening hours. With the understanding that additional lighting can be expensive to install and maintain the SDDA should incorporate it into existing planned projects where possible. Additionally, renewable energy, such as solar powered lighting systems should be considered for installations as a potential strategy to reduce cost on property owners.



Future street lighting improvements.



Example of pedestrian crossing that prioritizes visibility and safety.

Design & Aesthetics



Private Art & Mural Program (Private Property Development)

The SDDA can encourage private property owners to incorporate art and murals into their building facades. This can be achieved through grant programs and artist partnerships to help facilitate the activation of visually vibrant use of private spaces. Additionally, the SDDA can focus on pedestrian scale art in public spaces. These installations should complement the larger-scale public art installations that are a part of the City's program.

Public Art for Public Spaces

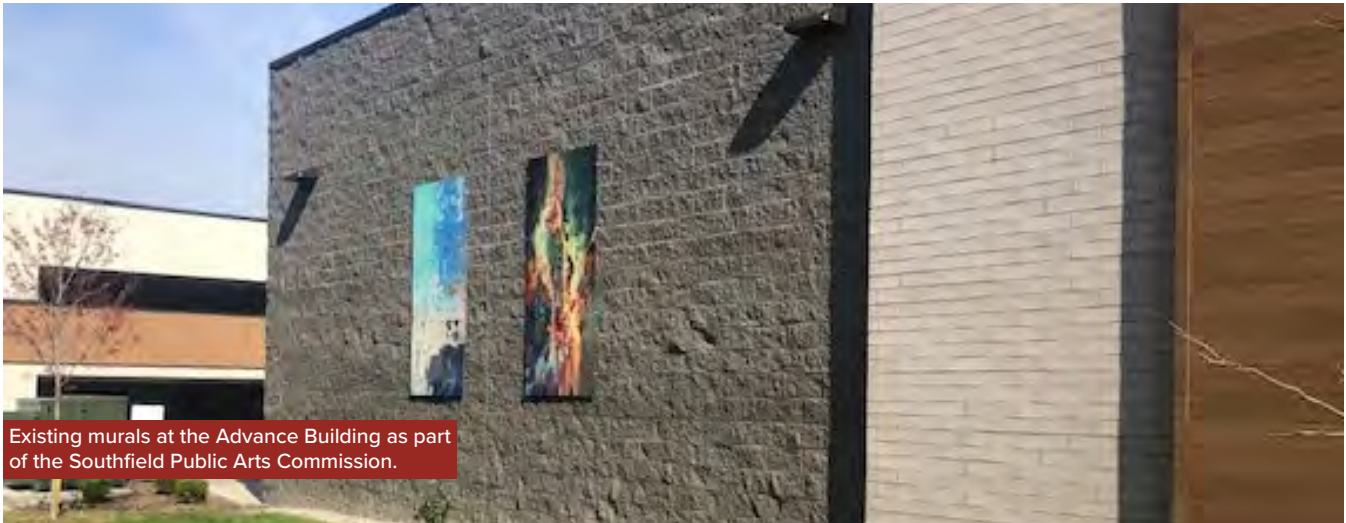
Beyond private developments, the SDDA can support the City's initiatives around larger scale art installations including sculptures, interactive art, and creative installations in public spaces. These projects will enhance the district's visual identity and create engaging public spaces especially for vehicular traffic.

The SDDA should work with the ongoing efforts of the Southfield Public Arts Commission to further support the placement and selection of public art throughout the District. The Public Arts Commission has created robust requirements for the selection process and can financially support the acquisition of pieces. The Commission has previously supported art in the District at the Advance building outlot with the placement of four murals.

The City is also planning a large scale sculpture by artist Sebastian at Nine Mile and Southfield Freeway. This piece will stand 98 feet tall and become a distinct identifier of the District and the City of Southfield. Public art in the District can also be supported by the City's partnership with the DIA's Inside | Out art exhibit program.



Murals can become a community building exercise and fun event.



Existing murals at the Advance Building as part of the Southfield Public Arts Commission.



Small public art installations can include murals on utility boxes.



Preliminary rendering of Sebastian sculpture to be placed at Nine Mile Crossing.



Conceptual rendering of Eight Mile lit overpass.

Let There Be Light Gateway

Installation of color changing lights on Eight Mile at the Greenfield/Lodge Freeway overpass can help create a distinctive beacon to the area. Additionally, the project can help improve the safety of motorized and non-motorized users. The project is in its initial funding phases, led by the Eight Mile Boulevard Association, and in partnership with the cities of Detroit, Southfield, and Oak Park.

Placemaking Signage & Wayfinding

Clear and consistent signage is important to improve navigation and establish a stronger district identity. Installations should build upon the identity signage along Greenfield. The SDDA can consider larger gateway signage at key entry points along major thoroughfares and high-traffic corners. Smaller street signage can also be added to all entry points to the District on existing signage poles. A later step in the process will be installing directional markers, especially along the 9 Line system that identify key locations in the district and cultural landmarks. Beyond the scope of this 5-year plan a digital kiosk system should be considered.

Façade & Building Improvement Program

A façade improvement program can be created to provide matching grants to business and property owners to enhance storefronts, signage, and building exteriors. The facade changes at Cornerstone Plaza are a great example of how a reimagining of an existing building can set the tone for new tenants. The initial



Example of Farmington Farmers Market Pavilion



Example of the Royal Oak Farmers Market, an indoor market creates more opportunity for year-round sales and a variety of goods.

stage of this program should focus on the Southfield Place properties at the corner of Northwestern and 8 Mile. The program should require plans be submitted and approved to ensure that improvements enhance the architectural features of the building.

Farmers Market Feasibility Study

The reestablishment of a Farmers Market or general market space will take time to initiate. A successful market will most likely be an interior, year-round space and may best be suited to serve small-scale businesses of all types. This style of artisan market can attract a broader audience of shoppers and serve as an incubator for entrepreneurs. To assess the viability of a farmers market, the SDDA should conduct a study examining demand, potential locations, and partnership opportunities. If feasible, a market could provide fresh food access and support local farmers and vendors. The study should also consider what conditions precipitated the closure of the previous Southfield Farmers Market.



Newly installed gateway signage on Greenfield in partnership with the City of Oak Park.

Pocket Parks & Outdoor Seating Areas

With the addition of the 9-Line Trail the SDDA can consider installation of benches, bike facilities and small-scale public improvements along the trail. This first step can lead to more incremental investments in other small-scale public spaces with seating, greenery, and shade to be developed throughout the District to provide inviting gathering spaces for workers, shoppers, and visitors. These spaces should evolve to serve the needs of the community and balance with the public space development that will occur as part of the Northland City Center. The planned improvements at Northland include public gathering space, but there may be additional opportunities for outdoor seating areas, and small plazas in and around the retail spaces. Additionally, as the vacant parcel west of Northland Drive on 8 Mile is developed by DTE there is potential for a small pocket park to be constructed.



Example of pocket-park that could be implemented on 8-mile or at other vacant areas throughout the District.



Mini-plazas and outdoor eating areas can be incorporated throughout the District, especially as Northland develops.



Example of distinct bench design, the DDA should consider selecting a unique bench design and utilizing it cohesively throughout the district.

Streetscaping Enhancements

As opportunities arise the SDDA should undertake streetscaping projects that incorporate decorative lighting, street furniture, plantings, and pedestrian amenities. The District has undertaken enhancing the Greenfield Road Corridor in partnership with the City of Oak Park through the Greenfield Beautification project. Future projects can utilize this foundation for styling and implementation. A streetscaping master plan that incorporates the design styles of the Northland City Center should be created to ensure a consistent look and feel throughout the entire District. This document can also be helpful to encourage private investment in streetscape enhancements. These improvements will create a more welcoming and visually appealing environment for businesses and visitors.



Example of DDA standard bench and trash receptacle.

Development & Redevelopment



Host a Developer Day Event

The SDDA can partner with the City's Economic Development Department to organize a Developer Day to showcase investment opportunities, connect developers with properties, and highlight the District's strategic advantages. The event could start with a presentation and incorporate a District-wide tour with key location checkpoints. The event should strengthen relationships with the local real estate community to help accelerate redevelopment and attract new business ventures.

Continue to Streamline the Development Process

The SDDA can help business and property owners understand the permitting and development process by creating resources and checklists that clearly highlight the steps involved to opening a business. Additionally, the SDDA can help serve as liaison for property owners with the City through the permitting process. As involvement with these processes evolve, the SDDA and City can partner to reduce barriers that may become apparent.

Continue to Strengthen Business & Development Incentives

Expanding incentive programs, such as tax abatements and grant offerings, when possible, will help attract and retain businesses. The SDDA can evaluate existing programs and explore new funding mechanisms to support economic growth.

Strengthen Partnerships & Collaboration

Successful development relies on strong partnerships. The SDDA will continue to collaborate with businesses, community organizations, and government agencies to align efforts, share resources, and maximize impact.

Leverage Northland City Center Redevelopment

The transformation of Northland City Center presents a powerful opportunity for the Southfield Downtown Development Authority (DDA) to stimulate reinvestment and innovation throughout the broader DDA district. As one of the largest and most visible redevelopment efforts in Southfield, Northland serves as both a physical and symbolic anchor for revitalization, providing a proof of concept for what's possible across the corridor.

By promoting Northland City Center as a hub for mixed-use development, transit access, and public amenities, the DDA can demonstrate the value of strategic investment, setting a compelling precedent for property owners and developers. The site's proximity to the healthcare and educational anchors further positions it as a workforce development nexus, linking educational infrastructure with employment and housing opportunities. Northland Towers could be utilized as a great site for a senior care facility.



Concept of Northland City Center.

Support Out-Lot Development

Given the large amount of underutilized parking areas within the District the SDDA can encourage private property owners to develop portions of these parking lots along the road frontage. These sites offer prime opportunities for infill development that complements existing uses, introduces new services and amenities, and strengthens the district’s economic base. Strategic support and site readiness improvements will help attract private investment to transform these high-visibility parcels into active, community-serving destinations.

Out-lot development especially along road frontage should maintain a consistent style of streetscape and decorative details. The SDDA and City of Southfield have developed requirements for these types of design accents, which new sites have been utilizing.



Example of frontage detail for infill development.



Conceptual rendering of redevelopment at 16400 JL Hudson.

Methodology

STUDY METHODOLOGY

Kick-Off Meeting & Bus Tour of District

At the DDA Board meeting on January 31st the planning team helped facilitate discussion around the direction and goals for the plan. The Board Members discussed the strengths of the District as well as what a successful plan would achieve.

Many Board Members felt that the location of the District is its greatest asset, with the proximity to major highways, and downtown Detroit. The new development in the Greenfield Corridor highlights significant opportunity and potential. Others shared that there is a hometown, community feel unique to Southfield, that can help foster an environment of restaurants and businesses. The affordability, especially for residents, is also a major strength. Overall, the Board shared that the Strategic Plan should include themes of marketing and communication, business retention, redevelopment of priority sites, infrastructure, beautification and placemaking, connectivity, and sustainability.

Members shared that a successful plan would help reduce commercial vacancy, improve walkability throughout the District and connect with the bike paths and trailways in development, enhancing the overall look and feel of the District by incorporating beautification and events, and continuing progress on the Northland City Center to create a true city center.



February 19, 2025, Stakeholder Roundtables

Four one-hour focus group discussions were held at Oakland Community College on February 19th. Individuals were identified based on their relationship to the District and invited to attend the discussions. The groups were made up of building owners and developers, business owners, residents, and institutional partners.

Throughout the discussion it was clear that building owners and developers appreciate Southfield's regional location, dense population, and ongoing redevelopment efforts, particularly the hospital expansion and infrastructure improvements. However, some property owners shared challenges, including difficulties securing office tenants, high taxes, and cumbersome permitting processes that hinder leasing to small businesses. They suggest simplifying the Certificate of Occupancy process and addressing the perception of 8 Mile and Southfield through beautification efforts, improved lighting, and an entrance feature. The discussion suggested that marketing efforts could also focus on attracting out-of-town investors and promoting available incentives. There was also broad support for enhancing the appeal of the corridor through tree planting, and public art.

The Southfield Chamber of Commerce highlighted the need for the SDDA to highlight its value to businesses and partners. The discussion also highlighted key gaps including branding assistance (e.g., logo and color palette development), initial accounting consultations, and business education. The Chamber of Commerce suggested that priority areas be identified for targeted support, similar to the Motor City Match program.

Residents see opportunities to enhance connectivity, safety, and amenities. There was particular excitement around trail access and sidewalk improvements, particularly near JL Hudson and Northland. Discussions around the need for street lighting centered on how it can help create a more urban identity for the District. There was a desire for event programming to include farmers markets, food festivals, and music events at OCC to complement existing city activities. Current communication from the SDDA seems to be strong as

residents shared they receive updates through social media, email and library postings. Desired amenities include bakeries, cafés, a full-service gym, and flexible gathering spaces for different age groups.

Through the discussions it became clear that key institutional partners align with Southfield’s goals around transit, placemaking, and economic development. Oakland County is creating a Transit-Oriented Development (TOD) guide, and Southfield’s priorities fit within broader county strategies for walkability and housing. Collaboration opportunities include improving Greenfield underpass lighting with surrounding cities, leveraging MDOT’s 8 Mile corridor audit, and exploring crosswalk installation at Northland Drive. The area’s Motown history presents a branding opportunity, and historic district designation could encourage investment. Partnerships with the 8 Mile Boulevard Association (8MBA) and other jurisdictions could help establish an overlay district for 8 Mile, supporting infill development and adaptive reuse.

Strategic Visioning Survey

Two surveys were distributed between February 17 and March 2. The first was sent exclusively to SDDA Board Members to help prioritize strategic projects and shape the Plan’s vision. To encourage honest and open feedback, responses were kept anonymous. Eight of the eleven board members participated.

Economic Vitality & Business Mix

Respondents identified three primary factors for fostering economic vitality: achieving a balanced mix of businesses (75%), recruiting new businesses (62.5%), and expanding housing options (62.5%). Additionally, activating vacant land (62.5%) was highlighted as a key strategy for enhancing the District’s appeal and functionality.

When asked about the most desired business types, dining options were overwhelmingly the top choice (100%), with preferences diverging beyond that category. In terms of housing, townhouses were identified as the most needed option, with 75% of respondents favoring their development.

Transportation & Accessibility

The survey confirmed that driving is the primary mode of transportation to the District, reflecting the car-centric nature of the surrounding area. However, 62.5% of respondents found the area easily navigable on foot, suggesting opportunities to enhance pedestrian access. Respondents also identified improved lighting and sidewalk enhancements as key measures to make the area safer, more accessible, and walkable.

Improving connectivity to adjacent neighborhoods was also a priority, with suggestions including better lighting, a trolley system, additional crosswalks, and expanded bike and walking paths. While parking was not identified as an issue—respondents largely felt the District was “over-parked”—there is a clear need for infrastructure improvements to encourage multimodal access.



Aesthetic & Infrastructure Improvements

On a scale of 1 to 5, respondents rated the physical appearance of the District at an average of 2.25, highlighting the need for aesthetic improvements. Building architecture (62%) was cited as the most impactful way to enhance the District's appeal, followed closely by storefront enhancements. Other recommendations for visual improvements included strategic landscaping, cleaner streets, and continued development.

Strengthening Business & Community Engagement

Fostering collaboration between businesses (75%) emerged as the top strategy for increasing the SDDA's capacity, followed by forming partnerships with community and county organizations (50%). Additionally, board members were asked about their willingness to serve on an SDDA subcommittee. Three respondents expressed strong interest, while five were neutral, suggesting a potential opportunity to engage board members in more active roles.

Marketing & Event Programming

Marketing the District as a food and beverage destination was unanimously selected as the best way to promote the area and generate activity, followed by an expanded social media presence. When asked about desired events, respondents prioritized live music and concerts, food and beverage festivals, and recreational events such as marathons and races.

To attract more visitors, respondents emphasized targeting families with children (100%) and older adults (75%). Email was identified as the most common way individuals hear about SDDA events, but respondents suggested increasing social media efforts and securing media coverage on television and radio to improve communication.

Support for Business & Property Owners

When business and property owners were asked about the most helpful resources, the top response was developing and activating vacant properties (57.14%), followed by marketing support and streetscape improvements (42.86%).

When asked to identify the single most impactful project for supporting the District's growth, respondents highlighted lighting and general streetscape improvements, as well as the continued redevelopment of Northland and the potential future redevelopment of excess property at Oakland Community College.

PREVIOUS DOWNTOWN STUDIES & RELEVANT FINDINGS

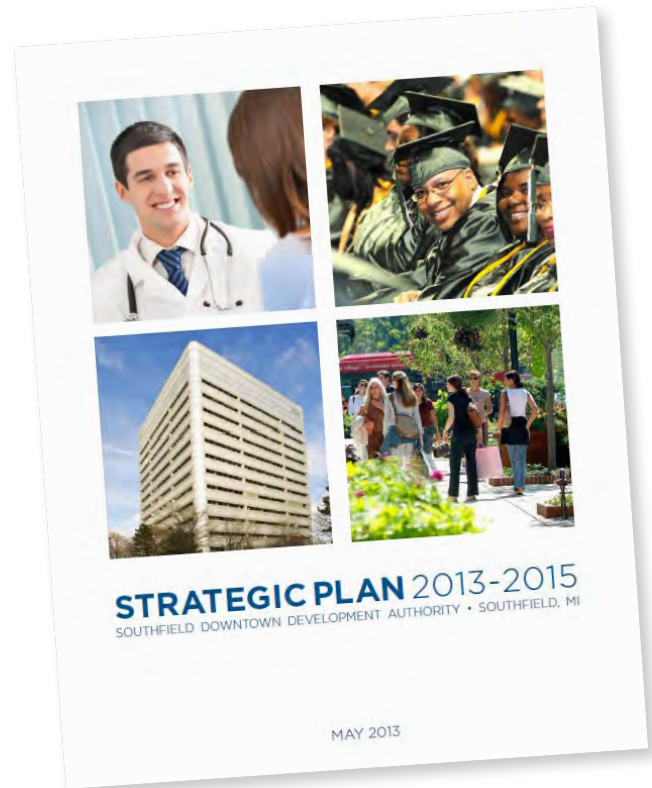
In recent years, the City of Southfield has developed numerous plans to guide the future of its community, and in doing so has laid an impressive groundwork for the achievement of an ambitious set of goals across a range of critical topics, including transportation, redevelopment and land use, economic development, sustainability, health and well-being, and more. Where possible, the Southfield DDA Strategic Plan 2025 has been designed to meaningfully align with and contribute to these City-wide and District-specific goals by building atop existing progress and trailblazing in new, needed directions.

The following planning documents and their associated goals have been reviewed to assess their alignment with Southfield's DDA's contemporary priorities:

- » SDDA Strategic Plan 2013-2015
- » Sustainable Southfield 2.0 Comprehensive Master Plan (2023-2028)
- » [2017 Development Plan and TIF Plan](#)
- » Existing and ongoing trailway plans and maps, including the 9-Mile Greenway Corridor Project; the Northland City Center/9-Mile Non-Motorized Pathway Network; 9-Line; Southfield DDA non-motorized and transit Sub-Area Plan; and the Trailhead Master

Based on the review of these planning documents, a series of focus areas have been identified as potentially pertinent to the DDA's interests, which are identified below, and outlined in detail in the subsequent pages:

- » Business and Talent Attraction and Retention
- » Development and Redevelopment of Key Sites
- » Beautification, Branding, and Placemaking
- » Housing and Neighborhood Development
- » Non-Motorized, Pedestrian-Forward, and Health-Centered Infrastructure



Business and Talent Attraction and Retention

Essential to the economic development of the DDA District, as well as the City of Southfield in whole, is the ability for the City to attract and retain quality employees and businesses. The following goals and initiatives can be drawn from for inspiration for the Southfield DDA Strategic Plan 2025:

Goal/Initiative	Planning Document
Promote business retention and attraction: Continue to implement an active business retention and attraction program.	SDDA Strategic Plan 2013-2015
Foster existing business relationships: Promote Grand Openings for New Development; Expand the SDDA's outreach efforts with existing businesses in the District.	SDDA Strategic Plan 2013-2015
Economic Development: Remain business-friendly and continue to provide business incentives to maintain an equal playing field. <ul style="list-style-type: none"> » Maintain Redevelopment Ready Communities (RRC) certification. » Assist local firms in finding appropriate development sites for expansion 	Sustainable Southfield 2.0 Comprehensive Master Plan (2023-2028)
Economic Development: Encourage innovation and the growth of emerging business sectors. <ul style="list-style-type: none"> » Provide start-up businesses with both financial and technical assistance. » Initiate sustainable urban (re)development strategies that foster green business growth and build reliance on local assets. 	Sustainable Southfield 2.0 Comprehensive Master Plan (2023-2028)
Economic Development: Improve the learning-to-job pipeline for people at all levels of secondary and post-secondary education <ul style="list-style-type: none"> » Cooperate with local educational institutions to coordinate training/skill requirements to meet the needs of local employers. » Assist older adults in finding both paid and volunteer job opportunities » Identify the economic needs of the chronically unemployed and underemployed in the region and develop programming – including education and retraining -- to meet those needs 	Sustainable Southfield 2.0 Comprehensive Master Plan (2023-2028)
Economic Development: Attract and retain young professional and skilled older professionals <ul style="list-style-type: none"> » Create programs and amenities that attract and retain young professionals 	Sustainable Southfield 2.0 Comprehensive Master Plan (2023-2028)
Business Recruitment and Retention Activities (SDDA District): Includes evaluating & continuing SDDA's incentive programs, among others	2017 Development Plan and TIF Plan

Development and Redevelopment of Key Sites

The SDDA District hosts a number of sites with substantial redevelopment potential, including Northland City Center, Oakland Community College, Henry Ford Healthcare, among others, including properties that have not yet been acquired and/or remediated. The SDDA can carefully study the site planning and preparation work completed and that which is yet to be done to make investing in and around these sites attractive, feasible, and sustainable. The following goals and initiatives can be drawn from for inspiration for the Southfield DDA Strategic Plan 2025:

Goal/Initiative	Planning Document
Enhance the economic vitality of the SDDA: Focus development and redevelopment efforts on the Nine Mile Road area: Providence hospital, healthcare spinoffs and support facilities, and their linkages with to OCC facilities and programs.	SDDA Strategic Plan 2013-2015
Support Northland investments in the District: Work with Northland to encourage façade improvements, site updates and creative ways to attract tenants. Include Northland properties in business recruitment efforts, particularly for out-lot development.	SDDA Strategic Plan 2013-2015
Explore other approaches to promote development and redevelopment: Examine techniques / plans / initiatives in other communities that have successful economic development programs.	SDDA Strategic Plan 2013-2015
Prepare and adopt a real estate property acquisition policy: Establish a property acquisition policy to support desired development and redevelopment in the District.	SDDA Strategic Plan 2013-2015
Economic Development: Encourage development that is environmentally sensitive and sustainable. <ul style="list-style-type: none"> » Initiate sustainable urban (re)development strategies that foster green business growth and build reliance on local assets » Encourage the preservation of the city's historic assets, including historic neighborhoods, Mid-Century Modern buildings, and the former Northland Center area 	Sustainable Southfield 2.0 Comprehensive Master Plan (2023-2028)
Economic Development: Retain, expand, and attract businesses <ul style="list-style-type: none"> » Assist local firms in finding appropriate development sites for expansion » Facilitate the development of neighborhood business centers through land use and zoning 	Sustainable Southfield 2.0 Comprehensive Master Plan (2023-2028)
Existing and Future Land Use: Provide for an appropriate amount of mixed-use commercial, office, industrial, and recreational uses, located for convenience, safety, and leisure, resulting in aesthetic business areas in the City. <ul style="list-style-type: none"> » Identify economic sectors that have the potential to contribute to the type of economic development being sought by the City, including addressing the needs of underserved populations and fostering growth in targeted industries » Identify the market prospects facing various real estate development and investment projects, particularly in locations that might be targeted for growth and/or change 	Sustainable Southfield 2.0 Comprehensive Master Plan (2023-2028)

Goal/Initiative	Planning Document
<p>Sub-Area Plans: Establish viable and high-quality commercial, residential, and office districts that promote transit and pedestrian-friendly development to connect those districts with each other and the surrounding community; Provide for high quality, integrated communities providing a diverse range of uses and development to sustain a diverse economy, including offices, retail, entertainment, institutions, services, recreation and leisure, and restaurants.</p> <ul style="list-style-type: none"> » Support the Oakland Community College redevelopment project » Promote development strategies for the rehabilitation and re-purposing of existing structures, conservation, and sustainable/green building design » Target development opportunities to nearby, compatible land uses to shorten trips and facilitate alternative modes of transportation, such as walking, bicycling, and public transit » Provide a combination of financial and regulatory incentives to mixed-use developers, such as permit fee reductions and expedited approvals, tax abatements, and dimensional bonuses » Provide regulatory flexibility with regard to building height, housing density, floor area, lot coverage, yard setback, landscaping, and other zoning provisions for mixed-use developments in key areas targeted for growth 	<p>Sustainable Southfield 2.0 Comprehensive Master Plan (2023-2028)</p>
<p>Public Infrastructure: Ensure that all elements of the built environment, including land use, transportation, housing, energy, and infrastructure, work together to provide sustainable, green places for living, working, and recreation, with a high quality of life.</p> <ul style="list-style-type: none"> » Require Low Impact Design elements to be incorporated into all new development and major redevelopment sites » Create maintenance and site development policies that acknowledge and incorporate trees as a “living utility” 	<p>Sustainable Southfield 2.0 Comprehensive Master Plan (2023-2028)</p>
<p>Northland Redevelopment Project (SDDA District): Partner with the Southfield Brownfield Redevelopment Authority (“SBRA”) with respect to redevelopment of the Northland site, transferring TIF funds to the SBRA (75% tax increment capture from SBRA area) for eligible activities and administration fees pursuant to the Northland Brownfield Plan.</p>	<p>Sustainable Southfield 2.0 Comprehensive Master Plan (2023-2028)</p>
<p>Development & Redevelopment Assistance (SDDA District): Providence, OCC, 8 Mile Rd. parcels, former Michigan Inn & others that meet SDDA objectives. Facilitate & assist investment/reinvestment in development area properties; implement targeted strategies for business & economic development, recruitment, retention, development/redevelopment consistent with the SDDA’s Concept Master Plan. SDDA participation may include construction & site preparation, design & other costs (Including but not limited to site acquisition, demo, renovations, environmental remediation, etc.) as described in this Plan.</p>	<p>2017 Development Plan and TIF Plan</p>
<p>Road Improvements (SDDA District): Partner for construction, repair, or replacement of roads. Northland & other SDDA locations included.</p>	<p>2017 Development Plan and TIF Plan</p>
<p>Utility Improvements (SDDA District): Partner for construction, repair, or replacement of utilities: water and sewer main, storm sewers and stormwater management facilities. Northland & other SDDA locations included.</p>	<p>2017 Development Plan and TIF Plan</p>
<p>Brownfield Remediation (SDDA District): Sites to be determined</p>	<p>2017 Development Plan and TIF Plan</p>
<p>Demolition of Buildings & Structures: Sites to be determined</p>	<p>2017 Development Plan and TIF Plan</p>
<p>Improvements to & Renovation of Buildings: Public facilities only; may include ADA improvements</p>	<p>2017 Development Plan and TIF Plan</p>

Beautification, Branding, and Placemaking

To become a lively, vibrant, and investment-worthy destination, the District must feel safe, aesthetically pleasing and well-maintained. A sense of pride must be strategically and incrementally curated to make employers, residents, and visitors feel a sense of ownership and belonging within the District. The following goals and initiatives can be drawn from for inspiration for the Southfield DDA Strategic Plan 2025:

Goal/Initiative	Planning Document
Improve the appearance of Eight Mile and Greenfield Roads: Create an attractive appearance along the District's border roads (Eight Mile and Greenfield), encourage site and building upkeep and maintenance, painting, and add flowers and landscaping, particularly at the entry points. Coordinate efforts with the neighboring communities that share street frontage.	SDDA Strategic Plan 2013-2015
Enhance the District's landscape and aesthetics: Ensure that the SDDA's streetscape, landscaping, gateways and image areas are well maintained year-round. Plan and install enhanced landscaping, signage, and gateway features at the entrances to the SDDA. Priority locations for improvement include Nine Mile, Greenfield and 8 Mile Roads.	SDDA Strategic Plan 2013-2015
Work on joint projects with Oak Park: Strengthen ties with neighboring communities to beautify the District.	SDDA Strategic Plan 2013-2015
Improve the public's perception so that the SDDA is considered a safe place to live, work and visit: Develop unique image and branding for the District. Regularly update the SDDA website with events and successes. Publicize positive District safe statistics.	SDDA Strategic Plan 2013-2015
Strengthen code enforcement in the District: Use code enforcement as an effective tool to eliminate negative impressions of the District.	SDDA Strategic Plan 2013-2015
Improve communication between apartment owners in the District and the SDDA: Collaborate with building owners to encourage upgrades to residential structures. Encourage façade/site improvements, security and maintenance enhancements.	SDDA Strategic Plan 2013-2015
Market the District as a vibrant community: Promote the District's assets and showcase the variety of existing features; Instill pride through the facilitation of community events, i.e. community clean up, art events, sidewalk sales, concerts, etc. "We care, We share, We learn, We grow."	SDDA Strategic Plan 2013-2015
Continue PR and marketing program and work with media to broadcast success: Promote the District through communication venues like internet (EBlasts), radio and T.V.	SDDA Strategic Plan 2013-2015
Public Infrastructure: Ensure that all elements of the built environment, including land use, transportation, housing, energy, and infrastructure, work together to provide sustainable, green places for living, working, and recreation, with a high quality of life: » Provide aesthetic, well-maintained streets and sidewalks and work to fill sidewalk gaps	Sustainable Southfield 2.0 Comprehensive Master Plan (2023-2028)
Public Infrastructure: Promote the public welfare and serve the public interest, convenience, and enjoyment through the promotion of the arts in the City of Southfield. » Establish more physical works of art in public places throughout the City	Sustainable Southfield 2.0 Comprehensive Master Plan (2023-2028)
Streetscape Enhancements (SDDA District): Prioritize locations where features are missing, need replacement or are high image locations; remove old CDA signs & install wayfinding system; (Northland interior & perimeter roads, & other SDDA locations included)	2017 Development Plan and TIF Plan

Goal/Initiative	Planning Document
District Ongoing Marketing, Communications and Administration (SDDA District): includes marketing and communications, maintenance of improvements, economic development strategy administrations, etc. Includes funding for additional effort for administrative oversight, marketing assistance and project management for Northland redevelopment.	2017 Development Plan and TIF Plan
District Beautification, Image Intersections & Gateways (SDDA District): Public art, landscaping, cultural amenities, aesthetic improvements, entry signs/features.	2017 Development Plan and TIF Plan
Code Enforcement Assistance (SDDA District): Includes property maintenance and ordinance compliance.	2017 Development Plan and TIF Plan

Non-Motorized, Pedestrian-Forward, and Health-Centered Design

Across several of the reviewed planning documents, walkability and pedestrian-infrastructure was centered as a means to improve accessibility and mobility and to promote healthy lifestyles for residents and visitors. The following goals and initiatives are drawn for inspiration for the Southfield DDA Strategic Plan 2025:

Goal/Initiative	Planning Document
Enhance the District's streetlight infrastructure and increase safety for pedestrians: Conduct an inventory and analysis of existing streetlights, including a night tour to assess streetlight performance.	SDDA Strategic Plan 2013-2015
Improve the District's Walkability: Develop connections (sidewalk, bike path, etc.) to facilitate travel between OCC and Northland City Center.	SDDA Strategic Plan 2013-2015
Transit: Work with Northland, SMART, DDOT and stakeholders to resolve issues and partner for implementation of the 2013 Non-motorized Plan.	SDDA Strategic Plan 2013-2015
Healthy Living: Promote alternative modes of mobility with a focus on active transportation and micro-mobility. » Hold annual bike-the-town events to encourage people to get comfortable with and excited about cycling.	Sustainable Southfield 2.0 Comprehensive Master Plan (2023-2028)
Healthy Living: Promote active living by making it safer to walk or bike to daily activities like shopping, work, school, and recreation. » Promote public and semi-public exercise facilities (outdoor and indoor)	Sustainable Southfield 2.0 Comprehensive Master Plan (2023-2028)
Healthy Living: Promote and encourage individual and communal time and energy available for such things as community improvement, social networking, civic engagement, personal recreation, and other activities that create social bonds between individuals and groups.	Sustainable Southfield 2.0 Comprehensive Master Plan (2023-2028)
Existing and Future Land Use: Offer unified, well-organized, walkable residential neighborhoods that provide a variety of housing options, recreational and social opportunities, and community assets in a livable environment for the City's residents.	Sustainable Southfield 2.0 Comprehensive Master Plan (2023-2028)
Sub-Area Plans: Establish viable and high-quality commercial, residential, and office districts that promote transit and pedestrian-friendly development to connect those districts with each other and the surrounding community.	Sustainable Southfield 2.0 Comprehensive Master Plan (2023-2028)
Sub-Area Plans: Respond to a growing market demand for walkable, vibrant communities with convenient transit linkages, proximity to jobs, and access to nearby public services and spaces and activity-oriented destinations. » Develop shared-use pathways throughout the City to connect users with public transit to key destinations in the City and beyond.	Sustainable Southfield 2.0 Comprehensive Master Plan (2023-2028)

Goal/Initiative	Planning Document
<p>Public Infrastructure: Promote active living by making it safer to walk or bike to daily activities like shopping, work, school, and recreation.</p> <ul style="list-style-type: none"> » Build more shared use pathways, bike routes, and other non-motorized transit options. » Adopt local ordinances protecting pedestrians on sidewalks and crosswalks. 	Sustainable Southfield 2.0 Comprehensive Master Plan (2023-2028)
<p>Public Facilities and Services: Improve public transit for older adults, low-income riders, and people with disabilities.</p>	Sustainable Southfield 2.0 Comprehensive Master Plan (2023-2028)
<p>Walkability Improvements (SDDA District): Repair, replacement, & new construction of sidewalks & multi-use pathways, and ADA enhancements.</p>	2017 Development Plan and TIF Plan
<p>Public Transportation Infrastructure (SDDA District): Bus stop improvements, park & ride, and others.</p>	2017 Development Plan and TIF Plan
<p>Traffic Signals (SDDA District): Mast arms, autonomous vehicle support, pedestrian crossings.</p>	2017 Development Plan and TIF Plan
<p>Non-Motorized Vehicle Improvements (SDDA District): Construction of bike paths/lanes for access throughout the District; Connect OCC, Providence, Northland site, and other activity centers.</p>	2017 Development Plan and TIF Plan
<p>Add additional non-motorized trails and corridor connections on W 9 Mile, which cuts through DDA District.</p>	9 Mile Greenway Corridor Project
<p>Add non-motorized pathways throughout DDA (including JL Hudson Non-motorized Pathway; Northland Non-motorized pathway)</p>	Northland City Center/9 Mile - Non-Motorized Pathway network

Housing and Neighborhood Development

While housing units currently make up a small portion of the SDDA, the provision of additional quality, affordable, and diverse housing types within and around the District is essential to its social and economic success. The following goals and initiatives can be drawn from and for inspiration for the Southfield DDA Strategic Plan 2025:

Goal/Initiative	Planning Document
<p>Housing and Residential Character: Support quality, safe, and affordable housing in a variety of types, sizes, locations, and costs to meet the needs of current and future residents, regardless of age or income.</p> <ul style="list-style-type: none"> » Provide mixed-use and higher density residential options. » Seek partners and funding to increase the supply of housing for older adults, including developments that support aging in place 	Sustainable Southfield 2.0 Comprehensive Master Plan (2023-2028)
<p>Support Northland investments in the District: Work with Northland to encourage façade improvements, site updates and creative ways to attract tenants. Include Northland properties in business recruitment efforts, particularly for out-lot development.</p>	SDDA Strategic Plan 2013-2015

PROFILE OF DOWNTOWN DEVELOPMENT AUTHORITY DISTRICT

The Southfield Downtown Development Authority (SDDA) District, encompassing approximately one square mile, serves as a key economic and commercial hub within both the City of Southfield and the broader Southeast Michigan region. Located in the southeastern corner of Southfield, the SDDA District is a concentrated area of business, retail, residential, healthcare, and institutional development. It plays a critical role in Southfield's identity as a regional center for commerce and employment, complementing the city's position as a major suburban business district just outside of Detroit.

Within the context of Southeast Michigan, the SDDA District is strategically positioned along major transportation corridors, including Northwestern Highway (M-10), Southfield Freeway (M-39), and 8 Mile Road (M-102). These connections link the District to Detroit, neighboring suburbs, and the broader metro area, reinforcing its role as a key node for business, healthcare, and retail. As one of the region's significant commercial districts, the SDDA contributes to Southeast Michigan's economic landscape, attracting businesses, supporting workforce mobility, and serving as a hub for regional investment and redevelopment initiatives.

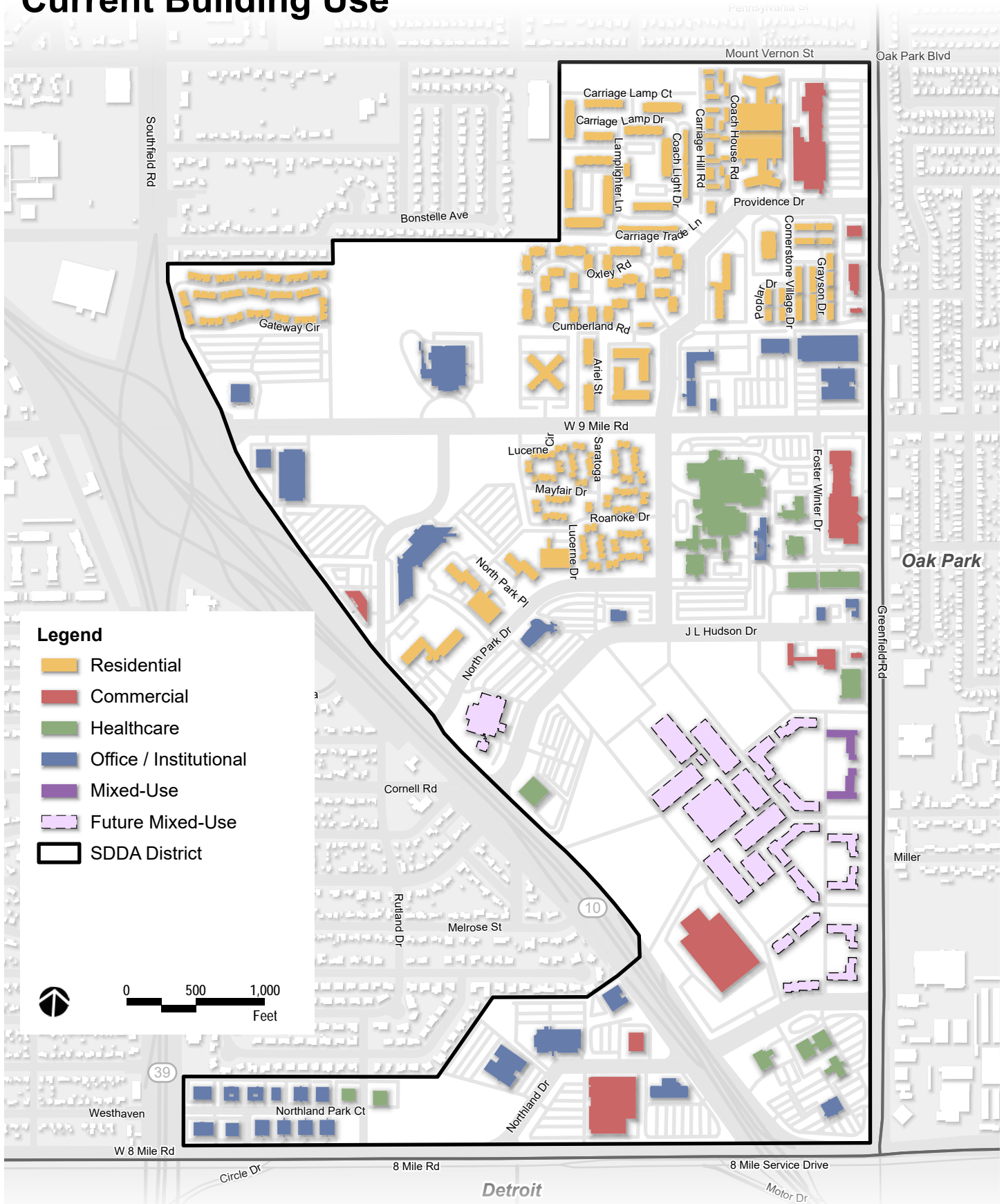
CURRENT LAND USE ASSESSMENT

The current land use within the SDDA District, shown in the **Current Land Use Map**, reflects a diverse and dynamic mix of development, supporting a variety of community needs. Commercial areas provide retail, dining, and services, while residential neighborhoods range from high-rises to two-story residential communities, offering housing options for different income levels and lifestyles. Office spaces accommodate professional and administrative functions, contributing to the area's employment base. Healthcare facilities ensure access to essential medical services, supporting the well-being of residents and workers alike. Planned mixed-use developments will combine residential, commercial, and office spaces, promoting walkability and connectivity. These developments will impact economic activity, transportation, and land use patterns in the area and understanding these land use patterns helps identify opportunities for future development and potential improvements to the built and natural environment.

The Existing Land Use Table provides a snapshot of the District make up by category. The Table displays square footage of buildings rather than total land area to more accurately represent the proportion of uses given the height of numerous buildings in the District. Notably, residential uses represent the largest share at just over 42% of the District's total building square footage. Commercial uses are likely at a low point of 8.6% as the Northland Center development has yet to build out its commercial sections.

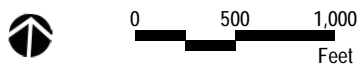
Land Use	Total Square Footage	Percent
Commercial	784,750	8.6%
Healthcare	1,917,433	21.1%
Mixed-Use	497,816	5.4%
Office	1,987,281	21.9%
Residential	3,882,441	42.8%
Total	9,069,721	100%

Current Building Use



Legend

- Residential
- Commercial
- Healthcare
- Office / Institutional
- Mixed-Use
- Future Mixed-Use
- SDDA District



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Residential Development

The SDDA District is home to a diverse range of residential options, including numerous apartment complexes and condominium communities. These housing developments vary in design, ranging from high-rise towers to mid-rise towers, to low-rise buildings. Accommodating a wide spectrum of residents—including young professionals, families, and retirees—these neighborhoods foster a lively and dynamic atmosphere. Many of these communities also provide modern amenities such as fitness centers, shared recreational spaces, and green areas, enhancing the overall quality of life for residents.

The tallest building in the District is North Park Towers, reaching 18 stories. Other notable high- and mid-rise residences include Carlyle Tower Apartments, Providence Towers Apartments and Condominiums, The Reserve of Southfield, North Park Place, and Solaire Apartments which is an age-restricted community for individuals 62 and older.

Adona Apartments, situated at 9 Mile and Providence Drive, features four-story apartment buildings. The remaining residential complexes consist of two-story structures, such as The Village at Cornerstone Condominiums, Legacy Place Condominiums, Coach House Apartments, The Vistas Condominiums, and The Oxley Apartments, offering a more intimate neighborhood feel.

The SDDA District's residential areas are primarily located north of North Park Drive, making it essential to consider pedestrian circulation both within these developments and throughout the broader District. Strong connectivity between residential and non-residential areas is key to supporting the District's economic vitality. Additionally, enhancing the pedestrian experience with amenities such as streetscaping, crosswalks, shade, wayfinding, and seating areas help create a welcoming and accessible environment, encouraging greater usability.

The Northland City Center development will provide an additional 2,000 to 3,000 new residential units. As of spring 2025 two of the residential buildings are nearing completion with occupancy expected in late summer. The completion of this portion of the development will significantly boost the population of the District driving a need for more retail, entertainment and dining for the existing and new residents.





Commercial Development

Commercial land uses have historically made up a significant portion of the SDDA District. The most notable among them was Northland Center, which is now being redeveloped as a mixed-use development. Outside of the former Northland Center, current commercial uses are located along the major thoroughfares on the edges of the SDDA District and include a diverse range of businesses from restaurants to healthcare businesses to retail. Notable commercial developments include:

- » **Cornerstone Plaza**, on the corner of Mount Vernon Street and Greenfield Road, has recently undergone a transformation with the loss of anchor store Kroger and other retailers the plaza incorporated a facade change and attracted retailers such as Burlington Coat Factory, Ross Dress for Less, and Five Below.
- » **Costco Business Center**, at Northland Drive and Northwestern Highway, opened in early 2024 and serves as Michigan’s first and only Costco Business Center, which offers different products from the standard Costco stores. This development represents continued investment in Southfield as the nexus for regional commerce.
- » **Greenfield Plaza**, on the corner of 9 Mile Road and Greenfield Road, is a strip mall containing convenience stores, retail, restaurants, pharmacies, and personal service businesses. Also attached is a large commercial space that formally housed Art Van Furniture.
- » **Universal Wholesale**, on Northland Drive, offers bulk products to customers. This commercial development further reinforces Southfield’s role as the regional business hub in Southeast Michigan.





Healthcare Development

Healthcare facilities within the SDDA District play a crucial role in supporting the well-being of residents, workers, and visitors. With a range of medical offices, clinics, and specialized care facilities, the district serves as a key hub for accessible and high-quality healthcare services. These institutions not only contribute to public health but also drive economic growth by attracting medical professionals and supporting related industries. Typically, healthcare is included in institutional uses, however it is separated to highlight the significant impact healthcare facilities have on the SDDA District.

The largest healthcare facility is The Henry Ford Providence Southfield Hospital, located on Providence Drive, south of 9 Mile Road. Henry Ford Providence Southfield Hospital provides specialty care and 24/7 emergency services. The hospital offers advanced surgical care for serious and life-threatening injuries and illnesses. Its care teams prioritize understanding patients' health needs to deliver personalized treatment. As a destination for specialty care, the hospital provides expertise in areas such as cardiology, oncology, stroke care, orthopedics, and women's health.

Within the SDDA District there are also smaller healthcare facilities such as the surgery centers and specialty healthcare services. These are both surrounding the Henry Ford Hospital campus and throughout the District.

There is a need for additional housing, restaurants, and retail within walking distance of the hospital and other supporting healthcare facilities.

Office and Institutional Development

The office and institutional land uses within the SDDA District play a vital role in shaping its economic and community landscape. Home to a mix of corporate offices, medical facilities, educational institutions, and government services, these uses contribute to the district's position as a regional employment and service hub. As the District continues to evolve, maintaining office and institutional spaces will be key to fostering economic growth, innovation, and community well-being. Notable office and institutional developments include:

- » **Fox 2 Detroit**, located north of Nine Mile Road, encompasses approximately thirty-eight acres and serves as a television studio for WJBK which provides news to the Metro Detroit area. Fox News has recently installed decorative fencing on the 9 Mile frontage and has plans for additional landscaping.
- » **Oakland Community College**, located off Rutland Avenue, has five campuses, one of which is in Southfield. Oakland Community College's Southfield location serves as a hub for workforce development, innovation, and research, attracting businesses and fostering entrepreneurship.
- » **Triumph Church - North Campus**, located between North Park Drive and J. L. Hudson Drive, is a non-denominational church located in the former Millennium Centre.

Beyond Epicenter, the SDDA District features a diverse mix of office spaces, including high-rise, mid-rise, and smaller individual tenant buildings.

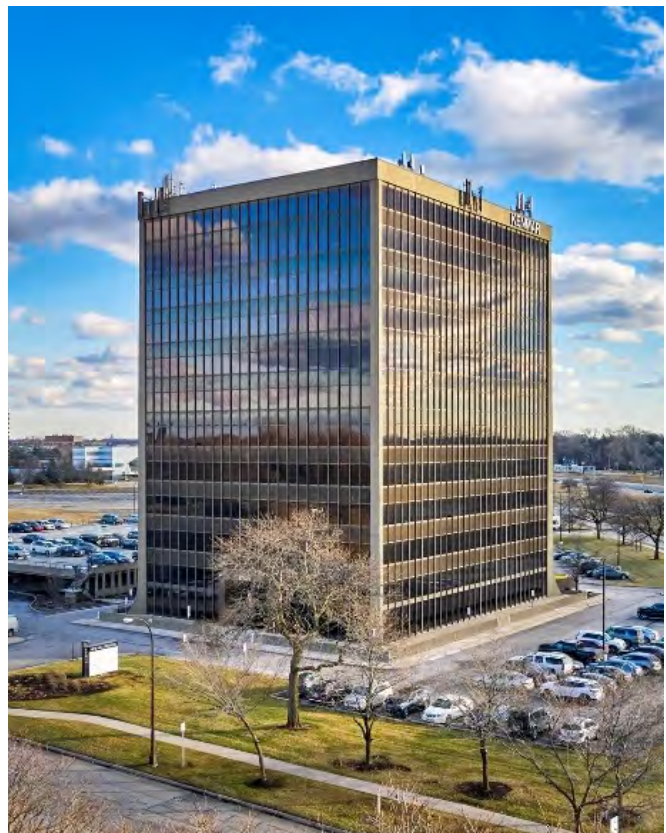
- » **Epicenter**, located at 9 Mile and Northwestern Highway, is a 15-story high-rise office building containing a variety of professional tenants, including the Southfield Downtown Development Authority offices.

Similarly, in addition to Oakland Community College, the district hosts several educational institutions specializing in non-traditional learning, nursing trainings, such as English language schools, employment training programs, and education for individuals with disabilities. The district also includes child care centers.

Mixed-Use Development

Mixed-use development in the SDDA District is primarily in the planning stages. The most significant project is the Northland City Center redevelopment, which envisions multiple mixed-use buildings integrating residential, commercial, and office spaces. While many existing buildings in the district already feature a blend of commercial and office uses, the mixed-use classification specifically refers to developments that combine residential with commercial, office, institutional, or healthcare facilities.

Another notable future mixed-use development is at 16400 J.L. Hudson Drive. This development plans to integrate transitional housing for adults exiting the foster care system, with educational facilities for both adults and children.





Southfield's Historic Cornerstone District: *Birthplace of the Shopping Mall*

The Cornerstone (SDDA) District is home to Northland Center, the world's first regional shopping mall, which opened on March 22, 1954. Developed by the J.L. Hudson Company and designed by architect Victor Gruen, Northland was envisioned as a suburban community hub, integrating art, green space, and retail in a pedestrian-friendly layout. The \$12 million project was a groundbreaking concept, with underground delivery systems, perimeter parking, and a focus on shopper experience. Hudson's department store, the anchor, grossed \$88 million in its first year.

Northland's success spurred rapid growth in Southfield and nearby communities, leading to new offices, housing, entertainment, and hospitality developments. Over time, however, competition from newer retail centers, the rise of e-commerce, and ownership turnover contributed to its decline. Northland officially closed on April 15, 2015.

A New Chapter: Northland Reimagined

The City of Southfield is now transforming the 125-acre site into a vibrant, mixed-use community while honoring its historic legacy and Mid-Century Modern design. Phase I includes a 1,510-unit apartment development with commercial spaces along Greenfield Road and the adaptive reuse of the former Hudson's store as Hudson's City Market—a dynamic food and retail destination inspired by Atlanta's Ponce City Market.

Phase II will expand the neighborhood with additional mixed-use buildings, townhomes, and green space featuring a pond, walking paths, and community amenities. The original power plant will become a community clubhouse, and the iconic water tower will be preserved.

Preserving the Legacy

The City of Southfield has undertaken significant steps to redevelop the former Northland Center site. After purchasing the 114-acre property in 2015 for \$2.4 million, the city conducted environmental remediation and partial demolition to prepare the site for future development. In 2021, Southfield sold the majority of the property to Contour Companies for \$11.1 million, paving the way for a \$403 million mixed-use redevelopment project. This project, known as Northland City Center, aims to transform the area into a vibrant community featuring over 2,000 residential units, retail and dining spaces, and the adaptive reuse of the historic J.L. Hudson building into the Hudson City Market.

BUILT ENVIRONMENT AND INFRASTRUCTURE

The built environment and infrastructure of the SDDA District form the foundation for its growth, connectivity, and overall functionality. Roads, utilities, buildings, and green spaces all play a critical role in supporting businesses, residents, and visitors. Well-planned infrastructure enhances mobility, promotes sustainable development, and ensures the efficient delivery of essential services.

Anchor Institutions

To a large extent, the District's success is tied to the success of its major anchors: the utilization of the former Northland Center site, Henry Ford Providence Southfield Hospital, and Oakland Community College.

The Northland City Center Redevelopment Project aims to transform the site into 14 mixed-use buildings, including workforce housing, commercial and retail space, and the Hudson City Market. The project will also rehabilitate part of the existing Center and replace much of the vast parking lot with new development. Public infrastructure improvements, such as lighting and sidewalks, will enhance walkability and density. With a total capital investment of \$402.5 million, the project is expected to create 500 full-time jobs and revitalize the underutilized site. The City of Southfield Brownfield Redevelopment Authority secured \$26 million in state tax capture, with additional local contributions bringing the city's total commitment to approximately \$49.3 million. Certified under MEDC's Redevelopment Ready Communities program, the project is a priority redevelopment site expected to spur future growth.

Henry Ford Providence Southfield Hospital is a leading healthcare facility providing comprehensive medical services to the community. As part of the Henry Ford health system, the hospital offers specialized care in areas such as cardiology, oncology, orthopedics, and women's health, along with advanced surgical and emergency services. It is recognized for its commitment to high-quality patient care, medical research, and education, serving as a teaching hospital for future healthcare professionals. The hospital plays a vital role in the region's healthcare network, ensuring access to essential medical treatments and innovative care solutions.

Oakland Community College (OCC) in Southfield is one of the five campuses of OCC, offering a wide range of academic programs, workforce training, and continuing education opportunities. The Southfield campus focuses on business, healthcare, and technical programs, preparing students for careers in high-demand fields. With modern facilities and dedicated faculty, OCC provides affordable, high-quality education and supports student success through tutoring, career services, and transfer pathways to four-year universities. CC has plans to expand facilities on the existing site to include a new public safety training center.



Historically Significant Architecture

Southfield, Michigan, is home to a rich collection of Mid-Century Modern architecture, reflecting the City's growth during the post-war boom of the 1950s and 1960s. Characterized by clean lines, open floor plans, and an emphasis on integrating indoor and outdoor spaces, Mid-Century Modern design shaped both residential and commercial developments in the area. Southfield's skyline, office buildings, and civic structures showcase the era's hallmark features, including expansive glass windows, flat roofs, and innovative uses of steel and concrete. Many prime examples of Southfield's Mid-Century Modern architecture can be found in the SDDA District.

Millennium Center

Opened in 1966 and designed by Ted Rogvoy, the Northland Theater featured a distinctive curving roof and seated nearly 1,500 patrons. Its first screening was Hitchcock's *Torn Curtain*. The auditorium was split into two in 1976, and AMC Theatres acquired and closed it in 1990. In the 1990s, Providence Hospital took ownership, later transferring it to the SDDA which restored the auditorium and used it for events, performances, and a classic movie series. The ADDA ceased operations in 2010, and today, the theater serves as a mixed-use venue and the home of the Southfield branch of Triumph Church.



AT&T Building

As Detroit's suburbs expanded in the 1950s, corporations began relocating from the city's core. Standard Oil (Amoco) was among the first major companies to move to Southfield, building a distinctive four-story, 95,038-square-foot office at Eight Mile and Northwestern Highway—the city's largest at the time. The design features three intersecting components and exterior light shades. In 1977, the Sandy Corporation took over the building, followed by Ameritech/AT&T years later.



The Former Reynolds Aluminum Regional Office

Celebrated for its modern, open design, it was dubbed "an ode to aluminum." Designed by Minoru Yamasaki, the building featured a central atrium, floating upper floors, a pyramid skylight, and reflecting ponds with water lilies. Gold anodized aluminum grills wrapped the upper floors, showcasing aluminum's versatility. Sold to Vic Tanny Health Clubs in 1984, the first floor was later expanded, and the ponds were removed.



Salvation Army

Allstate Insurance was among the first corporations to move to Southfield in 1955, settling near Northland. In 1967, it relocated to a larger building on Northwestern Highway west of Lahser Road. Kelly Services later expanded and occupied the space until 1989. Designed by Victor Gruen, the building features two cement and glass wings connected by a lobby with a butterfly roof portico. The building is now utilized as the regional headquarters for Salvation Army.



North Park Towers

The opening of North Park Towers introduced luxury and high-rise apartment living in Southfield, attracting affluent residents, including professionals, musicians, and athletes. Motown singer Diana Ross was among its notable residents. Developed by Hudson-Webber Realty and designed by architect Nate Levine, the complex offered upscale amenities such as valet parking, a concierge, and a beauty salon.



Northland Gardens Neighborhood

Although not within the District, the Northland Gardens neighborhood borders its southwestern edge. Developed between 1956 and 1976, the neighborhood features ranch-style homes that reflect the era's distinctive mid-century modern design, incorporating elements such as breezeways, awnings, and other architectural details. Many homes in Northland Gardens originally housed Motown Music stars, such as Smokey Robinson. Northland Gardens is also recognized on the National Register of Historic Places.

Preserving Southfield's Mid-Century Modern architecture is essential to maintaining the city's unique character and historical significance, even as some buildings remain vacant. Adaptive reuse and restoration efforts can help revitalize these structures, ensuring they continue to serve the community while honoring their architectural legacy. The District's unique architecture is a valuable asset that can be distinctly marketed to attract visitors and investors alike.



Streetlighting

Streetlighting plays a key role in creating a safe, accessible, and welcoming environment within the SDDA District. Proper lighting enhances visibility for pedestrians, cyclists, and drivers, reducing accidents and improving overall public safety. Well-lit streets also contribute to crime prevention by deterring unlawful activity and increasing the sense of security for residents and visitors. Beyond safety, streetlighting supports economic activity by making commercial areas more inviting after dark.

Streetlights within the SDDA District are powered by underground wiring, which provides a safer, more dependable, and durable alternative to overhead lines while also enhancing the visual appeal of the area. The streetlight locations are shown in the Lighting Infrastructure Location Map along 9 Mile Road, Providence Drive, North Park Drive, Northwestern Highway, and Northland Drive (west of Northwestern Highway). Additionally, although outside the SDDA District boundary, Greenfield Road is also equipped with street lighting.

Areas that lack street lighting include J. L. Hudson Drive, Northland Drive (east of Northwestern Highway), and Northland Park Court. The addition of streetlights, especially along J. L. Hudson drive will be important to consider as the former Northland Center is redeveloped into a more pedestrian centric economic hub.

Pavement Condition

Pavement Condition is measured using the PASER (Pavement Surface Evaluation and Rating) system which classifies conditions into 10 categories. Below is a brief summary of each category:

- » **10 (Excellent):** Newly constructed or resurfaced pavement with no visible distress.
- » **9 (Very Good):** Like-new condition with only minor signs of wear.
- » **8 (Good):** Slight surface wear but no significant cracks or deterioration. Requires only routine maintenance.
- » **7 (Fair-Good):** Minor surface aging with slight cracks that may require sealing.
- » **6 (Fair):** Moderate surface wear with early signs of distress, such as shallow cracking or minor rutting. Preventive treatments like seal coating or minor patching may be needed.
- » **5 (Marginal):** Surface deterioration is more visible, with cracks spreading. May require more extensive maintenance, such as patching and overlay treatments.
- » **4 (Poor-Fair):** Severe surface distress, including extensive cracking and minor potholes. Requires significant patching or resurfacing.
- » **3 (Poor):** Deep cracks, potholes, and structural failures. Pavement may no longer be stable and needs major rehabilitation.
- » **2 (Very Poor):** Extensive failure with large potholes and deep cracks. Temporary repairs may no longer be effective, requiring major reconstruction.
- » **1 (Failed):** Pavement is completely deteriorated, unsafe for travel, and in need of full reconstruction.

The **Pavement Condition Map** shows the PASER data for 2024 within the SDDA District, with category 6 and 7 combined and 3 and 4 combined due to similarities in rating. North Park Drive and Forest Winter Drive are the highest rated roads classified as excellent. Providence Drive and the eastern portion of Northland Drive are also rated highly with very good and good classifications.

J. L. Hudson Drive is the most distressed road, with the entirety rated as failed. Rutland Avenue also has a section that is classified as failed. These roads should be the highest priority for improvement, particularly given the proximity to new developments.



Tree Canopy

The natural features within the SDDA District are primarily limited to tree cover. There are no wetlands or bodies of water, aside from a drain running along Northwestern Highway and stormwater infrastructure. The Tree Coverage Map illustrates the distribution of the tree canopy, which is predominantly concentrated along roadways within the District. Notably, North Park Drive, J. L. Hudson Drive, Providence Drive, and Northend Drive have tree-lined streets. Additionally, the residential developments in the northern section of the District contain a relatively high amount of vegetation.

However, most lots within the SDDA District have limited tree coverage, as they are highly developed with a majority of the area covered by impervious surfaces. Enhancing tree coverage or implementing tree programming within the SDDA District would provide numerous benefits, including improved air quality, reduced urban heat, and enhanced aesthetic appeal. Increased tree canopy can also help manage stormwater runoff by reducing the impact of impervious surfaces, while creating a more inviting and pedestrian-friendly environment.



Impervious Surfaces and Parking

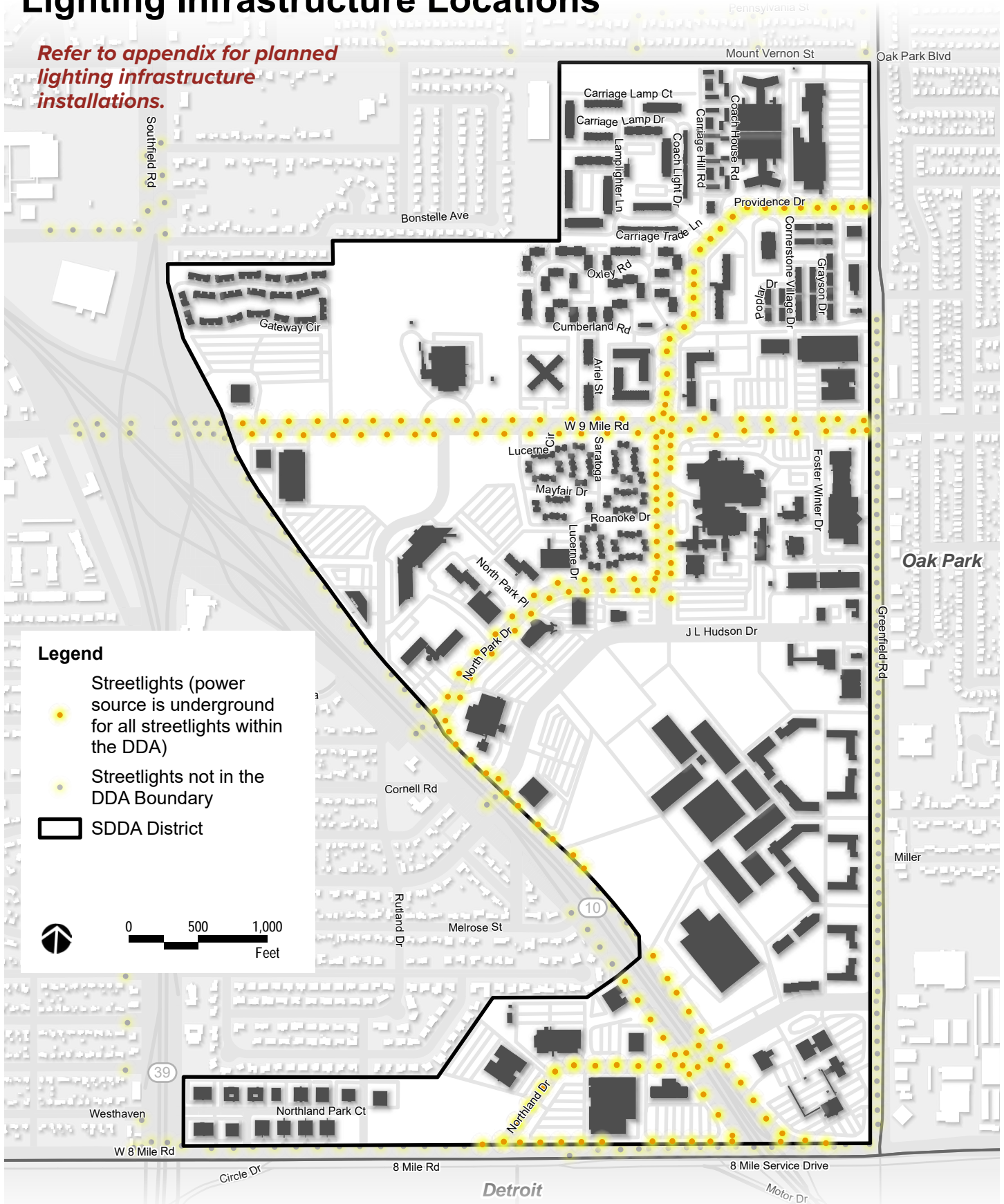
The SDDA District is almost entirely developed with buildings, roadways, and parking infrastructure. The Impervious Surface Coverage Map shows the impervious surfaces within the District. The former Northland Center site includes a vast expanse of parking surrounding the former center. Likewise, many buildings in the SDDA District are surrounded by expansive parking lots, which limit the amount of permeable surface. These lots are often underutilized, presenting an opportunity to assess actual parking demand and convert excess paved areas into permeable spaces. Parking structures should be evaluated for use and suitability and removed where appropriate.

Reducing impervious surfaces is essential for managing stormwater, as it helps prevent flooding, erosion, and sewer system overflows by allowing water to naturally infiltrate the ground. It also improves water quality by filtering pollutants before they reach waterways and replenishes groundwater supplies critical for drinking water and ecosystems. Additionally, minimizing impervious surfaces helps reduce the urban heat island effect, creating cooler and more sustainable communities.

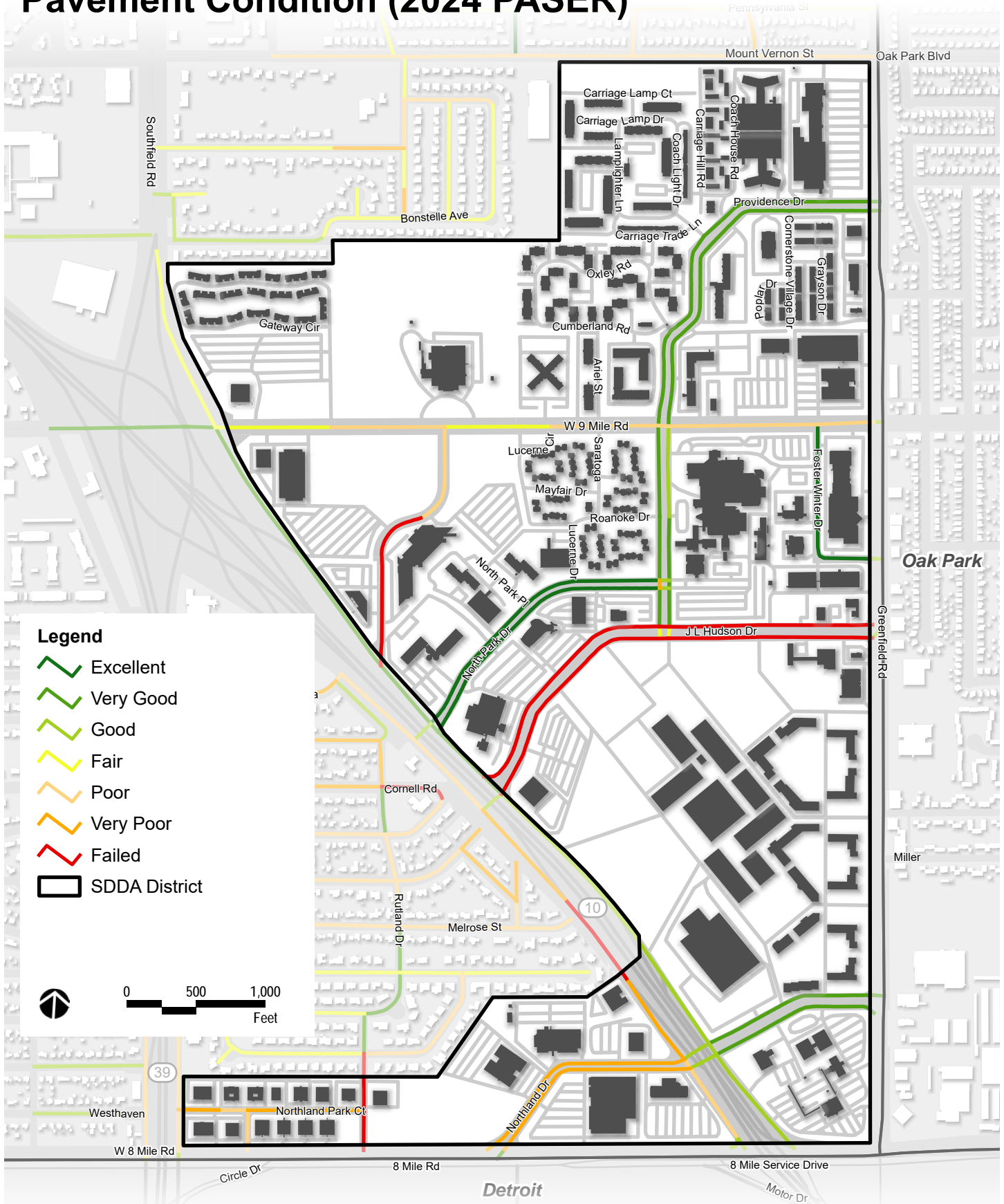


Lighting Infrastructure Locations

Refer to appendix for planned lighting infrastructure installations.



Pavement Condition (2024 PASER)

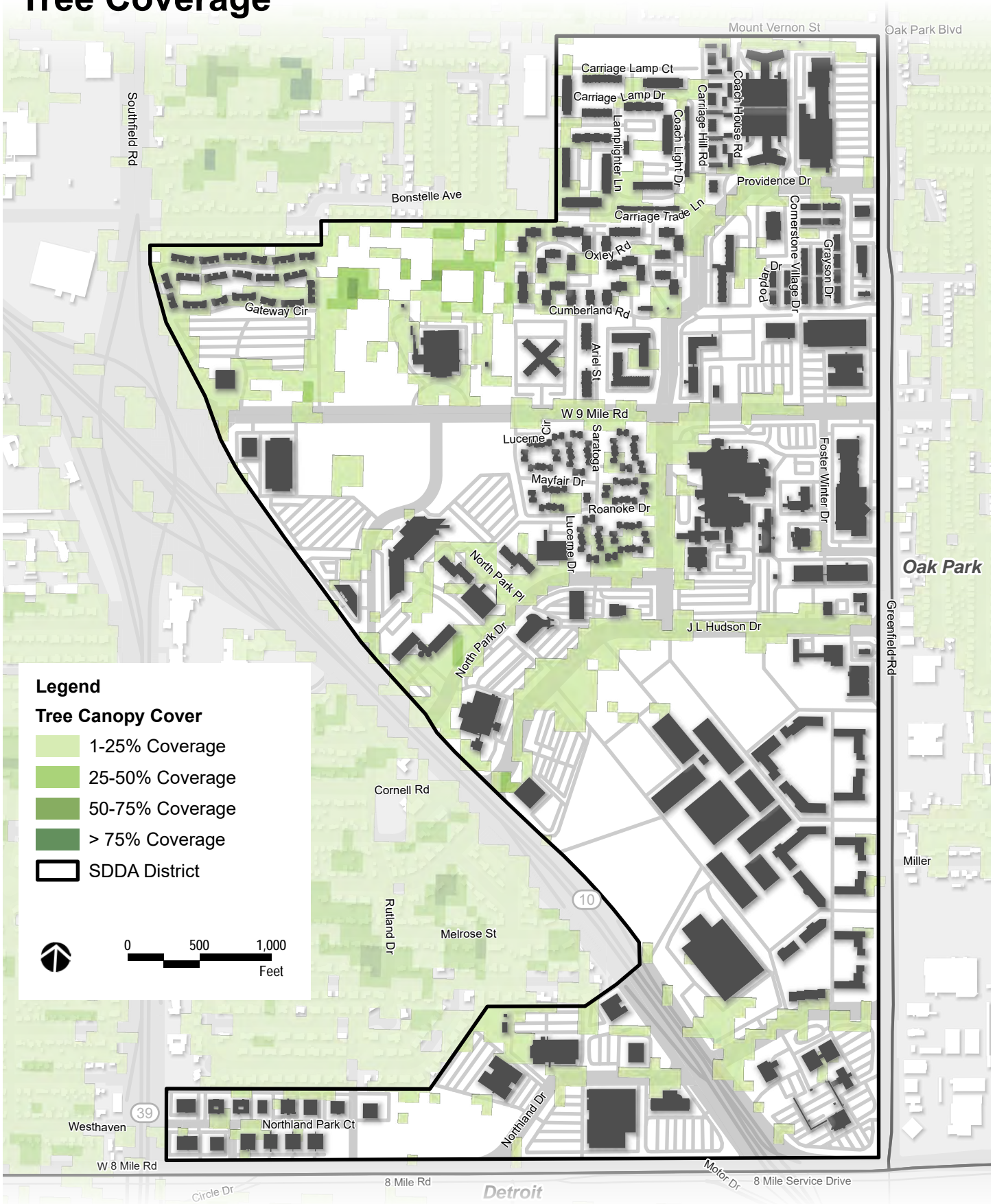


Legend

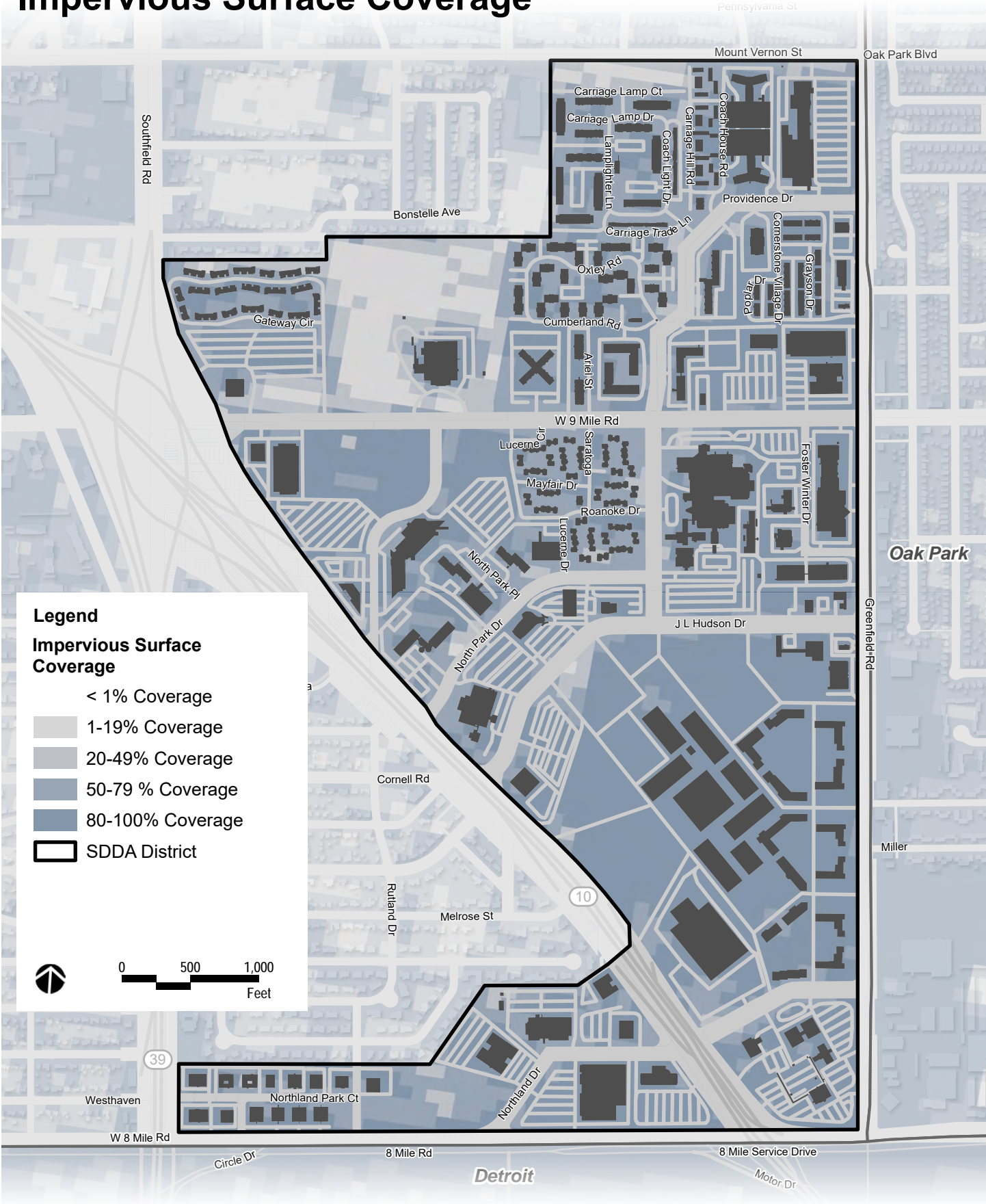
- █ Excellent
- █ Very Good
- █ Good
- █ Fair
- █ Poor
- █ Very Poor
- █ Failed
- SDDA District



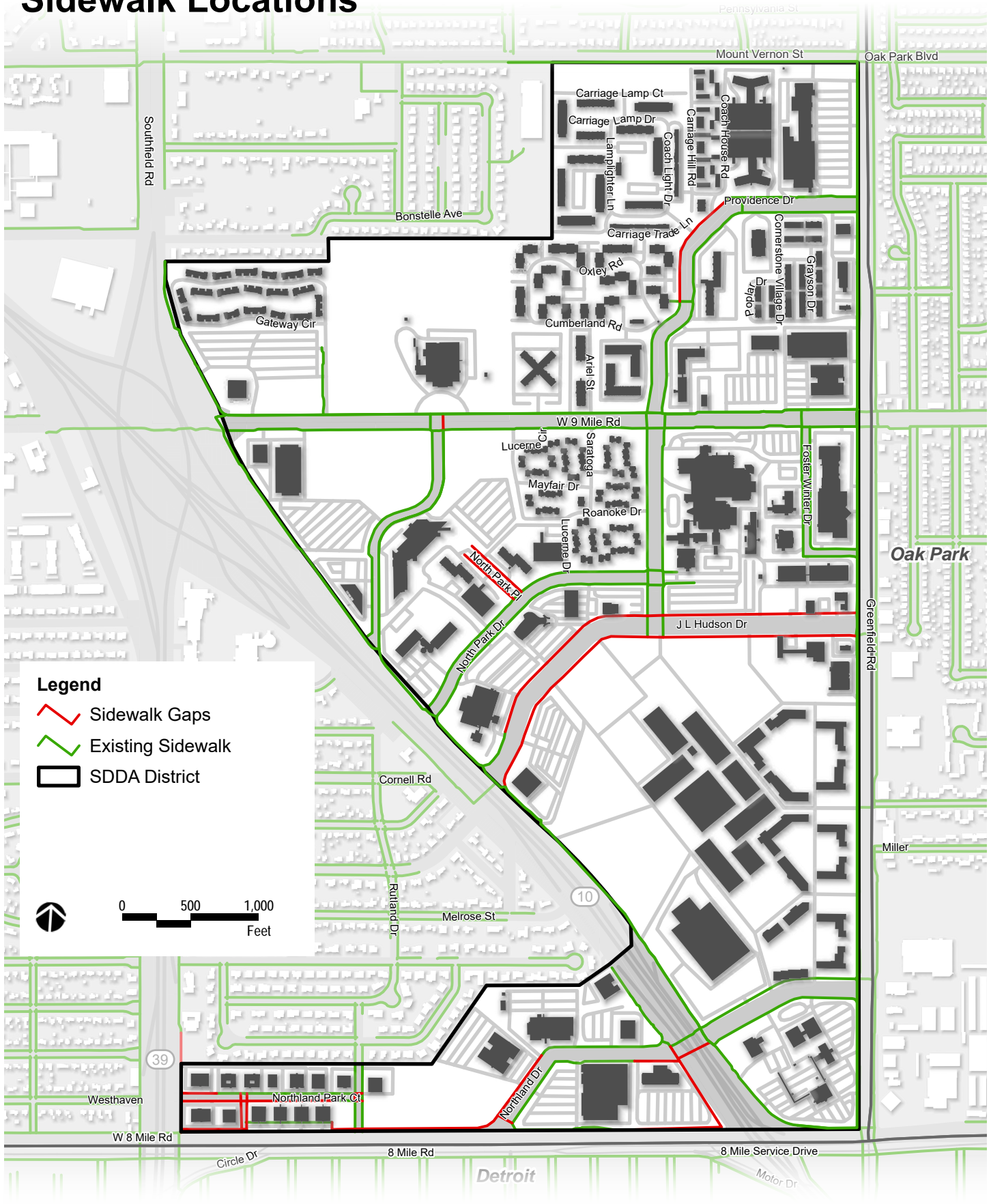
Tree Coverage



Impervious Surface Coverage



Sidewalk Locations





TRANSPORTATION AND CONNECTIVITY

A connected and safe transportation network supports accessibility, economic growth, and community well-being. Roads, public transit, sidewalks, and bike paths shape daily life by enabling mobility, linking people to jobs and services, and fostering inclusive, livable communities. Prioritizing safety in transportation design ensures that all users, including pedestrians, cyclists, and children, can travel securely and confidently.

The SDDA District is served by several public streets and highways, including:

- » Southfield Freeway (M-39) and Northwestern Highway (M-10), along with their service drives
- » Eight Mile Road (M-102), both east and west of M-10
- » Greenfield Road, Nine Mile Road, and Rutland Road, with sections located north and south of M-10
- » J.L. Hudson Drive, Providence Drive, Northland Drive (both east and west of M-10), North Park Drive, Foster Winter Drive, and Northland Park Court

Additionally, North Park Place is a private road situated between the buildings of the North Park Place apartments. Other private roads are located within various condominium complexes throughout the Development Area.

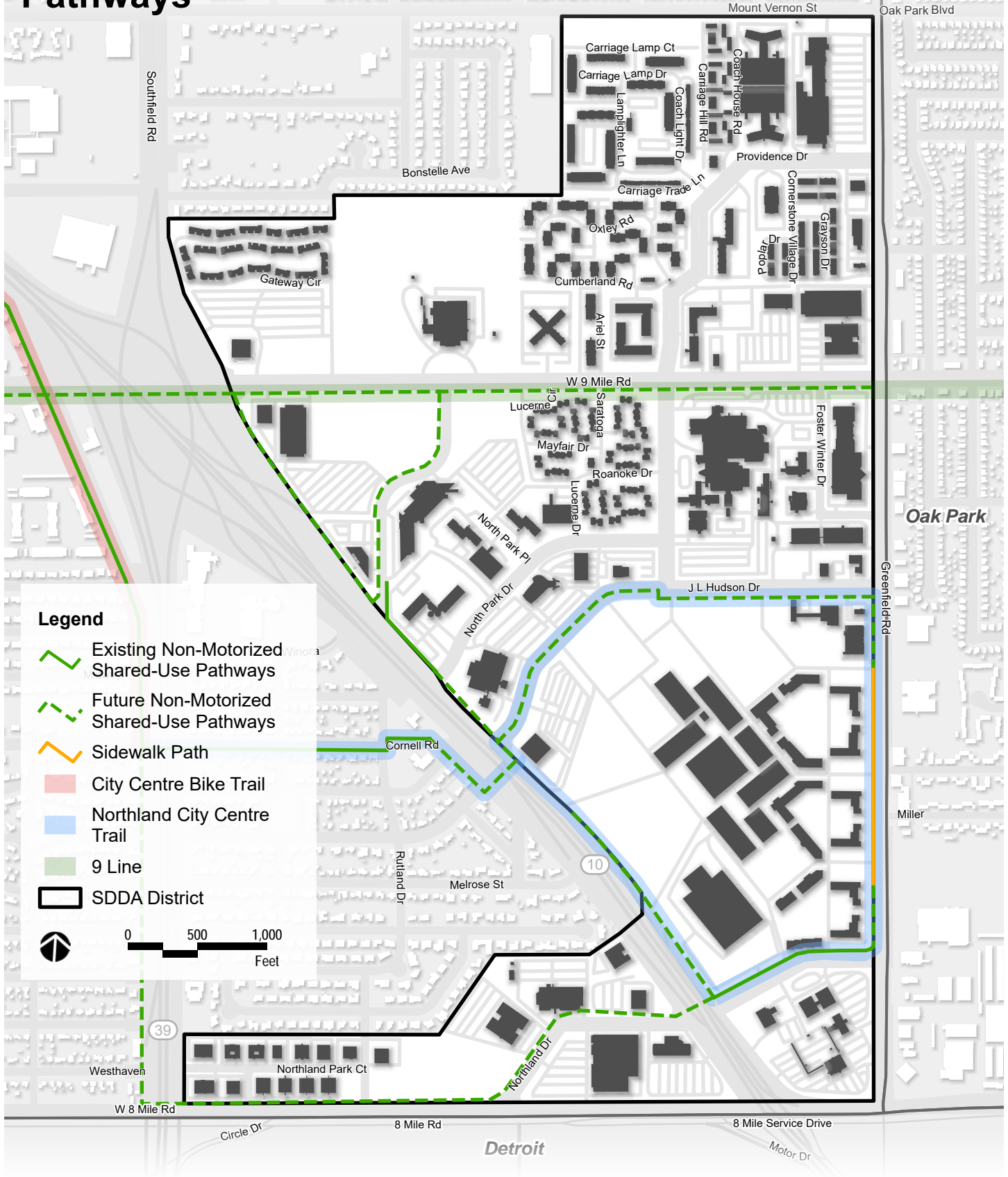
Sidewalks

A well-designed sidewalk includes sufficient width to accommodate pedestrians, smooth and durable surfaces, and accessible curb ramps for people with disabilities. It should have clear separation from vehicle traffic through buffers like landscaping or street furniture, ensuring safety and comfort. Proper lighting enhances visibility, while features like benches, shade trees, and wayfinding signs improve walkability. Crosswalks, traffic calming measures, and well-placed pedestrian signals further support safe and efficient movement. A well-planned sidewalk network prioritizes connectivity, ensuring access to key destinations such as schools, transit stops, and community spaces.

The **Sidewalk Locations Map** highlights existing sidewalks and gaps within the SDDA District. Overall, the District has a well-connected sidewalk network, with sidewalks and crosswalks on both sides of most main streets. It also maintains fairly strong connections to neighboring municipalities and areas outside the District. However, J. L. Hudson Drive lacks sidewalks on both sides, despite being a key roadway. Additionally, the southwestern portion of the District has notable gaps in the sidewalk network.

J. L. Hudson Road will likely require significant roadway repairs, creating an opportunity to add sidewalks and crossings to improve pedestrian access and connectivity. While filling sidewalk gaps is essential, maintaining existing sidewalks is equally important to ensure safety and accessibility. Investing in both new and well-maintained pedestrian infrastructure will enhance mobility, encourage walkability, and create a safer, more connected District.

Existing and Planned Non-Motorized Shared-Use Pathways



Existing and Planned Trails

Within the SDDA District there are a couple existing multi-use paths, with plans for several more. These paths offer connectivity both within the District, but also to regional connections. A multi-use path is designed for walking, cycling, running, or other recreational activities. It differs from sidewalks as they are intended for a mix of non-motorized transportation, not just pedestrians. Multi-use paths allow for a greater range of non-motorized transportation, whether for recreation or to reach a destination, which improves the connectivity and accessibility of the District.

The **Existing and Planned Trails Map** shows the non-motorized transportation system in the SDDA District. The existing trails are limited to a section along Northwestern Highway from North Park Drive to Rutland Avenue and on Northland Drive from Northwestern Highway to Greenfield Road. Multi-Use Paths are proposed in several locations throughout the District along 9 Mile Road, Rutland Avenue, Northwestern Highway, J. L. Hudson Drive, Northland Drive, and 8 Mile Road. In addition, a sidewalk path is proposed along Greenfield Road to connect the multi-use paths looping around the former Northland Mall. This sidewalk path may be widened in the future to accommodate a range of non-motorized users.

There are also existing and planned regional connections within the SDDA District. The Northland City Centre Trail circles the former Northland Mall and connects to the City Centre Bike Trail. While this connection is not fully complete, it will offer connectivity to the Municipal Campus via the City Centre Bike Trail. Another regional trail that bisects the SDDA District is the 9 Mile Greenway Corridor which spans from Farmington Hills to Hazel Park. A multi-use trail is planned for the section of 9 Mile Road within the SDDA District.

The existing and planned trails provide connectivity to the City of Southfield's parks and open space as well as regional recreation opportunities. The City of Southfield offers greenspace to the North and West of the district as can be found in the [Parks and Recreation Plan](#).

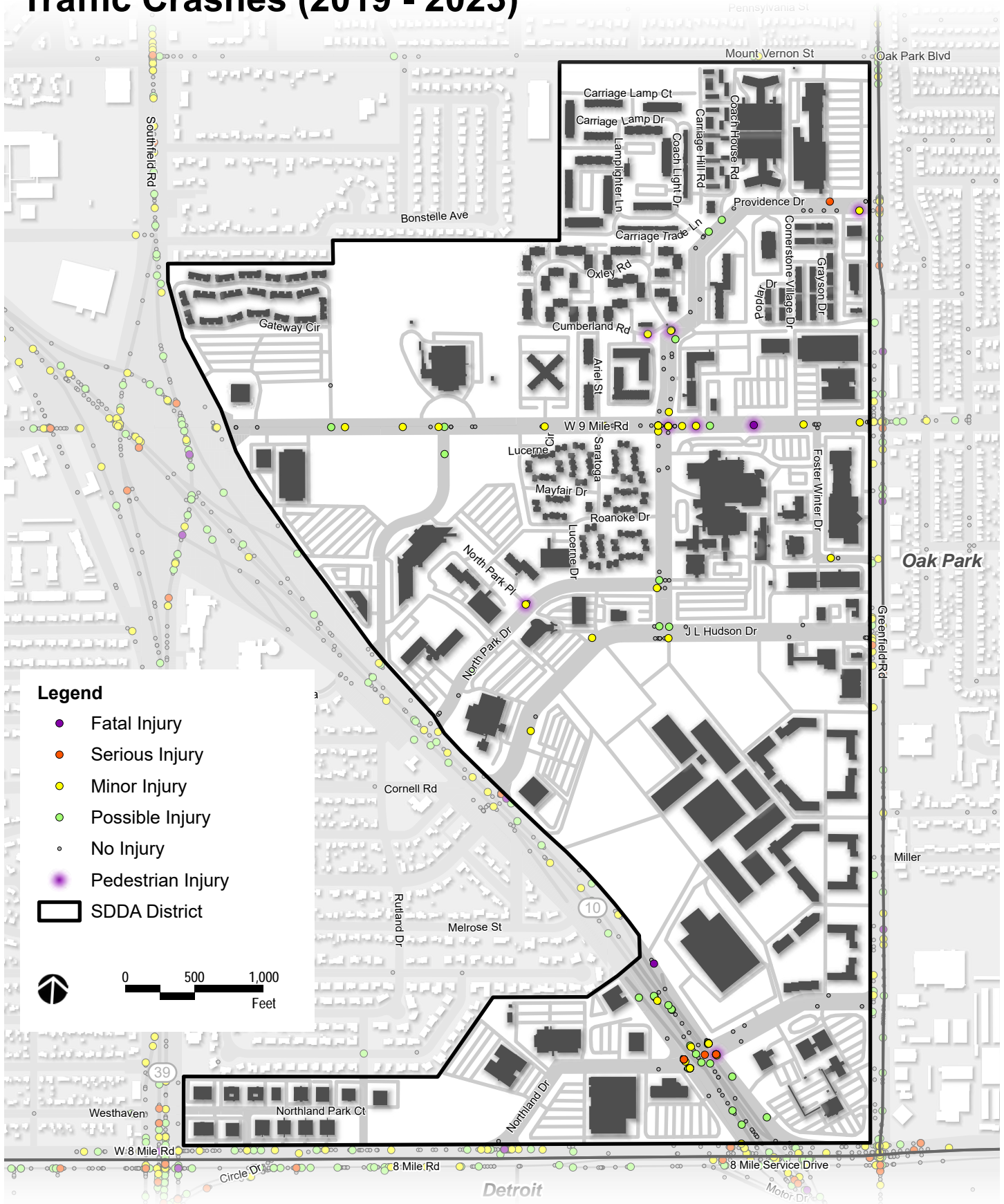
Traffic Crashes

Analyzing the locations of traffic crashes, especially high-severity incidents, is important for identifying safety concerns and planning targeted improvements. Understanding crash patterns helps prioritize areas for additional safety measures such as enhanced crosswalks, traffic calming strategies, improved lighting, and updated signage. Proactively addressing these high-risk locations can reduce accidents, improve pedestrian and cyclist safety, and create a more secure transportation network for all users.

From 2019 to 2023, 279 crashes occurred within the SDDA District as shown on the Traffic Crashes Map. Of these, only two were fatal and only four were serious injury crashes. These severe crashes occurred along major roads such as 9 Mile Road and Northwestern Highway. Although, one severe crash occurred on Providence Drive near Greenfield Road due to alcohol or drug impairment.

Another pattern shown on the map is crashes that involved a pedestrian. These crashes may be indicative of pedestrian improvements such as improved crossings. In general, the eight pedestrian crashes within the District are crashes that resulted in minor injury, however two resulted in serious or fatal injury. A fatal injury occurred on 9 Mile Road between Providence Drive and Foster Winter Drive. There were no adverse conditions that impacted the crash, no alcohol or drug usage, and it was daytime, therefore this crash may be due to the roadway speeds and improper pedestrian crossing. This crash may also highlight the need for pedestrian mid-block crossings or higher visibility crossings. The serious pedestrian injury crash occurred at the intersection of Northland Drive and Northwestern Highway under clear conditions—no adverse weather, drug or alcohol involvement, and during daylight hours. This intersection also experiences frequent vehicle crashes, highlighting the need to assess its safety and explore potential improvements for both pedestrians and motorists.

Traffic Crashes (2019 - 2023)





Transit

The Suburban Mobility Authority for Regional Transportation (SMART) is the primary public transit provider for Southeast Michigan, serving Oakland, Macomb, and Wayne counties. SMART offers a network of fixed-route buses, connector services, and paratransit options, providing essential transportation for residents, workers, and visitors. By linking communities to employment centers, educational institutions, healthcare facilities, and shopping districts, SMART plays a critical role in regional mobility.

Several fixed-route SMART routes connect the SDDA District to neighboring communities and areas. Routes include:

Crosstown Routes	<ul style="list-style-type: none"> » 405, which connects Detroit to West Bloomfield, roughly following Northwestern Highway. » 710, which connects Grosse Pointe Farms to Southfield along 9 Mile Road.
Community Routes	<ul style="list-style-type: none"> » 415, which connects Southfield to Birmingham, roughly following Greenfield Road. » 420, which connects Southfield to Birmingham, roughly following Southfield Road.
Park and Ride Routes	<ul style="list-style-type: none"> » 851, which connects Detroit to West Bloomfield, roughly following Northwestern Highway.

The Detroit Department of Transportation (DDOT) also provides access to the District. As shown on Transit Stops and Routes Map DDOT service includes 8 Mile, portions of Northwestern Highway, J L Hudson, Northland Drive, 9 Mile, and Greenfield.

There are also transit stops at regular intervals along the routes in the SDDA. It is recommended that bus stops be regularly maintained to ensure they remain safe, accessible, and comfortable for all riders, including those with disabilities. This includes providing clear signage, shelters, seating, and prompt snow removal to enhance the overall transit experience and encourage ridership.

ECONOMIC DEVELOPMENT

The Southfield Downtown Development Authority (SDDA) District plays a significant role in the local and regional economy, serving as a key center for office, retail, and multifamily residential activity. The district's economic health is shaped by evolving trends in commercial real estate, shifting demands for office space, retail market conditions, and the supply and affordability of housing. Understanding these dynamics is critical to shaping policies and initiatives that support sustainable economic growth in the SDDA District. The economic trends that affect the District do not exist in isolation and therefore to understand the full scope of the market realities an analysis of how the District relates to the larger Southfield and Metro-Detroit markets is necessary.

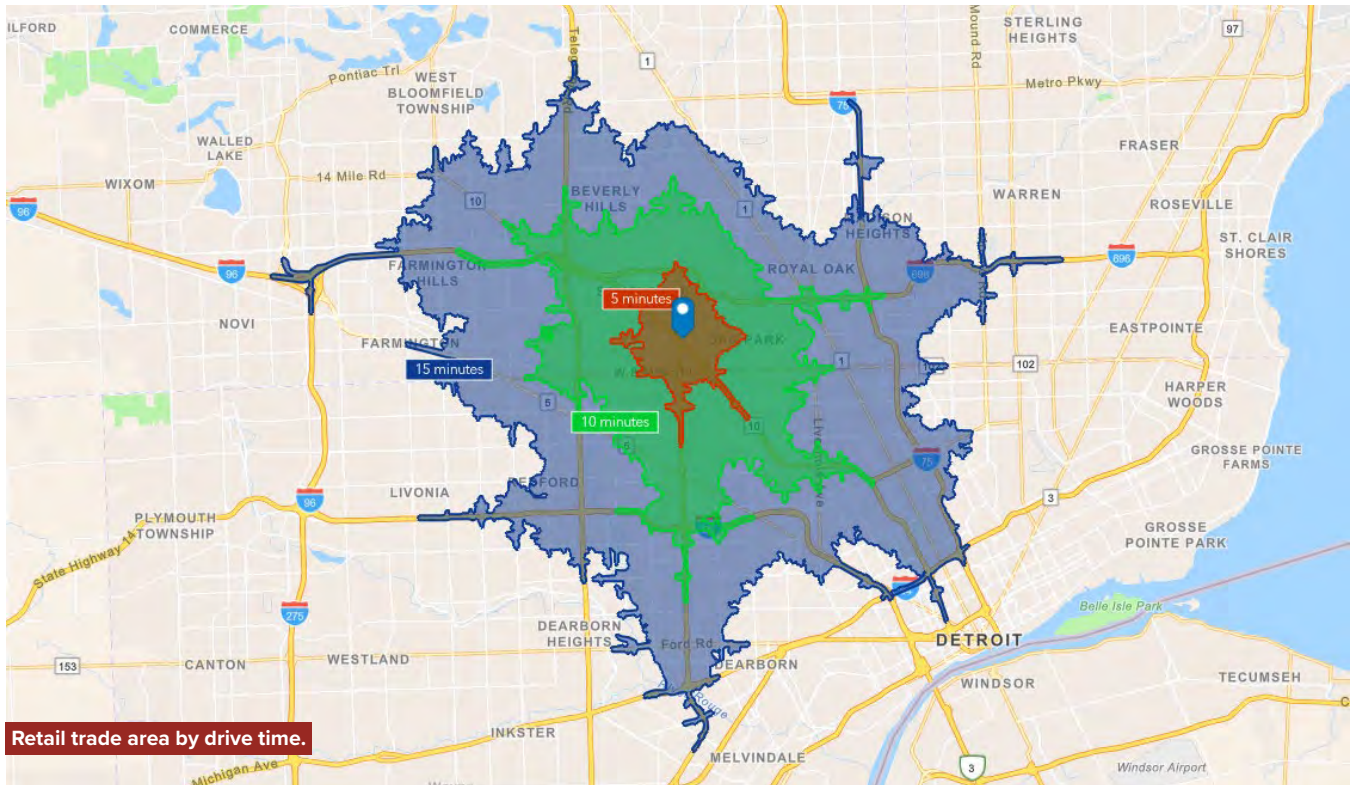
Residential

The Southfield multifamily housing market remains stable, with a vacancy rate of 6.5% as of the first quarter of 2025. The submarket has historically maintained strong demand, with vacancy rates hovering around a five-year average of 6.0% and a ten-year average of 5.4%. The combination of relatively low vacancy and steady rent growth suggests that demand remains strong for quality housing in Southfield. Future development opportunities exist in creating more modern, high-quality rental units to attract a diverse range of residents. The residential communities within the District enjoy high occupancy and remain affordable for the surrounding area. Coupling the existing housing with the planned construction in the Northland Center will create a dynamic combination of housing choices, strengthening the overall residential market within the SDDA.

Office

With almost 2 million square feet of office space within the District understanding current market realities and trends will be key to achieving an active and thriving District. Similar to national trends, the Southfield office market continues to face challenges as vacancy rates remain elevated. As of early 2025, the vacancy rate in Southfield's office sector increased to 24.5%, marking over two years of increased vacancy. The ongoing lack of tenant demand has resulted in an office availability rate nearing 30%, nearly double the average rate for the greater Detroit area. The most significant vacancy increases have occurred in the higher end properties, which saw a dramatic rise to 33.3% vacancy over the past year. In contrast, older and lower rent office spaces have shown relative resilience, with vacancy rates dropping to 10.4%. Despite these challenges, average office rents in Southfield have remained relatively stable.

This trend may be caused by businesses, especially small and mid-sized companies, prioritizing cost-effective spaces to accommodate hybrid work models and shifting needs of office space. Additionally, some industries still require in-person office space, particularly those in professional services, healthcare, and logistics. Given that many of the office spaces available in the District can be characterized as cost-effective, adaptable space there is opportunity within the market to leverage this current structural strength.



Retail

The retail sector in Metro-Detroit and nationwide has faced significant shifts, in Southfield vacancy rates for retail spaces has risen to 14.4% as of early 2025. This marks a sharp increase from the five-year average of 8.8% and the ten-year average of 6.8%. The retail sector has struggled to keep pace with changing consumer behaviors, particularly large centers with big-box anchors have seen the most significant rise in vacancy. By contrast, both strip centers and neighborhood stores maintain lower vacancies. Despite these challenges, retail rents in Southfield have remained strong, growing 4.1% year over year, with rent growth outperforming the Metro-Detroit average.

The current retail spaces within the District enjoy a high occupancy rate, and the addition of Costco is a regional retail destination. Therefore, retail pressures have not seemed to affect the SDDA in the same way as the rest of Southfield. The emphasis on mixed-use and placemaking within the Northland Center redevelopment aligns with current retail trends and consumer demand.

Population and Consumer Demand

The SDDA boundaries include approximately 4,000 residents and over 2,200 households. A majority of these households are single individuals, with families making up a smaller proportion of the total population. These residents represent the most direct market for businesses within the District and an important audience for SDDA events and programming. Retail demand data for the residents within the District suggest that there are market potential from this population for restaurants and clothing and shoe stores. However, generally the spending power for households in the District is lower than the rest of the region.

Because of its location along multiple major freeways and thoroughfares the regional market potential for the SDDA is significant with almost 700,000 people within a 15-minute drive of the District. Within this market the industries expected to experience the most significant growth, include entertainment and recreation, dining, and apparel. As the SDDA increases its visibility in the region and grows as a regional destination understanding these trends will attract and assist business owners to capture their portion of the market.

Conclusion

The Southfield DDA Strategic Plan 2025–2030 charts a bold and actionable path forward, rooted in a shared vision for a vibrant, accessible, and economically dynamic district. Building on years of momentum, this plan centers the SDDA as a catalyst for transformation—leveraging its assets, partnerships, and recent successes, most notably the redevelopment of Northland City Center, to ignite growth throughout the corridor.

This plan is not a static document—it is a living guide, shaped by community voices and grounded in four strategic pillars: Marketing and Communication, Infrastructure, Design and Aesthetics, and Development and Redevelopment. These focus areas serve as the framework for a coordinated, district-wide revitalization strategy.

In Marketing and Communication, the SDDA is committed to elevating the district's profile through improved digital platforms, strategic branding, and targeted campaigns. Tactics such as a refreshed website, increased social media presence, and business promotion programs will foster a stronger identity and make it easier for stakeholders to engage with opportunities in the district. These tools are designed to build community pride, attract visitors, and support business retention and recruitment.

In the area of Infrastructure, the Plan prioritizes walkability, green infrastructure, and public amenities. Key initiatives include sidewalk gap infill, expanded trail networks like the Nine Line, tree planting programs, and transit improvements. These projects will improve accessibility, safety, and environmental sustainability while enhancing the physical experience of the district for residents and visitors alike.

Design and Aesthetics strategies aim to transform the visual character of the district. Through façade improvements, public art installations, signage enhancements, and streetscaping, the SDDA will create a cohesive, attractive, and welcoming environment. These efforts will reflect Southfield's unique identity and encourage further private investment in the built environment.

In the realm of Development and Redevelopment, the SDDA seeks to unlock the district's economic potential by streamlining processes and aligning incentives with priority projects. The redevelopment of Northland City Center is the keystone of this approach—serving not only as a transformative mixed-use destination but also as a high-impact demonstration of what's possible when vision, policy, and partnership align. Adjacent and underutilized sites will be positioned for redevelopment through proactive outreach, developer engagement events, and cross-sector collaboration.

By aligning public and private investment, embracing placemaking, and promoting connectivity—whether through trailways, transit, or digital engagement—the SDDA is positioned to lead a new era of reinvention. The vision laid out in this plan is aspirational, but it is also deeply practical. With continued collaboration, transparent leadership, and a commitment to equity and innovation, the Southfield DDA will transform its District into a model of inclusive, sustainable urban redevelopment for the Metro Detroit region.

Appendix

Links of Interest:

Cable 15: <https://www.cityofsouthfield.com/departments/cable-15>

Detroit Department of Transportation: <https://detroitmi.gov/departments/detroit-department-transportation>

Contour Companies: <https://contourcompanies.com/>

Eight Mile Boulevard Association: <https://eightmile.org/>

City of Southfield: <https://www.cityofsouthfield.com/>

Henry Ford Health System: <https://www.henryford.com/locations/providence-southfield-hospital>

Main Street Oakland County: <https://www.oakgov.com/community/community-development/main-street-oakland-county>

Oakland County: <https://www.oakgov.com/>

Oakland Community College: <https://www.oaklandcc.edu/>

Oakland Thrive: <https://oaklandthrive.org/>

SMART: <https://www.smartbus.org/>

Southfield Centropolis Accelerator: <https://www.centropolisaccelerator.com/>

Southfield Chamber of Commerce: <https://www.southfieldchamber.com/>

Southfield DDA Development and TIF Plan: <https://drive.google.com/file/d/1tg0Yp2PocKZm2vcfQdFwBAhKQrmBuKRD/view>

Southfield Master Plan: https://www.cityofsouthfield.com/sites/default/files/2022-12/Southfield%20MP%202022%20Master%20Plan%20-%20FINAL%2012-05-2022%20with%2011x17%20maps_0.pdf

Southfield Parks and Recreation Plan: https://www.cityofsouthfield.com/sites/default/files/2022-03/FINAL_Southfield_plan.pdf

McKenna

235 East Main Street, Suite 105
Northville, MI 48167
mcka.com

- Laura Haw, AICP, NCI Project Director
- Jane Dixon, AICP, NC Project Manager
- Lauren Sayre, AICP Project Planner
- Ashley Jankowski..... Project Planner
- Callie Garrett..... Art Director





MCKENNA



Southfield Downtown Development Authority
Board of Directors
March 28, 2025
8:10 AM - 10:22 AM EST

In Attendance: Angel Abdulahad, Ingrid Brown, David Dedvukaj, Larry Howard, Michael McFarland, Elizabeth Rae, Aric Rusk

Absent: Steve Craig, Greg Easterly, James Ralph, Jr., Ken Siver, Michael Wiemann, Alvin Zaitourna

Staff: Molly LaLone, Christine Zyla

Guests: Laura Haw, Secelia Joseph, Carol Manciel, Karlynn Tucker, Alisha Watkins

I. Call to Order

☪ *Elizabeth Rae*

8:10am. No Quorum

II. Roll Call and Determination of Quorum

☪ *Elizabeth Rae*

8:30 Quorum

III. Presentation

☪ *Molly LaLone*

Molly Lalone: P.A. 57 Semi-Annual presentation: Board member Introduction. DACC member introduction (presentation can be found on Governance Page under presentations)

Alisha Watkins: 2024 Annual Financial Report review: Received Revenue aside from millage for the first time in a few years.

Jane Dixon- SDDA Strategic plan update

IV. Call to the Public

Yolanda Smith-Charles, Rochelle Freeman, Tracy Williams, Jasmine Patton, Linnie Taylor, Sarah Malolly, Mr. George and Carla George

Approval of Minutes SDDA January 31, 2025

- Michael McFarland moved to Approve the Minutes SDDA January 31, 2025. Larry Howard seconded. Motion failed.

VI. Consent Agenda

- Larry Howard moved to To approve all items on the Consent Agenda with 1 vote. David Dedvukaj seconded. All approved. Motion carried.

A. Revenue and Expenditure Reports

To receive and file January and February Revenue and Expenditure Report

VII. Approval of the Agenda

- Michael McFarland moved to To Approve Agenda as Presented. Larry Howard seconded. All approved. Motion carried.

VIII. Financial Matters

⌚ *Molly LaLone*

A. Disbursements

Non-Salary Highest Expenditure was \$6370.00 for McKenna Consultants for Stategic Plan. Spending is with-in budget.

- Ingrid Brown moved to To approve disbursements January 1 - February 28, 2025 in the amount of \$11,277.57. Aric Rusk seconded. 7 in favor. Motion carried.

B. Credit Card Report

⌚ *Molly LaLone*

Highest expenditure was 1261.14 for ICSC conference

- Larry Howard moved to To receive and file \$1826.21 in credit card charges for November 28th 2024 - January 27th, 2025 credit card. Michael McFarland seconded. 7 in favor. Motion carried.

C. Proposed 2025-2026 Budget

⌚ *Molly LaLone*

Total Revenue Expected: \$539,185. Due to re-valuation of some properties within the district there was a decrease of \$30,816 in revenue.

- Larry Howard moved to To adopt the SDDA 2025-2026 Budget as presented. David Dedvukaj seconded. 7 in favor. Motion carried.

IX. New and Old Business

⌚ *Molly LaLone*

Summer Event Workshops:

- Angel Abdulahad moved to To approve the SDDA summer event workplan as presented. 2024-2025 summer events not to exceed \$6,900 from 248-729.2440-880.8800 Community Promotions and 2025-2026 summer events not to exceed \$12,300 from

248-729.2440-880.8800 Community Promotions.. Larry Howard seconded. All approved. Motion carried.

X. New Foster Care

- Angel Abdulahad moved to recommend approval by city council of adaptive reuse and rehabilitation by The New Foster Care project of 16400 JL Hudson Drive.. Michael McFarland seconded. All approved. Motion carried.

XI. Executive Director Report

• *Molly LaLone*

- Michael McFarland moved to To Receive and File as presented. Larry Howard seconded. All approved. Motion carried.

XII. Mayor's Comments

XIII. Board Member Comments

XIV. Upcoming Meetings

The next regular DDA Board meeting will be May 9, 2025, 8am - 10am in Epicentre 1st Floor Conference Room, 18000 W. Nine Mile Road, Southfield, MI 48075

Immediately following the meeting: Small Business Friends Tour - 10am - 2pm

XV. Adjournment

- Angel Abdulahad moved to 10:22 am adjournment. Michael McFarland seconded. All approved. Motion carried.

PERIOD ENDING 03/31/2025

% Fiscal Year Completed: 75.07

ACCOUNT	DESCRIPTION	2024-25	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BDGT
		AMENDED BUDGET	03/31/2025	MONTH 03/31/25	BALANCE	
			NORM (ABNORM)	INCR (DECR)	NORM (ABNORM)	USED FUND
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
Revenues						
404.4034	GENERAL OPERATING LEVY	526,509.00	205,000.00	0.00	321,509.00	38.94 248
665.6658	INVESTMENT INCOME	12,120.00	28,891.29	0.00	(16,771.29)	238.38 248
674.6701	DONATIONS	0.00	4,770.78	1,500.00	(4,770.78)	100.00 248
675.6960	USE OF FUND BALANCE	0.00	0.00	0.00	0.00	0.00 248
675.6998	OTHER REVENUE	0.00	0.00	0.00	0.00	0.00 248
404.4070	AUTHORITY LEVY	0.00	0.00	0.00	0.00	0.00 248
665.6658	INVESTMENT INCOME	0.00	0.00	0.00	0.00	0.00 248
669.6659	FMV GAIN/(LOSS)	0.00	0.00	0.00	0.00	0.00 248
675.6960	USE OF FUND BALANCE	0.00	0.00	0.00	0.00	0.00 248
TOTAL REVENUES		538,629.00	238,662.07	1,500.00	299,966.93	44.31
Expenditures						
701.7010	SALARIES/WAGES-EXEMPT	116,580.00	89,669.61	9,004.58	26,910.39	76.92 248
701.7011	CAR ALLOWANCE-EXEMPT	2,430.00	1,753.35	187.38	676.65	72.15 248
701.7070	SALARIES/WAGES-TEMP SEASONAL	0.00	0.00	0.00	0.00	0.00 248
701.7120	SALARY ADJUSTMENT	0.00	0.00	0.00	0.00	0.00 248
702.7190	WORKER'S COMPENSATION (WC)	0.00	0.00	0.00	0.00	0.00 248
703.7090	OVERTIME	0.00	0.00	0.00	0.00	0.00 248
704.7180	RETIREMENT-GENERAL	0.00	5,311.10	1,023.32	(5,311.10)	100.00 248
704.7183	RETIREMENT SPECIAL	0.00	0.00	0.00	0.00	0.00 248
704.7250	OTHER	0.00	0.00	0.00	0.00	0.00 248
710.7160	HOSPITALIZATION	7,703.00	11,096.99	1,187.44	(3,393.99)	144.06 248
710.7161	DENTAL INSURANCE	485.00	699.58	72.64	(214.58)	144.24 248
710.7162	OPTICAL INSURANCE	82.00	122.46	14.68	(40.46)	149.34 248
710.7166	HEALTH SAVINGS PLAN	0.00	935.71	100.00	(935.71)	100.00 248
710.7170	LIFE INSURANCE	1,155.00	283.40	32.55	871.60	24.54 248
710.7171	LONG TERM DISABILITY (LTD)	225.00	172.51	19.89	52.49	76.67 248
711.7150	SOCIAL SECURITY	8,522.00	6,821.12	682.06	1,700.88	80.04 248
711.7191	UNEMPLOYMENT COMPENSATION	48.00	114.95	67.45	(66.95)	239.48 248
727.7270	OFFICE SUPPLIES	618.00	720.53	0.00	(102.53)	116.59 248
727.7271	OFFICE & OPERATING SUPPLIES - STAPLES	0.00	0.00	0.00	0.00	0.00 248
727.7300	POSTAGE	100.00	0.00	0.00	100.00	0.00 248
740.7400	OPERATING SUPPLIES	5,000.00	8,197.14	0.00	(3,197.14)	163.94 248
801.8010	LEGAL FEES	20,000.00	0.00	0.00	20,000.00	0.00 248
801.8020	AUDIT FEES	3,504.00	3,538.00	393.00	(34.00)	100.97 248
801.8030	COMPUTER SERVICES	0.00	0.00	0.00	0.00	0.00 248
801.8171	CONSULTING	12,407.50	12,407.50	4,287.50	0.00	100.00 248
801.8180	CONTRACTUAL/PROFESSIONAL	140,000.00	62,892.95	0.00	77,107.05	44.92 248
801.8183	FINANCIAL ACCOUNTING EXPENSE	4,783.00	0.00	0.00	4,783.00	0.00 248
850.8500	TELEPHONE	591.00	591.00	0.00	0.00	100.00 248
880.8800	COMMUNITY PROMOTION	38,000.00	16,652.99	0.00	21,347.01	43.82 248
900.9000	PRINTING & ADVERTISING	0.00	0.00	0.00	0.00	0.00 248
930.9300	REPAIRS & MAINTENANCE	0.00	0.00	0.00	0.00	0.00 248
940.9400	RENTAL	20,140.00	16,669.29	2,492.76	3,470.71	82.77 248
955.8600	MILEAGE	2,096.00	369.62	216.86	1,726.38	17.63 248
955.9100	INSURANCE & BONDS	1,380.00	1,035.00	115.00	345.00	75.00 248
955.9501	BANK FEES	0.00	0.00	0.00	0.00	0.00 248
955.9560	OTHER EXPENSE	0.00	0.00	0.00	0.00	0.00 248
955.9580	MEMBERSHIP DUES	2,000.00	385.00	350.00	1,615.00	19.25 248
955.9600	EDUCATION & TRAINING	13,000.00	3,725.79	0.00	9,274.21	28.66 248
955.9690	CONTINGENCY	137,779.50	10,000.00	0.00	127,779.50	7.26 248
964.9640	REFUNDS & REBATES	0.00	313.56	0.00	(313.56)	100.00 248
991.9910	LOAN PRINCIPAL	0.00	0.00	0.00	0.00	0.00 248
993.9950	LOAN INTEREST	0.00	0.00	0.00	0.00	0.00 248

PERIOD ENDING 03/31/2025

% Fiscal Year Completed: 75.07

ACCOUNT	DESCRIPTION	2024-25	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BDGT
		AMENDED BUDGET	03/31/2025 NORM (ABNORM)	MONTH 03/31/25 INCR (DECR)	BALANCE NORM (ABNORM)	USED FUND
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
Expenditures						
995.9412	FUEL/MILEAGE	0.00	0.00	0.00	0.00	0.00 248
995.9561	REIMB-REIMB	0.00	0.00	0.00	0.00	0.00 248
955.8600	MILEAGE	0.00	0.00	0.00	0.00	0.00 248
955.9501	BANK FEES	0.00	0.00	0.00	0.00	0.00 248
955.9560	OTHER EXPENSE	0.00	0.00	0.00	0.00	0.00 248
964.9640	REFUNDS & REBATES	0.00	(436.94)	0.00	436.94	100.00 248
968.9680	DEPRECIATION	0.00	0.00	0.00	0.00	0.00 248
971.9740	LAND IMPROVEMENTS	0.00	0.00	0.00	0.00	0.00 248
995.9561	REIMB-REIMB	0.00	0.00	0.00	0.00	0.00 248
TOTAL EXPENDITURES		538,629.00	254,042.21	20,247.11	284,586.79	47.16
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:						
TOTAL REVENUES		538,629.00	238,662.07	1,500.00	299,966.93	44.31
TOTAL EXPENDITURES		538,629.00	254,042.21	20,247.11	284,586.79	47.16
NET OF REVENUES & EXPENDITURES		0.00	(15,380.14)	(18,747.11)	15,380.14	100.00

PERIOD ENDING 04/30/2025

% Fiscal Year Completed: 83.29

ACCOUNT	DESCRIPTION	2024-25	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BDGT
		AMENDED BUDGET	04/30/2025	MONTH 04/30/25	BALANCE	
			NORM (ABNORM)	INCR (DECR)	NORM (ABNORM)	USED FUND
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
Revenues						
404.4034	GENERAL OPERATING LEVY	526,509.00	205,000.00	0.00	321,509.00	38.94 248
665.6658	INVESTMENT INCOME	12,120.00	28,891.29	0.00	(16,771.29)	238.38 248
674.6701	DONATIONS	0.00	4,770.78	0.00	(4,770.78)	100.00 248
675.6960	USE OF FUND BALANCE	0.00	0.00	0.00	0.00	0.00 248
675.6998	OTHER REVENUE	0.00	0.00	0.00	0.00	0.00 248
404.4070	AUTHORITY LEVY	0.00	0.00	0.00	0.00	0.00 248
665.6658	INVESTMENT INCOME	0.00	0.00	0.00	0.00	0.00 248
669.6659	FMV GAIN/(LOSS)	0.00	0.00	0.00	0.00	0.00 248
675.6960	USE OF FUND BALANCE	0.00	0.00	0.00	0.00	0.00 248
TOTAL REVENUES		538,629.00	238,662.07	0.00	299,966.93	44.31
Expenditures						
701.7010	SALARIES/WAGES-EXEMPT	116,580.00	98,674.19	9,004.58	17,905.81	84.64 248
701.7011	CAR ALLOWANCE-EXEMPT	2,430.00	1,940.73	187.38	489.27	79.87 248
701.7070	SALARIES/WAGES-TEMP SEASONAL	0.00	0.00	0.00	0.00	0.00 248
701.7120	SALARY ADJUSTMENT	0.00	0.00	0.00	0.00	0.00 248
702.7190	WORKER'S COMPENSATION (WC)	0.00	0.00	0.00	0.00	0.00 248
703.7090	OVERTIME	0.00	0.00	0.00	0.00	0.00 248
704.7180	RETIREMENT-GENERAL	0.00	5,958.02	646.92	(5,958.02)	100.00 248
704.7183	RETIREMENT SPECIAL	0.00	0.00	0.00	0.00	0.00 248
704.7250	OTHER	0.00	0.00	0.00	0.00	0.00 248
710.7160	HOSPITALIZATION	7,703.00	12,284.43	1,187.44	(4,581.43)	159.48 248
710.7161	DENTAL INSURANCE	485.00	772.22	72.64	(287.22)	159.22 248
710.7162	OPTICAL INSURANCE	82.00	137.14	14.68	(55.14)	167.24 248
710.7166	HEALTH SAVINGS PLAN	0.00	1,035.71	100.00	(1,035.71)	100.00 248
710.7170	LIFE INSURANCE	1,155.00	315.95	32.55	839.05	27.35 248
710.7171	LONG TERM DISABILITY (LTD)	225.00	192.40	19.89	32.60	85.51 248
711.7150	SOCIAL SECURITY	8,522.00	7,503.21	682.09	1,018.79	88.05 248
711.7191	UNEMPLOYMENT COMPENSATION	48.00	135.05	20.10	(87.05)	281.35 248
727.7270	OFFICE SUPPLIES	3,618.00	883.48	162.95	2,734.52	24.42 248
727.7271	OFFICE & OPERATING SUPPLIES - STAPLES	0.00	0.00	0.00	0.00	0.00 248
727.7300	POSTAGE	100.00	0.00	0.00	100.00	0.00 248
740.7400	OPERATING SUPPLIES	14,000.00	8,197.14	0.00	5,802.86	58.55 248
801.8010	LEGAL FEES	20,000.00	0.00	0.00	20,000.00	0.00 248
801.8020	AUDIT FEES	3,504.00	3,931.00	393.00	(427.00)	112.19 248
801.8030	COMPUTER SERVICES	1,200.00	0.00	0.00	1,200.00	0.00 248
801.8171	CONSULTING	12,407.50	12,407.50	0.00	0.00	100.00 248
801.8180	CONTRACTUAL/PROFESSIONAL	140,000.00	91,408.70	28,515.75	48,591.30	65.29 248
801.8183	FINANCIAL ACCOUNTING EXPENSE	4,783.00	0.00	0.00	4,783.00	0.00 248
850.8500	TELEPHONE	591.00	591.00	0.00	0.00	100.00 248
880.8800	COMMUNITY PROMOTION	38,000.00	16,652.99	0.00	21,347.01	43.82 248
900.9000	PRINTING & ADVERTISING	0.00	0.00	0.00	0.00	0.00 248
930.9300	REPAIRS & MAINTENANCE	0.00	0.00	0.00	0.00	0.00 248
940.9400	RENTAL	20,140.00	16,669.29	0.00	3,470.71	82.77 248
955.8600	MILEAGE	2,096.00	418.62	49.00	1,677.38	19.97 248
955.9100	INSURANCE & BONDS	1,380.00	1,150.00	115.00	230.00	83.33 248
955.9501	BANK FEES	0.00	0.00	0.00	0.00	0.00 248
955.9560	OTHER EXPENSE	0.00	0.00	0.00	0.00	0.00 248
955.9580	MEMBERSHIP DUES	2,000.00	385.00	0.00	1,615.00	19.25 248
955.9600	EDUCATION & TRAINING	13,000.00	3,725.79	0.00	9,274.21	28.66 248
955.9690	CONTINGENCY	124,579.50	10,000.00	0.00	114,579.50	8.03 248
964.9640	REFUNDS & REBATES	0.00	313.56	0.00	(313.56)	100.00 248
991.9910	LOAN PRINCIPAL	0.00	0.00	0.00	0.00	0.00 248
993.9950	LOAN INTEREST	0.00	0.00	0.00	0.00	0.00 248

REVENUE AND EXPENDITURE REPORT FOR CITY OF SOUTHFIELD

PERIOD ENDING 04/30/2025

% Fiscal Year Completed: 83.29

ACCOUNT	DESCRIPTION	2024-25	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BDGT
		AMENDED BUDGET	04/30/2025 NORM (ABNORM)	MONTH 04/30/25 INCR (DECR)	BALANCE NORM (ABNORM)	
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
Expenditures						
995.9412	FUEL/MILEAGE	0.00	0.00	0.00	0.00	0.00 248
995.9561	REIMB-REIMB	0.00	0.00	0.00	0.00	0.00 248
955.8600	MILEAGE	0.00	0.00	0.00	0.00	0.00 248
955.9501	BANK FEES	0.00	0.00	0.00	0.00	0.00 248
955.9560	OTHER EXPENSE	0.00	0.00	0.00	0.00	0.00 248
964.9640	REFUNDS & REBATES	0.00	(436.94)	0.00	436.94	100.00 248
968.9680	DEPRECIATION	0.00	0.00	0.00	0.00	0.00 248
971.9740	LAND IMPROVEMENTS	0.00	0.00	0.00	0.00	0.00 248
995.9561	REIMB-REIMB	0.00	0.00	0.00	0.00	0.00 248
TOTAL EXPENDITURES		538,629.00	295,246.18	41,203.97	243,382.82	54.81
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:						
TOTAL REVENUES		538,629.00	238,662.07	0.00	299,966.93	44.31
TOTAL EXPENDITURES		538,629.00	295,246.18	41,203.97	243,382.82	54.81
NET OF REVENUES & EXPENDITURES		0.00	(56,584.11)	(41,203.97)	56,584.11	100.00

Fund Balance Policy – DRAFT (final will be on SDDA letterhead)

Southfield Downtown Development Authority

Policy Summary

The Fund Balance Policy was developed in accordance with Government Accounting Standards Board (GASB) Statement 54. The policy establishes fund balance classifications that comprise a hierarchy based primarily on the extent to which a government is bound to observe constraints imposed upon the use of the resources reported in governmental funds. Link to GASB Statement 54: [GASB S 54](#)

I. Purpose

The Southfield Downtown Development Authority (SDDA) is enacting this policy to mitigate current and future risks, including maintaining a prudent level of financial resources to protect against the need to reduce service levels due to unanticipated expenditures, revenue shortfalls, and economic downturns. Having an adequate unassigned fund balance also provides necessary liquidity and enhances the SDDA's creditworthiness.

Unassigned fund balance is an important measure of a government's financial stability. The terms reserves and fund balance are often used interchangeably but have different meanings. Reserves is a budgetary policy term that describes additional, available liquid resources such as cash and investments to be used if appropriated funds are insufficient for the Board of Director's spending plan. In comparison, fund balance is an accounting term used to describe the difference between a fund's assets and liabilities.

II. Fund Balance Categories

Fund balance is defined as the cumulative difference of all revenues and expenditures since a government's formation. Thus, the SDDA's fund balance is the result of the accumulated financial decisions made by the SDDA's Board of Directors over time. The SDDA's fund balance may consist of the five categories defined below. The term "unrestricted fund balance" refers collectively to the three categories of committed, assigned and unassigned.

1. **Non-spendable.** Resources that are 1) not in spendable form, such as inventories, prepaids, long-term receivables, or non-financial assets held for resale, or 2) required to be maintained intact such as an endowment.
2. **Restricted.** Resources that are subject to externally enforceable legal restrictions; these restrictions would be either 1) externally imposed by creditors (such as through debt covenants), grantors, contributors, or laws or regulations of other

governments, or 2) imposed by law through constitutional provisions or enabling legislation.

3. **Committed.** Resources that are constrained to specific purposes by a formal action of the Board of Directors, which is the SDDA's highest level of decision making authority, such as motion approved at a board meeting and recorded in the minutes. The constraint remains binding unless removed in the same formal manner. Board action to commit fund balance must occur within the fiscal reporting period while the amount committed may be determined subsequently.
4. **Assigned.** Resources that are constrained by the SDDA's intent to be used for specific purposes, but that are neither restricted nor committed. Assignment of fund balance is a less formal action than required for committed funds and the action may be taken after the end of the fiscal year. To assign fund balance, the Southfield Downtown Development Authority Board of Directors designates the Executive Director to do so in an amount not to exceed \$20,000 in total.
5. **Unassigned.** Fund balance resources that are available for any purpose and which represent any residual funds available for spending after the funds earmarked for specified purposes have been otherwise classified.

III. Policy Statement

Minimum Unassigned Fund Balance

The SDDA's General Fund will maintain an unrestricted fund balance of \$250,000 or equal to 20% of operating expenditures of the current annual budget.

If the unrestricted fund balance falls below the designated amount due to unforeseen revenue fluctuations, unanticipated expenditures, or any similar circumstances, the SDDA Board of Directors and Executive Director will immediately develop a restoration plan to replenish the unassigned fund balance to the established minimum level within two fiscal years.

Approved by motion of the Southfield downtown Development Authority Board of Directors on _____ at a regularly scheduled meeting.

SDDA Board Chair or designate

Date

SDDA Executive Director

Date

Grant examples

New Façade/Exterior Improvement Grant Program:

<https://www.centerline.gov/427/New-Faade-Exterior-Improvement-Grant-Pro>

Summary: the grant program will allow businesses to make improvements to almost any aspect of the exterior of their property. Grant can be used to pay for Arhitectural assistance, Façade improvement, Signs, landscaping or parking lot improvements. Green infrastructure has priority.

Max Grant: \$10,000

Outdoor Seating Mini Grant: [Grant Guidelines](#)

Summary: the grant program will help pay for costs for outdoor seating and/or tables. 50% reimbursement for planters, landscaping, furniture, leighting and signage placed adjacent to establishment.

Max Grant: \$3,000

Building Improvement Grant (BIG): <https://downtownironmountain.com/big/>

Summary: The purpose of the BIG Program is to provide financial incentives and assistance to property owners wishing to complete various construction activities, and to encourage the revitalization of historic properties within the DDA district. Priority is given to historic properties.

Max Grant: \$10,000 historic properties, less for other properties

Restaurant Forgivable Loan Program:

<https://www.villageoflombard.org/DocumentCenter/View/1235/RFLP-program-policy-PDF?bidId=>

Summary: The Program will offer a forgivable loan for up to one third (1/3) of the costs associated with the renovation of storefront or office space for use as a sit-down restaurant. Eligible improvements include:

- code required and life/safety improvements
- repair work to floors, walls, and ceilings
- upgrading/retrofitting mechanical systems
- demolition; space reconfiguration
- installation and/or finishing work
- soft costs (i.e. building permits, space/floor plans)

Max loan: \$10,000, forgiven over 10 years

Mural Grant program: https://www.romi.gov/DocumentCenter/View/33987/Mural-Grant-Application_Approved102022?bidId=

Summary: The program will reimburse 50% of costs for an outdoor mural installation on buildings.

Max Grant: \$5,000

Branding and Signage Grant (no examples found)

Summary: The program will help a business get a logo and branding guidelines to establish a recognizable family of marketing graphics.

Max Grant: \$5,000, 100% reimbursement. Graphics design paid to vendor, other costs reimbursed to owner

Curb Appeal Grant (no examples found)

Summary: The program will pay for a landscape design and a portion of the costs of product and installation to help property owners update landscaping.

Max Grant: \$10,000, paid to landscape architect for design and reimbursed to owner for other costs.

Match Grant (no examples found)

Summary: The program will pay 50% of the required match for a grant offered to a business i.e.: 50% match for a \$3,000 project, owner must provide \$1,500 – grant helps pay this cost.

Max Grant: \$5,000

INVOICE GL DISTRIBUTION REPORT FOR CITY OF SOUTHFIELD
 POST DATES 03/01/2025 - 04/24/2025
 BOTH JOURNALIZED AND UNJOURNALIZED
 PAID

GL Number	Invoice Line Desc	Vendor	Invoice Description	Amount	Check #
Fund 248 DOWNTOWN DEVELOPMENT AUTHORITY					
Dept 729.2440 COMMUNITY & ECONOMIC DEVELOPMENT adminst					
248-729.2440-727.7270	OFFICE SUPPLIES TISSUE AND BAGS	OFFICE DEPOT	TISSUE AND SANDWICH BAGS FOR OFFICE RCV	57.53	617371
248-729.2440-727.7270	PORTABLE BOX FILES	OFFICE DEPOT	PORTABLE BOX FILES RCVD 2/16/2025	30.25	617371
248-729.2440-727.7270	MINI NOTEPADS	OFFICE DEPOT	MINI NOTEPADS RCVD 2/14/2025	24.68	617371
248-729.2440-727.7270	PAPER FOR OFFICE	OFFICE DEPOT	PAPER FOR OFFICE RCVD 2/14/2025	50.49	617371
248-729.2440-801.8171	CONSULTING	MCKENNA ASSOCIATES INC	SFLD DDA STRATEGIC PLAN 2/1-28/25	4,287.50	616727
248-729.2440-801.8180	DJ'S LANDSCAPING PER CONTRACT	DJS LANDSCAPE MANAGEMENT	DJ'S LANDSCAPING PER CONTRACT JANUARY 2	28,515.75	617021
248-729.2440-940.9400	BACK RENT SEPT-DECEM 2024	EPICENTRE LLC	BACK RENT FOR OFFICE. SEPT-DEC 24	1,661.84	616611
248-729.2440-940.9400	BACK RENT FOR 1/2025	EPICENTRE LLC	BACK RENT FOR JANUARY 1-31 2025	415.46	616611
248-729.2440-940.9400	BACK RENT FOR 2/2025 PER CONTRAC	EPICENTRE LLC	BACK RENT 2/1-28/25	415.46	616611
248-729.2440-955.9580	MEDA MEMBERSHIP 2025-2026	MICHIGAN ECONOMIC DEVELOPE	MEDA MEMBERSHIP 4/1/2025 - 4/1/2026	350.00	617092
Total For Dept 729.2440 COMMUNITY & ECONOMIC DEVELOPMEN				<u>35,808.96</u>	
Total For Fund 248 DOWNTOWN DEVELOPMENT AUTHORITY				<u>35,808.96</u>	

04/24/2025 11:38 AM
User: CZYLA
DB: Southfield

INVOICE GL DISTRIBUTION REPORT FOR CITY OF SOUTHFIELD
POST DATES 03/01/2025 - 04/24/2025
BOTH JOURNALIZED AND UNJOURNALIZED
PAID

GL Number	Invoice Line Desc	Vendor	Invoice Description	Amount	Check #
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Fund Totals:

Fund 248 DOWNTOWN DEVELC	35,808.96
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Total For All Funds:	<u>35,808.96</u>
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--- TOTALS BY GL DISTRIBUTION ---

248-729.2440-727.7270	OFFICE SUPPLIES TISSUE P	162.95
248-729.2440-801.8171	CONSULTING	4,287.50
248-729.2440-801.8180	DJ'S LANDSCAPING PER CO	28,515.75
248-729.2440-940.9400	BACK RENT SEPT-DECEM 20	2,492.76
248-729.2440-955.9580	MEDA MEMBERSHIP 2025-20	350.00



18000 W. Nine Mile Road ♦ Suite 320 ♦ Southfield, MI 48075
248.796.5190 ♦ www.SouthfieldDDA.com

May 9, 2025

Honorable Mayor and Council
Southfield, Michigan

Re: Letter of Support for Brownfield Redevelopment Plan and Loan Request – 16400 JL Hudson Drive

Dear Honorable Members of the Southfield City Council:

On behalf of the Southfield Downtown Development Authority (SDDA) Board of Directors, I am writing to express our strong support for the proposed Brownfield Redevelopment Plan and associated loan request for the property located at 16400 JL Hudson Drive—formerly known as the Plaza Hotel.

This site has remained vacant and functionally obsolete for many years and is a prominent location within Southfield’s historic Cornerstone District. The plan presented by the Southfield Community Renewal Corporation (SCRC) outlines a clear path toward reactivating this property by completing eligible activities to evaluate the structural integrity of the building; essential for evaluating its future potential.

We understand the plan and loan request are being considered in accordance with Public Act 381 of 1996, as amended. The SDDA supports SCRC’s application for a loan through the Local Brownfield Revolving Fund (LBRF) and recognizes the importance of the financial assistance in moving the project forward.

Redeveloping this highly visible and underutilized site will have a transformative impact on the district and the broader community. It aligns with our ongoing efforts to stimulate economic development, enhance public safety, and improve the visual and functional appeal of our district.

We respectfully urge the City Council to approve the Brownfield Redevelopment Plan and the loan request, enabling the City to take an important step toward revitalizing this key property and unlocking new opportunities for investment and growth.

Thank you for your thoughtful consideration and leadership.

Sincerely,

Molly Wing LaLone
Executive Director

♦ Mission Statement ♦

Ensure a safe and prosperous environment that advances technology, healthcare, retail, and higher education while supporting stakeholder values that care, share, and grow the community.

James K. Ralph Jr., Chairman
Mayor Kenson J. Siver
Dr. Steven Craig
Greg Easterly
Molly LaLone, Executive Director

Ingrid Brown, Treasurer
W. Michael McFarland
Dr. Michael Wiemann
David Dedvukaj
Christine Zyla, Assistant to the Executive Director

Elizabeth Rae, Secretary
Aric Rusk
Angel Abdulahad
Alvin Zaitourna
Larry Howard

SOUTHFIELD BROWNFIELD REDEVELOPMENT AUTHORITY

BROWNFIELD PLAN

16400 JL Hudson Drive, Southfield, Michigan 48075

PREPARED BY

Southfield Brownfield Redevelopment Authority
26000 Evergreen Road
Southfield, Michigan 48076
Contact Person: Rochelle Freeman
Email: rfreeman@cityofsouthfield.com
Phone: (248) 796-4161

AKT Peerless
22725 Orchard Lake Road
Farmington, Michigan 48336
Contact Person: Jeremy McCallion
Email: mccallionj@aktpeerless.com
Phone: (248) 615-1333

PROJECT

20008F

REVISION DATE

[April 10, 2025](#)

**BRA APPROVAL
CITY/COUNTY APPROVAL**

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ATTACHMENTS

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• Figure 1 – Scaled Property Location Map	
• Figure 2 – Eligible Property Boundary Map	
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PROJECT SUMMARY

PROJECT NAME	Former Plaza Hotel Located at 16400 JL Hudson Drive, Southfield, Michigan
DEVELOPER	Southfield Community Renewal Corporation 24300 Civic Center Drive Southfield, Michigan 48037 Mr. Fred Zorn (248) 763-5198
ELIGIBLE PROPERTY LOCATION	The Eligible Property is located at 16400 JL Hudson Drive, Southfield, Michigan. The Parcel ID Number is 76-24-36-177-001.
TYPE OF ELIGIBLE PROPERTY	Functionally Obsolete
SUBJECT PROJECT DESCRIPTION	<p>The Former Plaza Hotel Project (Project) consists of completing eligible activities at the eligible property, which is located at 16400 JL Hudson Drive in the City of Southfield. This Project will include the completion of selective demolition and asbestos abatement necessary to evaluate the integrity of the building. Final plans for eligible property have not been completed, therefore this Brownfield Plan does not include the cost for additional asbestos abatement, demolition or other eligible activities that may be necessary for redevelopment.</p> <p>The Project is not seeking approval of Tax Increment Financing (TIF). Eligible activities are anticipated to occur in the Spring and Summer of 2025.</p>
ELIGIBLE ACTIVITIES	Predevelopment Activities, Demolition and Asbestos Abatement, Site Preparation and the Preparation and Implementation of a Brownfield Plan
DEVELOPER'S ELIGIBLE COSTS	\$2,518,901
MAXIMUM DURATION OF THE PLAN	Not to exceed 35 Years
ESTIMATED CAPITAL INVESTMENT	\$3.6 million
INITIAL TAXABLE VALUE	\$0

LIST OF ACRONYMS AND DEFINITIONS

Authority	Southfield Brownfield Redevelopment Authority
BEA	Baseline Environmental Assessment (Michigan process to provide new property owners and/or operators with exemptions from environmental liability)
CITY	City of Southfield
PLAN	Brownfield Plan
DEVELOPER	Southfield Community Renewal Corporation
ELIGIBLE PROPERTY	Property for which eligible activities are identified under a Brownfield Plan, referred to herein as “the subject property”.
ESA	Environmental Site Assessment
LBRF	Local Brownfield Revolving Fund
EGLE	Michigan Department of Environment, Great Lakes & Energy
MEDC	Michigan Economic Development Corporation
MSF	Michigan Strategic Fund
PHASE I ESA	An environmental historical review and site inspection (no soil and/or groundwater sampling and analysis)
SUBJECT PROPERTY	The Eligible Property, located at 16400 JL Hudson Drive, in the northwestern corner of the intersection of Northwestern Highway and North Park Drive, in Southfield, Michigan. It comprises 1 parcel.
TIF	Tax Increment Financing (TIF describes the process of using TIR—i.e., TIF is the use of TIR to provide financial support to a project)
TIR	Tax Increment Revenue (new property tax revenue, usually due to redevelopment and improvement that is generated by a property after approval of a Brownfield Plan)

BROWNFIELD PLAN

16400 JL Hudson Drive, Southfield, Michigan 48075

1.0 Introduction

The City of Southfield, Michigan (the “City”), established the Southfield Brownfield Redevelopment Authority (the “Authority”) on August 20, 2001, pursuant to Michigan Public Act 381 of 1996, as amended (“Act 381”). The primary purpose of Act 381 is to encourage the redevelopment of eligible property by providing economic incentives through tax increment financing for certain eligible activities.

The main purpose of this Brownfield Plan is to promote the redevelopment of and investment in certain “Brownfield” properties within the City. Inclusion of subject property within Brownfield plans will facilitate completion of eligible activities at eligible properties commonly referred to as “Brownfields.” By facilitating redevelopment of Brownfield properties, Brownfield plans are intended to promote economic growth for the benefit of the residents of the City and all taxing units located within and benefited by the Authority.

This Brownfield Plan is intended to be a living document, which may be modified or amended in accordance with the requirements of Act 381, as necessary to achieve the purposes of Act 381. The applicable sections of Act 381 are noted throughout the Brownfield Plan for reference purposes.

This Brownfield Plan contains information required by Section 13(2) of Act 381.

The Former Plaza Hotel (the “Project”) consists of completing eligible activities at the eligible property. This Project will include the completion of selective demolition and asbestos abatement necessary to evaluate the integrity of the building. It is anticipated that selective demolition and asbestos abatement will occur on certain floors within the building. Final plans for eligible property have not been completed, therefore this Brownfield Plan does not include the cost for additional asbestos abatement, demolition or other eligible activities that may be necessary for redevelopment of all floors in the building.

Eligible activities are expected to occur in the Spring and Summer of 2025. The Project is not seeking Tax Increment Financing (“TIF”) incentives to fund the development.

2.0 General Provisions

The following sections detail information required by Act 381.

2.1 Description of Eligible Property (Section 13 (h))

The Eligible Property (“subject property”) is located at 16400 JL Hudson Drive, in the northwest ¼ of Section 36 (Township 01 North /Range 10 East) in Southfield, Michigan. The subject property is situated on the northern intersection of North Park Drive and Rutland Avenue. The subject property consists of one (1) parcel that contain approximately 9.03 acres of land. The subject property is located in an area of the City that is characterized by mixed commercial and residential properties. The subject property is abutted by surface roadways, municipal water, sanitary and storm sewer services, and electrical and gas utilities.

The following table describes the parcel which comprises the subject property.

Eligible Property Information

Address	Parcel Tax Identification Number	Basis of Brownfield Eligibility	Approximate Acreage
16400 JL Hudson Drive	76-24-36-177-001	Functionally obsolete	9.03
<p>Legal Description: NW ¼ of Section 36, Township 01N, and Range 10E (Land in the City of Southfield, Oakland County, MI, described as follows: Units 1 through 331, both inclusive, NORTH PARK TOWERS, according to the Master Deed recorded in Uber 7794, page 337, as amended, First Amendment to Master Deed recorded in Uber 7818, page 316, and designated as Oakland County Condominium Subdivision Plan No. 305, together with rights in the general common elements and the limited common elements as shown on the Master Deed and as described in Act 59 of the Public Acts of 1978, as amended. The parcel described and shown hereon is the same parcel as described in First American Title Insurance Company commitment number 945843, dated Nov. 2, 2021.)</p>			

The subject property is currently zoned Neighborhood Business (B-1). It currently contains one vacant commercial building (the former Plaza Hotel).

Attachment A includes site maps of the Eligible Property, refer to: Figure 1, Scaled Property Location Map and Figure 2, Eligible Property Boundary Map (which includes lot dimensions). The legal descriptions of the parcel(s) included in the Eligible Property are presented in Attachment B.

The parcel and all tangible real and personal property located thereon will comprise the Eligible Property, which is referred to herein as the “subject property.”

2.2 Basis of Eligibility (Section 13 (2)(h) , Section 2 (p))

The subject property is considered “Eligible Property” as defined by Act 381, Section 2 because: (a) the subject property previously utilized for a commercial purpose; (b) it is located within the Southfield, a qualified local governmental unit, or “Core Community” under Act 381; and (c) is determined to be a “functionally obsolete ” as defined by Act 381, the development of which is estimated to increase the taxable value of the parcel.

2.2.1 Functionally Obsolete Eligibility

As defined by Act 381, in order to determine that a property is functionally obsolete an affidavit must be signed by a Level 3 or 4 assessor stating that, by the assessor’s expert opinion, the property is functionally obsolete. Further, Act 381 defines functionally obsolete as “the property is unable to be used to adequately perform the function for which it was intended, due to a substantial loss in value resulting from overcapacity, changes in technology, deficiencies or superadequacies in design, or other similar factors that affect the property, or the property's relationship with other surrounding property.” On July 31, 2024, Matthew J. Schmidt, Michigan Master Assessing Officer (4), personally inspected the

subject property and determined the property to be functionally obsolete. Please refer to Attachment D for the signed affidavit dated August 10, 2024.

2.2.2 Summary of Environmental Reports

In September 2024, ASTI Environmental completed a Phase I Environmental Site Assessment (“ESA”) of the subject property. The following summarizes the historical uses of the property.

16400 JL Hudson Drive

- No commercial listings: mid 1950s-early 1960s.
- Michigan Inn, car rental, cosmetics, and retail shops: late 1970s.
- A restaurant, florist, jewelry shop, bistro, gift shop, airline service, and cosmetic-businesses in the hotel: early 1980s-late 1980s.
- Sheraton Southfield Hotel is listed with restaurants, a boutique, and floral shop inside: early 1990s
- More businesses listed in the Plaza Hotel are car rental, aqua rehab, medical supplies, boutique, metal company, lounge, and other businesses: mid 1990s
- ATP Group is listed with the Plaza Hotel: early 2000s
- A club, loan company, and management company: mid 2000s
- Two transportation services: early 2010s
- Skyline Tours: mid 2010s
- On site Auto Glass Services: late 2010s

The Phase I ESA did not include any testing or sampling of materials (i.e., soil, water, and air). The Phase I ESA revealed no recognized environmental conditions (RECs), controlled recognized environmental conditions (CRECs), or significant data gaps in connection with the Subject Property.

2.3 Summary of Eligible Activities and Description of Costs (Section 13 (2)(a),(b))

The “eligible activities” that are intended to be carried out at the subject property are considered “eligible activities” as defined by Sec 2 of Act 381, because they include predevelopment activities (work plan exempt), demolition, site preparation, lead, asbestos and mold survey and abatement, 15% contingency on aforementioned activity costs, and the preparation and implementation of a Brownfield Plan (see Table 1).

A summary of the eligible activities and the estimated cost of each eligible activity are shown in the table below.

Estimated Cost of Reimbursable Eligible Activities

Description of Eligible Activity		Estimated Cost
1.	Predevelopment Activities (Work Plan Exempt)	21,700
2.	Demolition Activities	\$ 500,000
3.	Lead, Asbestos, and/or Mold Activities	\$ 1,475,827
4.	Site Preparation	\$ \$200,000
Subtotal Environmental & Non-Environmental Eligible Activities		\$ 2,197,527
5.	15% Contingency on Eligible Activities*	\$ 296,374
6.	Brownfield Plan Preparation and Implementation	\$ 25,000
Total Eligible Activities Costs		\$ 2,518,901

*The contingency is applied to the Subtotal, except the Predevelopment Activities (Work Plan Exempt), which have already been performed.

A detailed breakout of the eligible activities and the estimated cost of each eligible activity intended to be paid for with Tax Increment Revenues from the subject property is shown in Attachment C, Table 1.

It is currently anticipated that eligible activities will occur in the Spring and Summer of 2025 and be completed by the Winter of 2025.

The costs listed in the table above are estimated costs and may increase or decrease depending on the nature and extent of unknown conditions encountered on the subject property. The actual cost of those eligible activities encompassed by this Brownfield Plan that will qualify as eligible activities shall be governed by the terms of a Reimbursement Agreement with the Authority (the “Reimbursement Agreement”). No costs of eligible activities will be qualified as eligible activities except to the extent permitted in accordance with the terms and conditions of the Reimbursement Agreement.

2.4 Estimate of Captured Taxable Value and Tax Increment Revenues (Section 13 (2)(c)); Impact of Tax Increment Financing On Taxing Jurisdictions (Section 13 (2)(g), Section 2(ss))

This Brownfield Plan does not anticipate the capture of tax increment revenues to reimburse the Developer for the costs of eligible activities under this Brownfield Plan.

The subject property is located within the City of Southfield’s Downtown Development Authority (SDDA). The Brownfield Plan does not anticipate the capture of tax increment revenues, therefore there will be no impact to the SDDA for tax increment revenue capture from the approval of this Brownfield Plan.

The total estimated cost of the eligible activities under this Brownfield Plan is projected to be \$2,518,901. The estimated effective initial taxable value for this Brownfield Plan is \$0 and is based on land and real property tax only. The initial taxable value of \$0 is set in 2026, the next assessment roll following the year in which the eligible property was included in this plan.

2.5 Plan of Financing (Section 13 (2)(d)); Maximum Amount of Indebtedness (Section 13 (2)(e))

Eligible activities are to be financed by the Developer. The Developer will prepare and submit an application to the Authority to request a loan from the LBRF to fund eligible activities. If awarded, the repayment of the LBRF loan will be subject to the Reimbursement Agreement.

The Authority shall not incur any note or bonded indebtedness to finance eligible activities for the purposes of this Brownfield Plan. Additionally, it is not anticipated that tax increment revenues will be captured to fund eligible activities.

2.6 Duration of Brownfield Plan (Section 13 (2)(f))

In no event shall the duration of the Brownfield Plan exceed 35 years following the date of the resolution approving the Brownfield Plan.

2.7 Effective Date of Inclusion in Brownfield Plan

The subject property will become a part of this Brownfield Plan on the date this Brownfield Plan is approved by the City of Southfield.

2.8 Displacement/Relocation of Individuals on Eligible Property (Section 13 (2)(i-l))

There are no persons or businesses residing on the Eligible Property, and no occupied residences will be acquired or cleared; therefore, there will be no displacement or relocation of persons or businesses under this Brownfield Plan.

2.9 Local Brownfield Revolving Fund (“LBRF”) (Section 8, Section 13(2)(m))

The Authority has established a Local Brownfield Revolving Fund (“LBRF”). The Developer will prepare and submit an application to the Authority to request a loan from the LBRF to fund eligible activities. If awarded, the repayment of the LBRF loan will be subject to the Reimbursement Agreement.

2.10 Other Information

The purpose of the Brownfield Plan is to qualify the subject property as an eligible property and identify eligible activities. This Project will include the completion of selective demolition and asbestos abatement necessary to evaluate the integrity of the building. It is anticipated that selective demolition and asbestos abatement will occur on certain floors within the building. Final plans for eligible property have not been completed, therefore this Brownfield Plan does not include the cost for asbestos abatement, demolition or other eligible activities that may be necessary for redevelopment of all floors in the building.

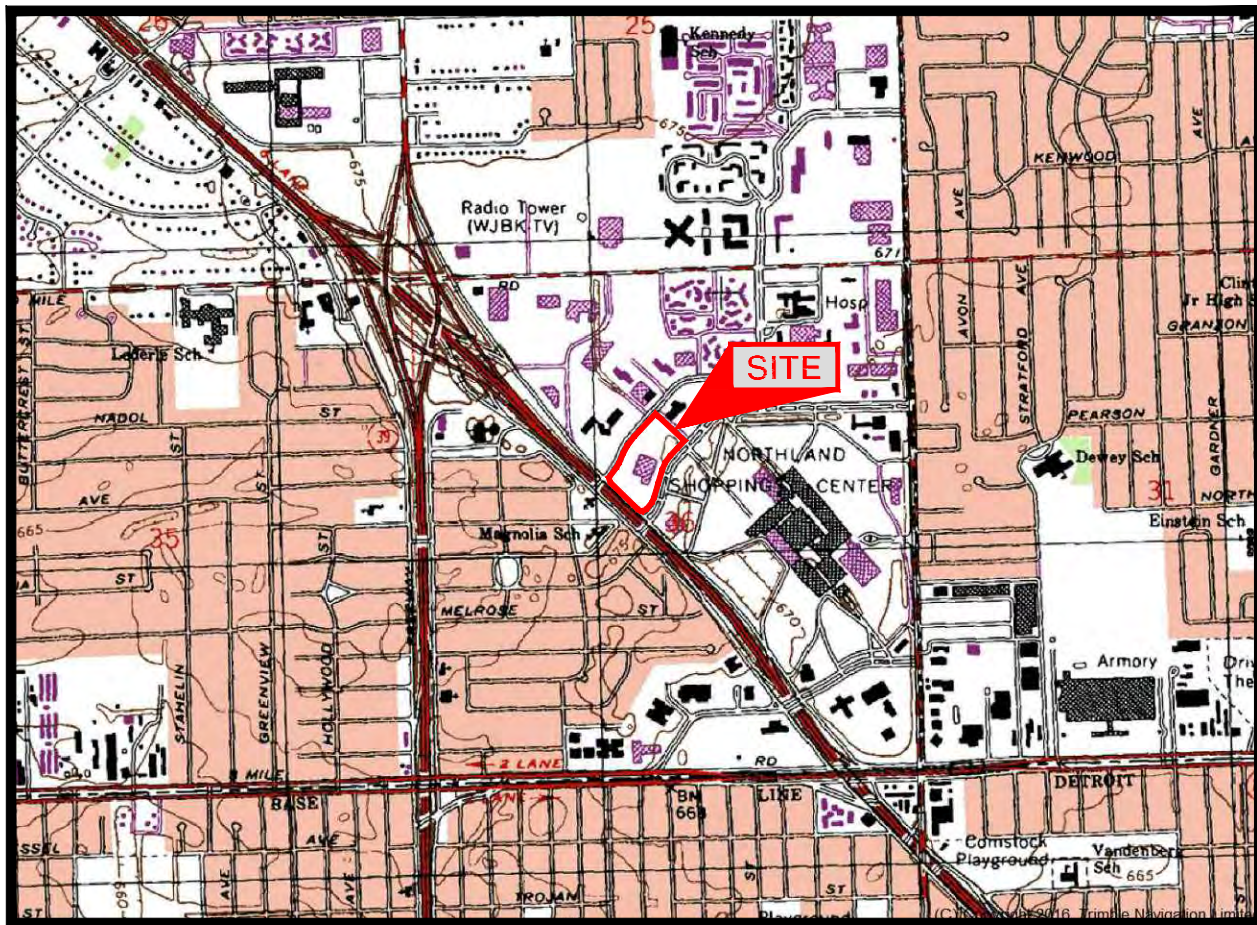
The Brownfield Plan does not anticipate the capture of tax increment revenue to reimburse eligible activities. However, once final development plans have been determined, the Developer or any other entity may amend the Brownfield Plan to adjust eligible activities and/or request tax increment revenues to reimburse eligible activities.

Attachments

Attachment A

Site Maps and Photographs

ROYAL OAK QUADRANGLE
 MICHIGAN - OAKLAND COUNTY
 7.5 MINUTE SERIES (TOPOGRAPHIC)



T.1 N.-R.10 E.

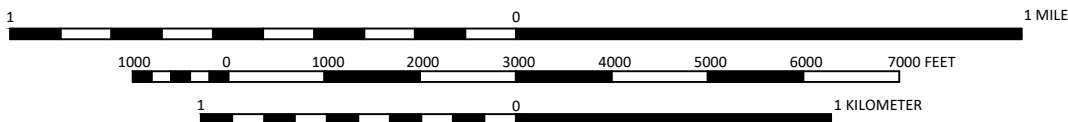
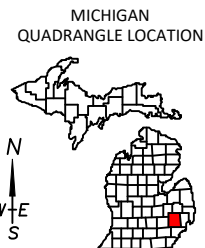


IMAGE TAKEN FROM 1996 U.S.G.S. TOPOGRAPHIC MAP

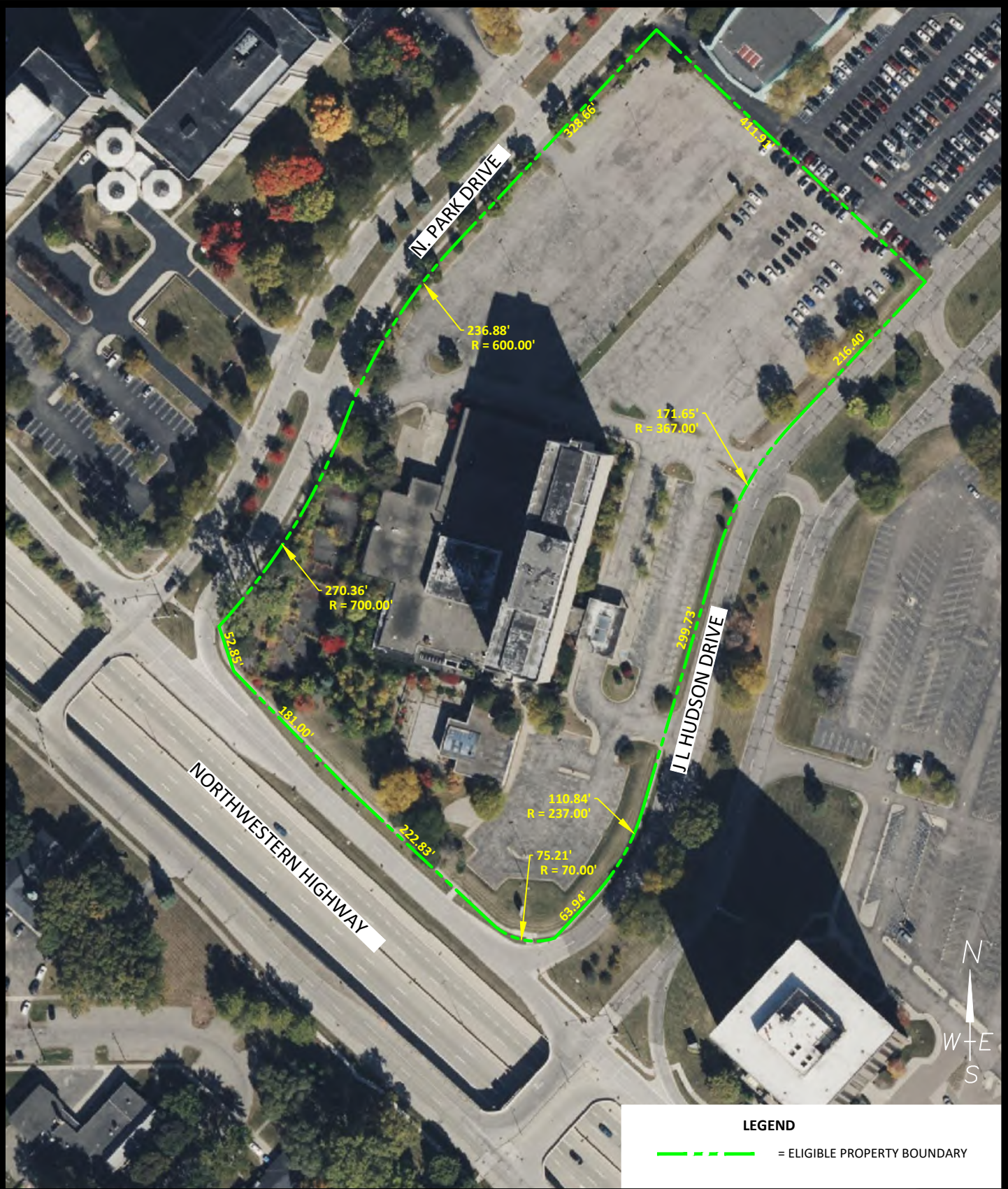


TOPOGRAPHIC LOCATION MAP

16400 J L HUDSON DRIVE
 SOUTHFIELD, MICHIGAN
 PROJECT NUMBER: 20008F-1-25

DRAWN BY: OGO
 DATE: 03/31/2025

FIGURE 1



LEGEND
 - - - - - = ELIGIBLE PROPERTY BOUNDARY



ELIGIBLE PROPERTY BOUNDARY MAP

16400 J L HUDSON DRIVE
 SOUTHFIELD, MICHIGAN
 PROJECT NUMBER: 20008F-1-25

DRAWN BY: OGO
 DATE: 03/31/2025

0 100 200
 SCALE: 1" = 200'

FIGURE 2

Attachment B

Legal Description(s)

Attachment 2 Subject Property Legal Descriptions

Former Plaza Hotel

Southfield, MI

AKT Peerless Project No. 20008b

As of April 10, 2025

1. Tax ID No. 76-24-36-177-001
Acres : 9.03

Property Address: 16400 JL Hudson Drive, Southfield, Michigan 48075

Legal Description: NW ¼ of Section 36, Township 01N, and Range 10E (Land in the City of Southfield, Oakland County, MI, described as follows: Units 1 through 331, both inclusive, NORTH PARK TOWERS, according to the Master Deed recorded in Uber 7794, page 337, as amended, First Amendment to Master Deed recorded in Uber 7818, page 316, and designated as Oakland County Condominium Subdivision Plan No. 305, together with rights in the general common elements and the limited common elements as shown on the Master Deed and as described in Act 59 of the Public Acts of 1978, as amended. The parcel described and shown hereon is the same parcel as described in First American Title Insurance Company commitment number 945843, dated Nov. 2, 2021.)Tax ID No. 76-24-36-476-047 – 4.840 Acres

Attachment C

Tables

Table 1. Eligible Activities

Former Plaza Hotel
16400 JL Hudson Drive
Southfield, MI
AKT Peerless Project No. 20008F
April 10, 2025

ELIGIBLE ACTIVITIES COST SUMMARY			
			Estimated Cost of Eligible Activity
Predevelopment Activities (Work Plan Exempt)			\$ 21,700
TOTAL ENVIRONMENTAL ELIGIBLE ACTIVITIES			\$ 21,700
Demolition Activities			\$ 500,000
Lead, Asbestos, and/or Mold Activities			\$ 1,475,827
Site Preparation Activities			\$ 200,000
TOTAL NON-ENVIRONMENTAL ELIGIBLE ACTIVITIES			\$ 2,175,827
Total Environmental and Non-Environmental Eligible Activities			\$ 2,197,527
			15% Contingency on Eligible Activities
			\$ 296,374
Brownfield Plan Preparation and Implementation			\$ 25,000
Total Eligible Activities Costs			\$ 2,518,901

Attachment D

Level IV Assessor's Affidavit of Functional Obsolescence

August 10, 2024

Mr. Tom Beauchamp
1615 S. Telegraph Rd.
Bloomfield Hills, MI 48302

**RE: Functional Obsolescence Assessor Affidavit
Former Plaza Hotel (Southfield, MI)**

Mr. Beauchamp:

My name is Matthew J. Schmidt, I am a Michigan Master Assessing Officer (4) and am writing this correspondence to offer my professional opinion regarding the current condition and functional utility of an existing 14 story, 302,920 square foot former hotel building that is located in the City of Southfield adjacent to the former Northland Shopping Mall as required by the Brownfield Redevelopment Financing Act, Act 381 of 1996, as amended.

Listed below is an information summary of the subject property involved in this functional utility analysis.

<u>Parcel ID Number</u>	<u>Property Address</u>	<u>Parcel Size</u>	<u>Year Built</u>	<u>Building Size</u>
76-24-36-177-001	16400 J L Hudson Dr	9.025 Acres	1974	302,920

I personally inspected the subject property parcel referenced above on Wednesday July 31, 2024. I have attached 6 photographs that I took of this building during this site visit that are included as attachments to this analysis.

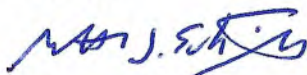
The Brownfield Redevelopment Financing Act, Act 381 of 1996, as amended, contains approval provisions (MCL 125.2663(2)(h)) which include, in part, "If the project is on property that is functionally obsolete, the taxpayer shall include, with the application, an affidavit signed by a level 3 or 4 assessor, that states that it is the assessor's expert opinion that the property is functionally obsolete and the underlying basis for that opinion."

The Brownfield Redevelopment Financing Act, Act 381 of 1996, as amended, defines "functionally obsolete" in MCL 125.2652(u) as meaning "that the property is unable to be used to adequately perform the function for which it was intended due to a substantial loss in value resulting from factors such as overcapacity, changes in technology, deficiencies or superadequacies in design, or other similar factors that affect the property itself or the property's relationship with other surrounding property."

The Affidavit contained on the following pages addresses the functional obsolescence present in the 288,072 square foot former hotel building, the building's 8,800 square foot mechanical penthouse and the 6,048 square foot pool enclosure that are collectively the subject of this analysis. I have included as additional attachments to this Affidavit a location map, aerial map and building sketch of the subject property as well as photographs that detail the significant amount of deferred maintenance and functional obsolescence existing within this former hotel building.

If you have any additional questions about this functional obsolescence analysis, the additional attachments or the enclosed Affidavit please contact me directly at mschmidt0018@comcast.net or at (586) 722-4852. Thank you.

Sincerely,



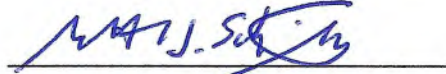
Matthew J. Schmidt
Michigan Master Assessing Officer (4)

enc.

cc. Sarah Prout Rennie, JD (via email only)

Therefore, my opinion is that the subject property suffers from significant levels of functional obsolescence that have resulted in a combined loss of value that exceeds 50% of the value of the subject property.

Further deponent sayeth not.



Matthew J. Schmidt

The foregoing instrument was acknowledged before me this
this 10th day of August, 2024



Janet M. Ziulkowski, Notary Public

Macomb County, Michigan

Acting in the County of Macomb

My Commission expires: 06/27/2027

PARCEL NUMBER: 76-24-36-177-001

PROPERTY ADDRESS: 16400 J L HUDSON DR

PHOTOGRAPH NUMBER: 1

PHOTOGRAPH DATE TAKEN: JULY 31, 2024

PHOTOGRAPH DETAIL: EXTERIOR MAIN ENTRANCE



PARCEL NUMBER: 76-24-36-177-001

PROPERTY ADDRESS: 16400 J L HUDSON DR

PHOTOGRAPH NUMBER: 2

PHOTOGRAPH DATE TAKEN: JULY 31, 2024

PHOTOGRAPH DETAIL: EXTERIOR LOOKING AT SOUTHWEST BUILDING CORNER



PARCEL NUMBER: 76-24-36-177-001

PROPERTY ADDRESS: 16400 J L HUDSON DR

PHOTOGRAPH NUMBER: 3

PHOTOGRAPH DATE TAKEN: JULY 31, 2024

PHOTOGRAPH DETAIL: INTERIOR 1ST FLOOR BUILDING LOOKING WEST



PARCEL NUMBER: 76-24-36-177-001

PROPERTY ADDRESS: 16400 J L HUDSON DR

PHOTOGRAPH NUMBER: 4

PHOTOGRAPH DATE TAKEN: JULY 31, 2024

PHOTOGRAPH DETAIL: INTERIOR 1ST FLOOR BUILDING LOOKING SOUTH



PARCEL NUMBER: 76-24-36-177-001

PROPERTY ADDRESS: 16400 J L HUDSON DR

PHOTOGRAPH NUMBER: 5

PHOTOGRAPH DATE TAKEN: JULY 31, 2024

PHOTOGRAPH DETAIL: INTERIOR 2ND FLOOR BUILDING LOOKING NORTH



PARCEL NUMBER: 76-24-36-177-001

PROPERTY ADDRESS: 16400 J L HUDSON DR

PHOTOGRAPH NUMBER: 6

PHOTOGRAPH DATE TAKEN: JULY 31, 2024

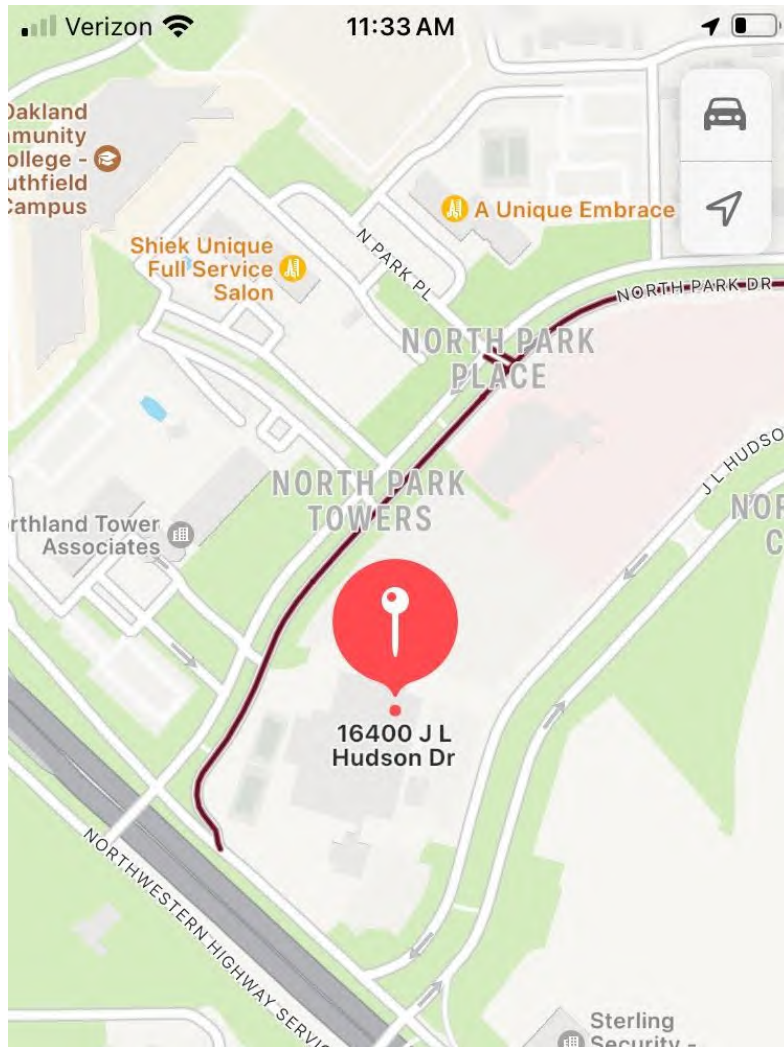
PHOTOGRAPH DETAIL: EXTERIOR LOOKING AT NORTHEAST BUILDING CORNER



PARCEL NUMBER: 76-24-36-177-001

PROPERTY ADDRESS: 16400 J L HUDSON DR

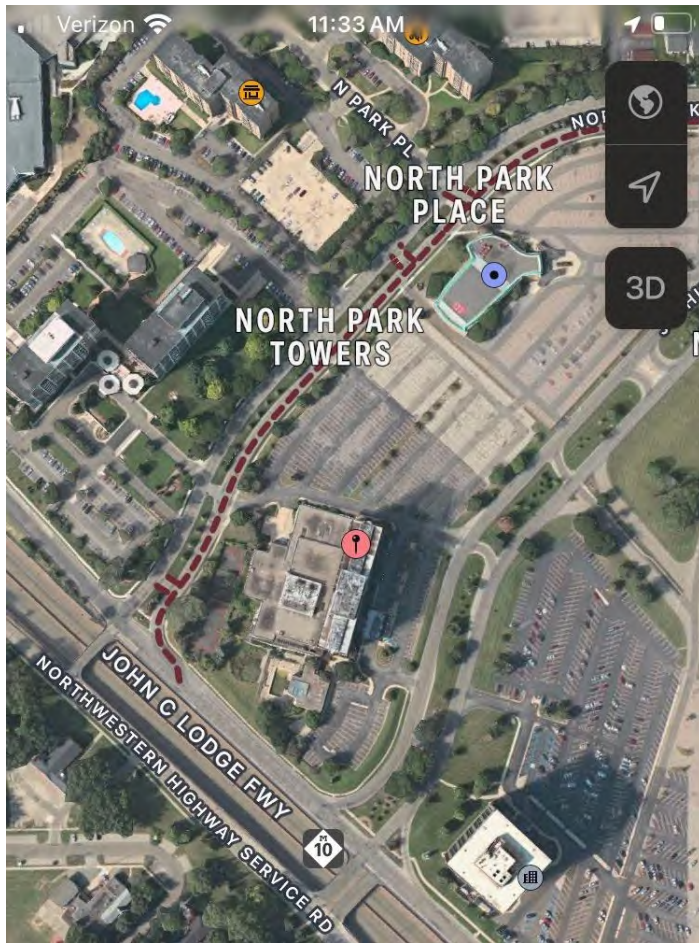
PROPERTY LOCATION MAP



PARCEL NUMBER: 76-24-36-177-001

PROPERTY ADDRESS: 16400 J L HUDSON DR

PROPERTY AERIAL MAP



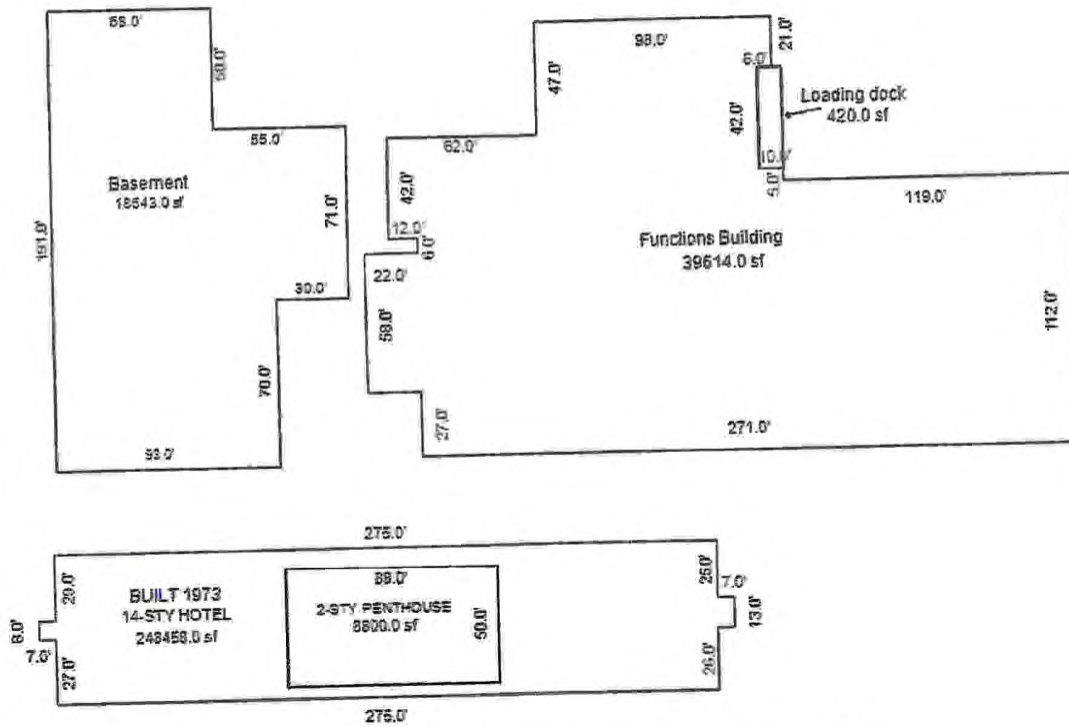
PARCEL NUMBER: 76-24-36-177-001

PROPERTY ADDRESS: 16400 J L HUDSON DR

BUILDING SKETCH

Parcel Number-76-24-36-177-001 | City of Southfield | BS&A Online

Image/Sketch for Parcel: 76-24-36-177-001



April 28, 2025

Honorable Mayor and Council
Municipal Building
Southfield, Michigan

RE: Brownfield Redevelopment Plan & Loan from Local Brownfield Brownfield Revolving Funds for Former Plaza Hotel - 16400 JL Hudson Drive, Southfield, MI Set Public Hearing Date May 12, 2025

Dear Sirs and Mesdames:

Background: The Administration would like to set the public hearing date for Brownfield Redevelopment Plan & request for a Local Brownfield Revolving Funds loan for the Former Plaza Hotel - 16400 JL Hudson Drive, Southfield, MI for May 12, 2025. This is a request from Southfield Community Renewal Corporation for the Former Plaza Hotel Project. The project serves as yet another positive example of the City of Southfield contribution to the reinvestment of our neighborhoods and economic comeback of Southeast Michigan.

The Former Plaza Hotel project consists of completing eligible activities which include the completion of selective demolition and asbestos abatement necessary to evaluate the integrity of the building. Final plans for eligible property have not been completed, therefore this Brownfield Plan does not include the cost for additional asbestos abatement, demolition or other eligible activities that may be necessary for redevelopment.

The Project is not seeking approval of Tax Increment Financing (TIF). Eligible activities are anticipated to occur in the Spring and Summer of 2025, including Predevelopment Activities, Demolition and Asbestos Abatement, Site Preparation and the Preparation and Implementation of a Brownfield Plan.

The Southfield Brownfield Redevelopment Authority approved a request for a loan from the Local Brownfield Revolving Funds (LBRF) in the amount \$2,518,901. The request from the LBRF will fund eligible activities. If awarded, the repayment of the LBRF loan will be subject to the Reimbursement Agreement.

This Brownfield Plan does not anticipate the capture of tax increment revenues to reimburse the Developer for the costs of eligible activities under this Brownfield Plan. The subject property is located within the City of Southfield's Downtown Development Authority (SDDA). The Brownfield Plan does not anticipate the capture of tax increment revenues, therefore there will be no impact to the SDDA for tax increment revenue capture from the approval of this Brownfield Plan.

**Former Plaza Hotel - 16400 JL Hudson Drive, Southfield, MI
Redevelopment Brownfield Plan
Request for Public Hearing**


Fiscal Impact: The total estimated cost of the eligible activities under this Brownfield Plan is projected to be \$2,518,901. The estimated effective initial taxable value for this Brownfield Plan is \$0 and is based on land and real property tax only. The initial taxable value of \$0 is set in 2025, the year in which the eligible property was included in this plan OR the next assessment roll following the year in which the eligible property was included in this plan. This plan will not exceed 35 Years.

The subject property is considered “Eligible Property” as defined by Act 381, Section 2 because: (a) the subject property previously utilized for a commercial purpose; (b) it is located within the Southfield, a qualified local governmental unit, or “Core Community” under Act 381; and (c) is determined to be a “functionally obsolete ” as defined by Act 381, the development of which is estimated to increase the taxable value of the parcel.

Recommendation: On Monday, April 14, 2025, the Southfield Brownfield Redevelopment Authority recommended approval of the Brownfield Redevelopment Plan and the loan request for the Former Plaza Hotel - 16400 JL Hudson Drive, Southfield, MI for approval in accordance with the provisions of the Brownfield Redevelopment Financing Act; P.A. 381 of 1996, as amended.

The Administration is requesting that City Council schedule the required Public Hearing on Monday, May 12, 2025 for the Southfield Community Renewal Corporation’s Brownfield Redevelopment Plan for the Former Plaza Hotel - 16400 JL Hudson Drive, Southfield, MI and revolving loan request in accordance to the Public Act 381 of 1996, as amended.

Respectfully submitted,



Frederick E. Zorn, Jr., CEcD
City Administrator

RECOMMENDED RESOLUTION:

RESOLVED: The Administration is requesting that City Council schedule the schedule the required Public Hearing on Monday, May 12, 2025 for the Southfield Community Renewal Corporation’s Brownfield Redevelopment Plan for the Former Plaza Hotel - 16400 JL Hudson Drive, Southfield, MI and revolving loan request in accordance to the Public Act 381 of 1996, as amended.

Submitted To:

Southfield DDA
Al Aceves
18000 W Nine Mile Rd, Ste 320
Southfield, MI 48075

Project:

EST56534
Southfield DDA - L Add 24/27
18000 W Nine Mile Rd Ste 320
Southfield, MI 48075

Return To:

36700 Northline Rd
Romulus, MI 48174
Ph: 616-698-2700 F: 616-698-2900

Proposal Date: 4/23/2025

PLANT BED WEEDING

2024/25: Seven (7) bi-weekly visits for a certified applicator to chemically treat and/or remove weeds from planting beds during the growing season. (4/1/25 - 6/30/25)

2025/26: Thirteen (13) bi-weekly visits for a certified applicator to chemically treat and/or remove weeds from planting beds during the growing season. (7/1/25 - 6/30/26)

2026/27: Thirteen (13) bi-weekly visits for a certified applicator to chemically treat and/or remove weeds from planting beds during the growing season. (7/1/26 - 6/30/27)

CONTRACTED SERVICES TOTAL

\$478.00

2024/25 Contract Services Total (4/1/25-6/30/25):	\$478.00 (1 Installment of \$478.00)
2025/26 Contract Services Total (7/1/25-6/30/26):	\$914.00 (4 Installments of \$228.50)
2026/27 Contract Services Total (7/1/26-6/30/27):	\$941.00 (4 Installments of \$235.25)

This is a three (3) year lawn additional agreement. The contract services total will be invoiced in one (1) installment for year one ending on June 30, 2025. For the remaining years, the contract services total will be invoiced in four (4) equal installments each season. The first (1st) installment will be due April 15, 2025 and the final installment will be due April 15, 2027. Late sign up may affect your installment schedule. Feel free to contact your account manager with any questions.

***NOTE: The proposed service agreement pricing is valid for thirty (30) days from the proposal date.**

**DJ'S LANDSCAPE MANAGEMENT, INC.'S
STANDARD TERMS AND CONDITIONS**

1. This document outlines DJ's Landscape Management, Inc.'s ("DJ's") Standard Terms and Conditions ("Terms"). All services performed by DJ's are subject to these Terms unless otherwise agreed to in writing by DJ's. Customer's written initiation of the services detailed in a proposal shall constitute a binding agreement ("Contract") between DJ's and the Customer, subject to these Terms. These Terms supersede all previous oral and written agreements made before the date of the Contract. These Terms prevail over any of Customer's general terms and conditions regardless of whether or when Customer has submitted for proposal, order, or provided such terms. DJ's provision of services to Customer does not constitute acceptance of any of Customer's terms and conditions and does not serve to amend or modify these Terms. It is the Customer's responsibility to review these Terms. All desired addendum / change orders must be agreed upon by both DJ's and the Customer and shall be clearly documented.

2. "Landscape Management" and "Snow & Ice Management" seasons are presumed to cover the time periods April 15 through November 30, and November 15 through April 14, respectively. Unless otherwise set forth in the Contract, DJ's will invoice Customer near the fifteenth (15th) and thirtieth (30th) of each month. The first invoice will include the monthly installment and any additional services rendered through the date of

invoice. The second invoice is only generated if additional services are rendered after the first invoice of the month. Customer agrees to pay 1.5% finance charge (18% APR) on accounts past the due date each month until the balance is paid in full. Charges for work completed outside the current invoicing period are still valid in their full amount. Customer shall be responsible for all sales, use and excise taxes, and any other similar taxes, duties or charges of any kind imposed by any federal, state or local governmental entity on any amounts payable by Customer under these Terms or the Contract.

3. Customer understands and agrees that delays in payments made to DJ's may result in suspension of services, and appropriate legal action being taken to collect monies owed to DJ's. Customer agrees that costs of such legal action, including without limitation, lawyer's fees, costs, and expenses of suit or collection, will be Customer's obligation to pay when DJ's is the prevailing party in any litigation. Any checks that are returned to DJ's for insufficient funds will be accessed an additional \$25.00 service fee. This service fee will be added to the Customer's account balance and become due immediately.
4. All work will be completed to the specifications outlined in the Contract and these Terms. Additional specifications such as call or check-ins requirements, service logging/reporting, specialized invoicing, or any other special consideration which causes DJ's to incur additional cost may be subject to a revision of the Contract or additional fee.
5. In the event Customer is not satisfied with workmanship or quality, DJ's will investigate and remedy the concern if the work has not been completed to the specifications of the Contract. Industry standards for substantially similar services provided in the same or similar location and during the same season will govern any disputes between Customer and DJ's in connection with the services provided under the Contract.
6. Customer is aware some services, such as, but not limited to Core Aeration and/or Plant Installations, may result in unpreventable damages to unmarked irrigation systems, utility lines, drain tile, or other unmarked below-grade utilities. DJ's shall not be responsible for the cost of repairing these items if they are not properly and clearly marked or flagged. If requested, DJ's can mark underground obstacles for an additional fee. For services requiring excavation to a depth greater than ten (10) inches, DJ's will contact the appropriate utility company to mark underground public utility lines which include gas, electric, telephone/cable, and water/sewer. This service will be included in the Contract unless otherwise stated. Private lines, such as irrigation, drain tile, and other non-public utilities, are not included in this service but can be staked for an additional fee. Customer understands that there may be unforeseen, additional costs associated with project work for which it will be responsible.
7. Customer shall notify DJ's in writing, within twenty-four (24) hours of discovery, of any damage to Customer's property, including irrigation system, suspected to be caused by services performed by DJ's. DJ's shall not be liable for any damages unless given opportunity to investigate and repair. The quality of repairs is to be governed by industry standards.
8. In no event shall DJ's be liable to customer or to any third party for any loss of use, revenue or profit, or for any consequential, incidental, indirect, exemplary, special, or punitive damages whether arising out of breach of contract, tort (including negligence), or otherwise, regardless of whether such damages were foreseeable and whether or not DJ's has been advised of the possibility of such damages, and notwithstanding the failure of any agreed or other remedy of its essential purpose.
9. All materials, i.e. irrigation parts, green material (plants, trees, turf, and any other living "material"), landscape materials, carry a one (1) year warranty from the date of installation unless otherwise specified in the Contract. Warranty claims will only be considered if payment for the work has occurred, and Customer's account is current. Improper care, tampering, vandalism, or any other event outside DJ's control is, including involvement of a third party, will render the warranty null and void. The warranty does not cover green material that is not watered by an automated, professionally installed, operating irrigation system unless other provisions for this care have been discussed and approved by DJ's in writing. This warranty does not cover annuals, or bulbs. Provided the above stipulations are met and/or not violated, DJ's will complete a one-time only replacement of the green material. An additional labor charge for green material removal and reinstallation will apply. Timing of replacement may, at DJ's discretion, be predicated upon seasonal availability and weather conditions.
10. The Contract may be terminated or modified by Customer only as follows: For termination by convenience, ninety (90) day written notice to DJ's of Customer's intent to terminate the Contract is required to avoid a termination fee (termination fee is to be twenty-five (25) percent of the greater of Contract value on the notice date or previous 12-month's billings.) In the event Customer wishes to terminate the Contract for service delivery and/or quality issues, written notice to DJ's of intention to terminate Contract and specific violation(s) of work specifications is required. DJ's will be allowed thirty (30) working days after said notice to correct cited violation(s). If after thirty (30) working days the violations have not been corrected or satisfactory arrangements for the completion thereof made, the Contract may, at the option of the Customer, be terminated without a termination fee. In the event of termination of any kind, DJ's will evaluate the value of work completed to date and generate a final invoice. Payment in full for all installments and/or services performed to date of termination and any applicable termination fee shall become due in fifteen (15) days.
11. DJ's reserves the right to terminate the Contract without notice in the event of Customer's failure to make timely payments, pending bankruptcy or sale of property, and/or actions by Customer to circumvent, interrupt or otherwise adversely impact, any relationship between a subcontractor and DJ's. In addition, abusive or threatening behavior towards DJ's will not be tolerated and will be grounds for immediate Contract termination and the imposition by DJ's of the termination fee described in paragraph 10 above.
12. Customer acknowledges requests made outside of standard operating hours or emergency requests will result in additional charges. DJ's Landscape Management office hours are Monday thru Friday, 8:00 AM to 5:00 PM. A 24-hour answering service may be utilized through the

automated menu for emergencies. Hours of operation for Landscape Management Services are Monday thru Friday, 7:00 AM to 5:00 PM. Winter operation hours are 12:00 AM to 5:00 PM Monday thru Saturday and 12:00 AM to 7:00 AM on Sundays. Winter operational hours may vary with weather conditions.

13. DJ's reserves the right to add surcharges and amend pricing should extreme market conditions occur which are beyond the scope of DJ's control. Examples include, but are not limited to, gasoline or diesel prices increasing more than 20% since the Proposal Date, as determined by http://www.eia.gov/dnav/pet/pet_pri_gnd_dcus_r20_m.htm; global or national raw material shortages supported by multiple sources; an annual Cost-of-Living Adjustment greater than 5% (<https://www.ssa.gov/cola/>); or a Consumer Price Index increase greater than 5% in a year-over-year period (<https://www.bls.gov/cpi/home.htm>). A surcharge which is determined to be necessary is applicable regardless of Contract billing type. DJ's commits to informing Customer of any potential surcharge prior to billing.

Rev. 10/15/2022

AGREEMENT ACCEPTANCE:

The above prices, specifications and conditions are satisfactory and are hereby accepted. DJ's is authorized to do the work as specified and payment will be made as outlined above. This contract will become valid forty-eight (48) hours upon receipt. Both signees represent, warrant and covenant they have full legal right to authorize the work as described above. Agreement is binding between DJ's and Authorized Agent and is subject to DJ's Landscape Management Inc.'s Standard Terms and Conditions located at www.djlandscape.com/termsandconditions.

Please sign this copy and return it to our offices to start services. Thank you!

Respectfully Submitted By:

Acceptance:

Steve Zuziak
DJ's Landscape Management

Date

Al Aceves

Date



City of Southfield

2025 State of the City Address

Southfield
the center of it all™

Lear Corporation
21557 Telegraph Road

Thursday
June 5, 2025
2:00 - 5:00 p.m.

Join us for:

- Welcome by Lear Corporation
- Presentation by Mayor Kenson Siver
- Appetizers & drinks
- Networking Reception after the Presentation
- Sponsorship Opportunities Available*

Measuring Southfield Successes

Celebrate a year of progress as Mayor Kenson Siver highlights Southfield's achievements and plans for the future.

Together, we're building a stronger, more vibrant Southfield—one success at a time.

Advance Registration Required; Walk-ins will not be permitted

PURCHASE HERE

Net Proceeds will benefit Friends of the Southfield Public Arts



***Please email Rochelle Freeman rfreeman@cityofsouthfield.com to become a sponsor (click [HERE](#) for sponsorship package information)**



Tickets: \$85

Click here for tickets: <https://oaklandthrive.org/economic-outlook/>

Join Us

Please join us for the **40th Annual Oakland County Economic Outlook Luncheon**. At this annual event, we explore the latest trends, challenges, and opportunities that local small businesses face in today's dynamic landscape. Gather with business leaders, government officials, community, and economic experts to learn valuable insights, resources, and strategies needed to thrive in a competitive market.

This year's event will feature a report and presentation from the University of Michigan Research Center for Quantitative Economics and a panel discussion including local small business leaders and entrepreneurs.

The City of Southfield Business & Economic Development
Department & the Southfield DDA proudly present:



BECOMING BANKABLE ESSENTIALS



Featuring:

LOLA ARÉ, MBA

Principal Consultant
Strategic Thinktank Inc.

Ready to Grow Your Business? Apply for the Funding Readiness Workshop!

Gain the tools to secure funding and scale your
business. As a selected participant, you will:

- Build confidence with your numbers
- Develop a lender-ready business plan
- Position your business to attract capital
- Navigate funding sources (SSBCI, CDFIs, banks)
- Boost your chances of loan approval
- Set the stage for long-term growth

Limited spots. Competitive selection. Scan the QR
Code to see if you qualify and for next steps!



SCAN THE QR CODE

**THIS 6-PART SERIES RUNS WEEKLY
TUES JULY 22-AUG 26, 2025**

6:00-8:00 PM

**18000 W NINE MILE RD, 1ST FLOOR
CONFERENCE ROOM, SOUTHFIELD**



Questions?

Contact Rochelle Freeman at
rfreeman@cityofsouthfield.com or 248.796.4161

**Michigan
SBDC**

Oakland County
**MICHIGAN
WORKS!**
OAK PARK

SCORE
FOR THE LIFE OF YOUR BUSINESS

SE Michigan

OAKLAND COUNTY
Main Streets

OAKLAND
thrive

BFC | OAKLAND COUNTY
BUSINESS FINANCE
CORPORATION

**CEED
LENDING**
An Initiative of Great Lakes Women's Business Council

**MICHIGAN
STATE
UNIVERSITY**
FEDERAL CREDIT UNION
Building Dreams Together




Berkley
AREA CHAMBER

Southfield Area Chamber of Commerce
**BUILDING BRIDGES
TO BUSINESS**

Oak Park
Public Library



2025 TRI-CITY BUSINESS RESOURCE FAIR

 **MAY 28, 2025**
 **8:30 - 10:30 A.M.**
 **OAK PARK
COMMUNITY CENTER
14300 OAK PARK BLVD.**



Get ready to unlock
invaluable resources that will
help you:

- ◆ **Promote Your Business**
- ◆ **Secure Funding**
- ◆ **Find Mentorship**

This is your chance to
connect with local experts,
network with fellow business
owners, and gain the tools
you need to thrive!

OAK PARK
CORRIDOR IMPROVEMENT AUTHORITY
Building Small Business Of Strong Community

**DOWNTOWN DEVELOPMENT
AUTHORITY**

Southfield
DOWNTOWN DEVELOPMENT AUTHORITY



LET THERE BE
light
 GATEWAY

Join us in giving the intersection of **Eight Mile & Greenfield** roads a new look. We are adding an artistic touch to the overpass with multi-colored lighting to take the bridge from drab to bright. **Let there be light!**

The **Eight Mile Boulevard Association** and the cities of **Detroit, Oak Park,** and **Southfield** have launched a crowdfunding campaign in cooperation with the **Patronicity Program** of the **Michigan Economic Development Corporation.**

Running from **March 24th to May 22nd**, we have sixty days to raise **\$50,000**. When we reach **\$50,000**, **Patronicity** will match it with an additional **\$50,000**.

DONATION LEVELS		DONOR APPRECIATION
\$25	Spark	8 Mile Boulevard Bookmark
\$50	Flashlight	8 Mile Boulevard Bookmark
\$100	Incandescence	8 Mile Boulevard Pin
\$250	Fluorescent	8 Mile Boulevard T-Shirt
\$500	Halogen	8 Mile Boulevard T-Shirt & Pin
\$1,000	LED Leader	One free ticket to the Fall 2025 luncheon
\$2,500	Civic Torchlighter	Two free tickets to the Fall 2025 luncheon & name on donor plaque
\$5,000 - \$10,000	Civic Beacon	Two free tickets to the Fall 2025 luncheon & name on donor plaque & 8MBA website

TO MAKE YOUR DONATION:

Go to patronicity.com/lettherebelightgateway or eightmile.org & click project link.

