

Southfield

DOWNTOWN DEVELOPMENT AUTHORITY



INFORMATIONAL PRESENTATION

Presented By : Molly Wing LaLone

March 27, 2026



INTRODUCTION

The City of Southfield Downtown Development Authority (SDDA) respectfully submits a report to inform the public of the SDDA's goals, direction, and upcoming projects. The presentation is informational only and can be presented during other public meetings or alone.



WHAT IS THE DIFFERENCE?

A Chamber of Commerce, Downtown Development Authority and Main Street program all have purpose and place in a community.

Chamber of Commerce	A membership based, regional, business advocate organization
Downtown Development Authority	A place based organization formed by the city council for a specific area to prevent deterioration, encourage historic preservation, and stimulate economic growth.
Main Street Program	An organizational philosophy which focuses on four points for revitalizing a specific area or areas of a community. The four-point focus is design, organization, promotion, and economic vitality.



SOUTHFIELD DDA

Created by City Council in 1988. Amended in 1996, 2000, and 2011. Restated in 2018.



Located in the southeastern corner of the City of Southfield. The district is anchored by Providence Hospital, Southfield's largest employer and the transformative Northland City Center Redevelopment.



The Cornerstone District is experiencing strong growth, with more than \$11 million in private investment in the past year.



It is home to significant landmarks such as the former JL Hudson building, Reynolds Metals Headquarters, the Salvation Army's National headquarters and the 9Line Regional trail, a 36 Mile pathway which spans Oakland County.



Southfield Downtown Development Authority District Map



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 Southfield, MI 48075
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 jsuappi@cityofsouthfield.com
 www.southfelddda.com

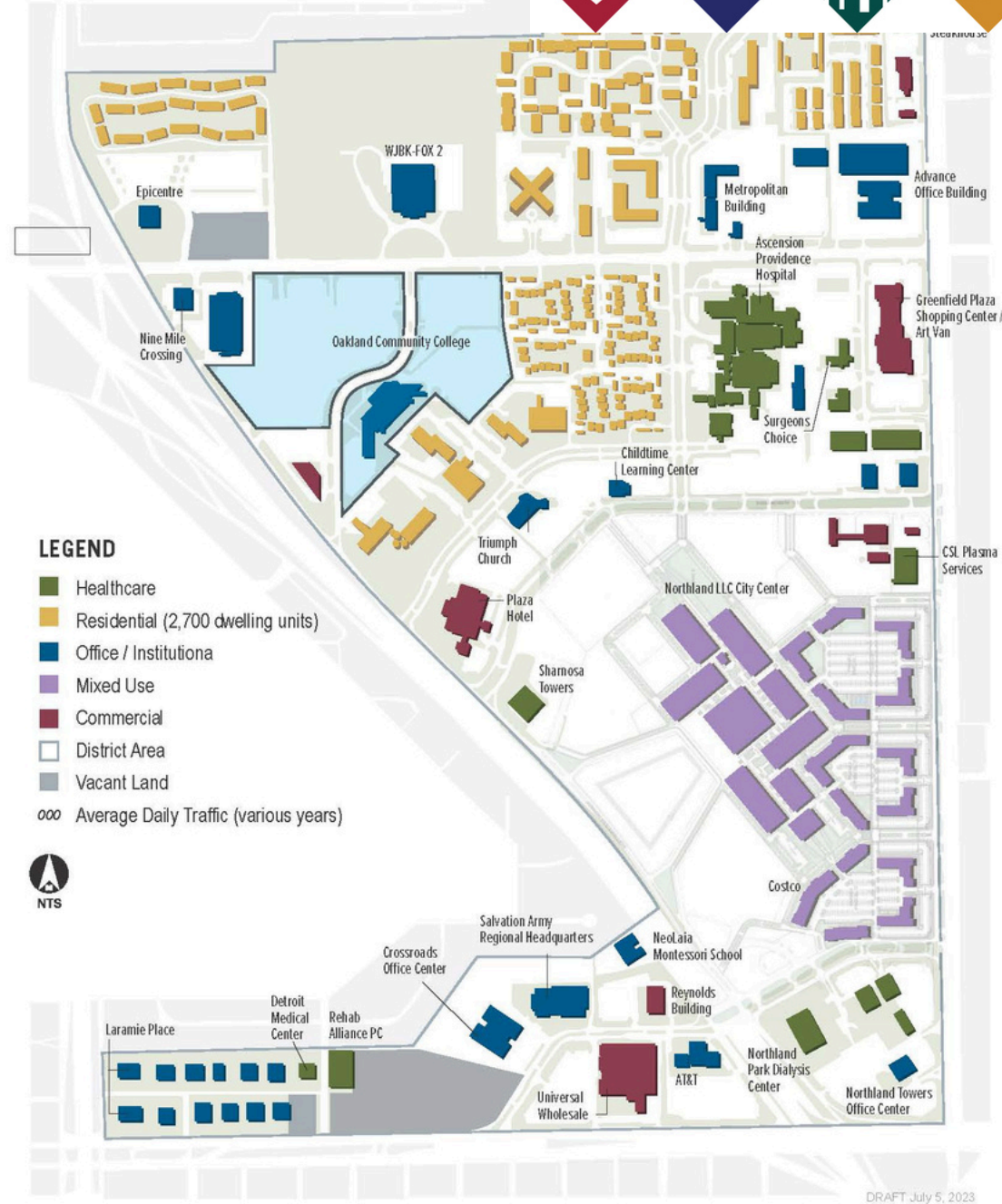
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HISTORIC SOUTHFIELD
 Cornerstone District
 MANAGED BY SDDA

District Map



Boundaries of District

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



SDDA BOARD OF DIRECTORS

The Mayor is always a member of the board, the Mayor appoints and City Council confirms the board members for four year terms.

Stewards of the Cornerstone District

All are volunteers

Majority are stakeholders

The Board meets every other month on the fourth Friday at 8:30am. They meet in person as required by the Open Meetings Act (PA267 of 1976)

Name

Title

Company

James Ralph Jr., Board Chair

President & CEO

James Ralph Agency

Elizabeth Rae, Secretary

Assistant General Council

Oakland Community College

Ingrid Brown, Treasurer

Branch Manager

Huntington Bank

Kenson J. Siver, Mayor

Mayor of the City of Southfield

City of Southfield

David Dedvukaj

Vice President

Contour Companies

W. Michael McFarland

Citizen Representative

Resident in the District (SDDA)

Aric J. Rusk

President & CEO

Kenmar Corporation

Dr. Michael Wiemann

President & CEO

Henry Ford Health Physicians Grp

Alvin Zaitourna

Co-Owner

Universal Wholesale

Larry Howard

Owner

HRG Realty

LaBieb Ansara

Owner

Diamond City 313

SDDA BOARD OF DIRECTORS



SDDA DESIGNATED AREA CITIZEN'S COUNCIL (DACCC)

Secelia Joseph, Dr. Carol Manciel, and Karlynnne Tucker are members of the DACCC, we have 2 positions open

Required when district has over 100 residents

5 residents, all volunteers

Recommending Body



MAIN STREET AMERICA[®]

2025 Affiliate

City of Southfield was recognized as an Affiliate MSA Community – January 2025.
Next Step: Accreditation

1	Broad-based Community Commitment to Revitalization
2	Inclusive Leadership and Organizational Capacity
3	Diversified Funding and Sustainable Program Operations
4	Strategy-Driven Programming
5	Preservation-Based Economic Development
6	Demonstrated Impact and Results



GOALS & ACTIVITIES

1. 2025–2030 Strategic Plan
 2. 2025 Economic Impact
 3. 2026 Economic Development Strategies
 4. 2026 Goals
 5. Events & Updates
-



Key Focus areas of the SDDA Strategic Plan, updated in 2025



Marketing and Communication



Infrastructure



Design & Aesthetics



Development and Redevelopment



2025 DISTRICT REINVESTMENT

District Businesses

18 Restaurants

48 Retail

43 Beauty Shops

4 Event Spaces

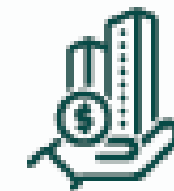
112 Healthcare

128 Professional/Services

Economic Impact



\$4.9M Public Investment *



\$11.1M Private Investment *



73 new businesses



250 New Jobs



14 Special Events

2026 ECONOMIC DEVELOPMENT STRATEGIES



**CORNERSTONE
CONNECT**

✦ Engaging People, Place, and Purpose



**CORNERSTONE
BUILD**

✦ Laying the foundation for future investment





2026 GOALS

Connect Build Celebrate

Vision: An Active, walkable, investment-ready district where people gather and businesses thrive.

Consistent Activity + Visible Improvements = Lasting Investment



CORNERSTONE VOLUNTEER CORPS

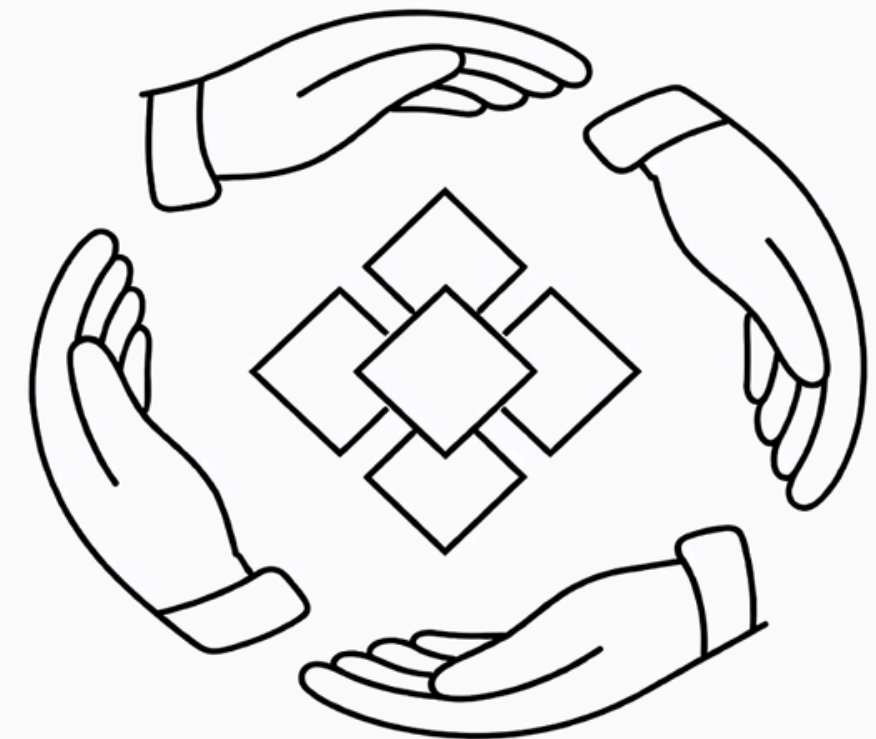
April 8, 2026
2pm
City Hall

Recruit and empower residents, employees, and business owners to help lead events, audits, and projects.

Why?

It will expand the DDA's reach and create shared ownership of the district's success.

"Volunteering is the ultimate exercise in democracy. You vote in elections once a year, but when you volunteer, you vote every day about the kind of community you want to live in."
— Unknown





CORNERSTONE DISTRICT ACTIVATION

Host consistent, visible events that bring people to the district, support local businesses, and grow awareness of Southfield's Cornerstone District. Foot traffic drives spending, connections, and investor confidence.





PEDESTRIAN FRIENDLY DESIGN

Complete audits, signage, lighting, and placemaking improvements that make the district easier and safer to navigate on foot or bike. Walkability increases visits, property values, and private investment.



AARP Toolkits:

Walk Audit
Bike Audit

District Entry Signs:

Large gateway welcome
Smaller entry welcome

Use data collected to plan improvements for an easier and safer district for pedestrians and cyclists

Goal 3

Automobiles need quantity and pedestrians need quality. – Dan Burden



BUSINESS VITALITY

Provide grants, workshops, and ready-to-use tools that help businesses open, improve storefronts, and grow sustainably. Strong small businesses reduce vacancies and build long-term tax base.

Grants

Workshops

Toolkits

When you're supporting small businesses you're not helping a CEO buy a third vacation home. You are helping a little girl get dance lessons, a little boy his team jersey, a mom put food on the table, a dad pay a mortgage, or a student pay for college.



THE CORNERSTONE COMEBACK

Business Spotlights

Cable 15, Small Business Friends Tour, features in newsletters and on social media, and Shop Small campaign.

Celebrating Milestones

Then & Now photo stories, milestone signage, grants for business and property owners

“Cornerstone Comeback” Storytelling: Share progress, milestones, and success stories through media, social channels, and partnerships to position Cornerstone as a district on the rise. Visibility attracts customers, partners, and new developments.



“Humans are not ideally set up to understand logic; they are ideally set up to understand stories.” — [Toastmasters International](#)

WHAT IS NEXT?

April	Volunteer Recruitment
May	Small Business Friends Tour New volunteer orientation
June	Greet & Eat Cornerstone Roundtable Tentatively - Walk Audit
July	Greet & Eat
August	Greet and Eat Tentatively - Mid Century Modern Tour



Southfield

DOWNTOWN DEVELOPMENT AUTHORITY



The next informational presentation will be...



SEPTEMBER 25, 2026

8:30am at Oakland Community College - Southfield Campus, 22322 Rutland Drive, Southfield Mi 48075



HISTORIC SOUTHFIELD
Cornerstone District
MANAGED BY SDDA



Thank You

Molly LaLone, Executive Director
248-796-5192
mlalone@cityofsouthfield.com

Economic Development Strategies - Main Street

*A Main Street America Program requirement
Based upon 2025-2030 Strategic Plan*

1. **Cornerstone Connect** - Engaging People, Place & Purpose
 - a. Establish a volunteer program, host a Cornerstone Volunteer Night
 - b. Launch a mini branding campaign: "Cornerstone Comeback", host ribbon cuttings
 - c. Install Placemaking Signage
 - d. Publish new business welcome packets and checklists
2. **Build the Cornerstone** - Strengthening the foundation of our district and program
 - a. Create Historic Property Profiles and District Investment Toolkits.
 - b. Establish "Volunteer Infrastructure Corps" for clean up days, walkability and bikeability audits etc.
 - c. Celebrate infrastructure milestones with signage, press releases and social media campaigns.
 - d. Install a bike share station
3. **SDDA Grant opportunities**
 - a. Mural and public art grants
 - b. Branding and Identity support grants
 - c. Facade Improvement Grants



Mid Century Modern Properties Tour,
NLCC Historic Mural - July 2025

Road Improvements



North Park Dr

- \$3.9M project funded by an MEDC grant and Water funds
- Improved 0.40 miles of major roads and replaced 2,300 feet of water main
- Contractor: Pamar Enterprises of New Haven, MI
- Engineering Consultants: OHM Advisors
- Construction: July through November 2024

Rutland Ave

- \$3.0M project funded by an MEDC grant, Water funds, and Major Street funds
- Improved 0.35 miles of major roads and replaced 1,248 feet of water main
- Contractor: Pamar Enterprises of New Haven, MI
- Engineering Consultants: OHM Advisors
- Construction: March through September 2025

ire
tial (2,700 dwelling units)
nstitutiona
se
cial

Total Businesses (as of March)

2024 - 425

2025 - 375

Recently Opened Retail Stores

Five Below
Burlington

5th Avenue Furniture

Ross for Less

Net New Jobs

170



Kingsman Shoes, Serving Southfield since August 2022

Cornerstone Shopping Plaza

23675-23765 Greenfield Rd



Northland City Center

Greenfield Road between JL Hudson and Northland Drives



Northland City Center Tour

Progress of development

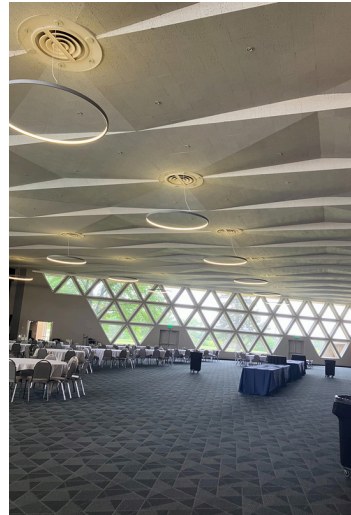
- October/November - Open house showcasing two completed models
- June - Invited elected officials for a tour of the apartments
- September- Transformer installed
- Commercial tenants getting ready to move in.
- Feature Hudson Building in Mid-Century Modern Tour



Attendees:
 Ron Campbell
 Alex Huff
 John Bry
 Cassandra Talley
 Katie Cook
 David Dedvukaj



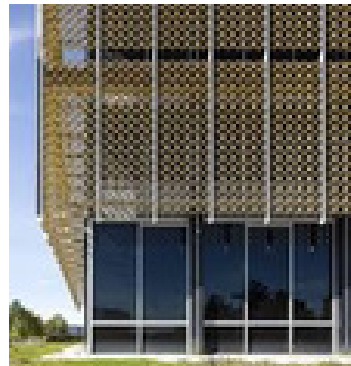
Hosted by
 Molly LaLone
 Ken Siver



Mid Century Modern Tour

June 18

2025



Conferences

1. International Consortium of Shopping Centers (ICSC) - Las Vegas
2. Main Street Now Conference *
3. Main Street Webinar Series *
4. Michigan Downtown Association (MDA) Workshops *
5. Main Street Oakland County Main Event and training workshops
6. Brownfield Conference
7. MEDA Annual Meeting
8. MEDA Basic Course
9. International Economic Development Council (IEDC) Annual Conference *

Networking/Charitable Events

1. Providence Hospital Golf Outing
2. State of the City Address *
3. Chaldean Chamber of Commerce Annual Dinner
4. Henry Ford Health Systems (HFHS) VIP Reception *
5. 1915 HFHC Donor Appreciation Reception

Hosted by SDDA *

1. Small Business Friends Tour
2. Cornerstone Mid Century Modern Tour
3. Tri-city Business Development workshops
4. Greet & Eat Engagement Series
 - a. Greenfield Plaza
 - b. Providence Hospital
 - c. Epicentre Building
 - d. OCC - Southfield Campus

* Featuring Southfield and DDA



May 9, 2025
 Proudly Sponsored by
 Representative Jason Hoskins
 in honor of National Small Business Week

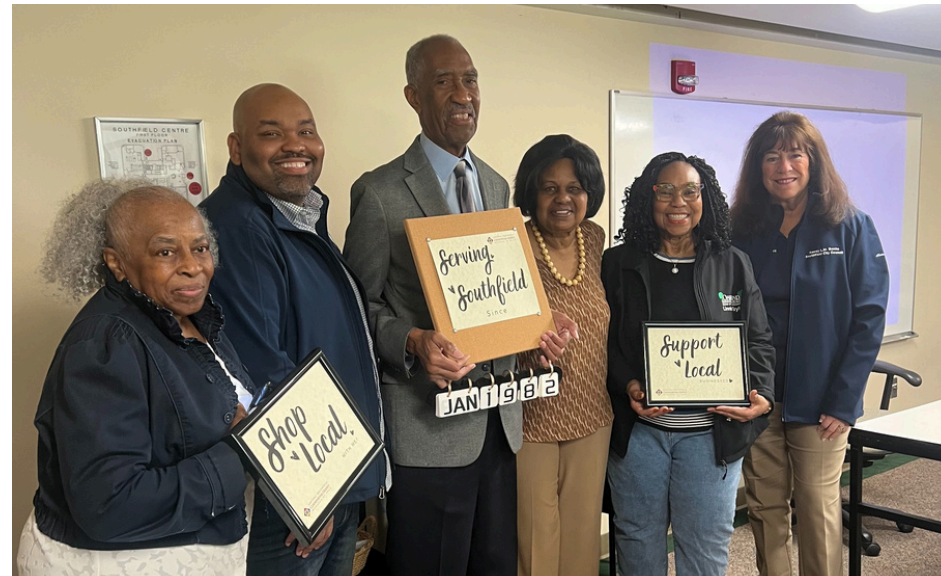
Cornerstone Connect

Engaging People, Place & Purpose

- Establish The Cornerstone Volunteer program, including a Cornerstone Infrastructure Corps
- Business Ribbon cuttings in partnership with City of Southfield
- Welcome Packets for new businesses
- Engagement Events
 - Greet & Eat Engagement Series - 2026
 - Small Business Friends Tour
 - Mid-Century Modern Tour

Small Business Friends
 Tour & Reception - Featured Businesses

The City Warehouse
 Kingsmen Shoes
 5th Ave Furniture
 Lou's Deli
 Abcott Institute
 Umoja Fine Arts Gallery
 James Ralph Insurance Agency
 Crimestoppers
 Contour Development
 PSI Examinations
 Champion Home Health Care
 Charco Realty
 Fox 2 News



Thank you Friends Tour participants

MI Representative
 Jason Hoskins
 Mayor Ken Siver
 County Commissioner
 Linnie Taylor
 City Councilperson
 Nancy Banks
 City Councilperson
 Yolanda Haynes
 DDA Board Members
 Larry Howard and
 Greg Easterly
 City of Southfield
 Shelly Freeman and
 Sarah Mulally

Tour details

13 Businesses
 11 Projects
 3 locations toured
 150 Cookies delivered
 5 elected officials
 6 other participants



Build the Cornerstone

Strengthening the foundation of our district and program

- Establish Build the Cornerstone Business Retention program
 - Business/Property Support Workshops
 - Southfield Spotlight Featured business program
- Historic Property Profiles and District Investment Toolkits
- Public Relations Campaign - signage, pr, social media celebration of infrastructure milestones





Wardiere Inc.

Presented By : Daniel Gallego



THANK YOU



Contracts

DJ's Landscaping, Lawn Maintenance and Litter Removal
New Moon Visions, Event Logo Creation
Creative Endeavors, DJ Services
McKenna, Strategic Plan Update
Civic Clarity, Website updates
Food Truck Services:

- **Egg Roll Diva**
- **Auntie Annes**
- **Motown Dogs**
- **Cokey's**

Digital Services:

- **Boardspot** - Agenda mgt
- **Canva** - Graphics and desktop publishing
- **Buffer** - Social Media Scheduling
- **Beehiiv** - Newsletters



PA 57 OF 2018 (DDA LAW) INFORMATIONAL MEETINGS

Informational Meetings Sec. 910 (4)

- 2 presentations annually
- Purpose is to inform the public of the DDA's
 - goals and direction
 - upcoming projects
- Informational only, no voting
- Flexibility to present at other public meetings or alone

