



3/27/2026

In Attendance: Labieb Ansara, Ingrid Brown, David Dedvukaj, Michael McFarland, Elizabeth Rae, James Ralph, Jr., Ken Siver

Absent: Larry Howard, Aric Rusk, Michael Wiemann, Alvin Zaitourna

Staff: Molly LaLone, Christine Zyla

Guests: Secelia Joseph, Carol Manciel, Karlynn Tucker

I. Call to Order

James Ralph call to order 8:30am

II. Roll Call and Determination of Quorum

Quorum Present 8:30am

III. Presentations

• *Molly LaLone*

Informational Presentation: Molly Lalone

IV. Providence One

The project focuses on adaptive reuse, adding housing, and making better use of underutilized space. Located at 9 Mile and Providence, directly across from the hospital and near transit, this is a highly visible site with strong potential. Requesting a recommendation to have ODD amendment to allow mixed use development for new housing, shops, storage and public space. Create jobs during construction. Cameras survey for parking area.

650-700sqft 1bd

900-970sqft 2 bd size

Discussed: Ceiling space is high enough, do you have operable windows, parking security, do we need more storage in Southfield, green energy, entrances and exits, park is open to the public,

V. Sports Dome

Jonathon Hartzell:

Detroit Rising to invest in the city, provides year round access to sports, 20-30 on site jobs. draw tourism and bring in spending. Flag football, soccer, lacross, batting cages, baseball travel groups. safety. last about 25-30 years, 5 million investment, catalytic to the Northland Development to bring in traffic, can bring in 200,000 people annually to support the small businesses surrounding it.

VI. Call to the Public

Bobby Efros, Darren Regow, Jonathan Hartzell, Kyle

VII. Meeting Minutes

- Michael McFarland moved to Approve February 24, 2026 Regular Board Meeting Minutes.. Ingrid Brown seconded. All approved. Motion carried.

VIII. Approval of the Agenda

- Elizabeth Rae moved to Approve agenda as presented. Michael McFarland seconded. All approved. Motion carried.

IX. Consent Agenda

- Ingrid Brown moved to approve all items on the consent agenda with 1 vote. Michael McFarland seconded. All approved. Motion carried.

A. 9Line Regional Trail Update

B. Revenue and Expenditure Reports

C. Advance Building Update

D. Levey Middle School Amazing Shake

E. JL Hudson Drive Letter of Support - Grant request

X. Financial Matters

A. Disbursements - January 1, 2026 to February 28, 2026

- Michael McFarland moved to To approve disbursements from January 1, 2026 to February 28th, 2026 in the amount \$38,132.. Elizabeth Rae seconded. 6 in favor. Motion carried.

B. Credit Card Report - January 1, 2026 to February 28, 2026

- Ingrid Brown moved to To receive and file \$5548.00 in credit card charges from January 1, 2026-February 28th, 2026.. David Dedvukaj seconded. 6 in favor. Motion carried.

C. 2026-2027 Initial SDDA Budget

- Elizabeth Rae moved to To direct the SDDA Finance Committee to review the draft 2026-2027 SDDA Budget and to authorize staff to incorporate any recommended revisions for consideration and final recommendation to Council by the SDDA Board of Directors; and To schedule a special SDDA Board meeting for April 24, 2026 at 9am, or another mutually agreed date, for the purpose of reviewing and recommending the 2026-2027 SDDA Budget to City Council.. Ingrid Brown seconded. All approved. Motion carried.

D. 2026-2027 Fund Balance projects

• *Molly LaLone*

- Ingrid Brown moved to To approve designation of \$100,000 from fund balance for a 9Line Regional Trail Trailhead to be recorded in the 2026-2027 SDDA Budget; and To reaffirm designation of \$50,000 from fund balance for an SDDA Grants Program, previously approved by the SDDA Board in May 9, 2025 to be recorded in the 2026-2027 SDDA Budget.. Michael McFarland seconded. All approved. Motion carried.

XI. New and Old Business

☪ *Molly LaLone*

A. Recommendation Request - Providence One mixed use development

The applicant is seeking approval of an Overlay Development District (ODD) rezoning to redevelop a site at the intersection of 9 Mile Road and Providence Drive, directly across from Henry Ford Providence Hospital. The proposal includes converting existing office buildings into residential units with supporting retail, adding a small public green space, and repurposing excess parking into a self-storage use.

The request supports several SDDA priorities, including adaptive reuse, housing, and outlot utilization. Its location at a major intersection and near a bus stop creates strong potential for visibility and activity. The proposal reflects thoughtful retail placement and represents a meaningful reinvestment in the site.

The applicant requests a letter of recommendation from the Southfield Downtown Development Authority Board of Directors (SDDA Board) for their upcoming Planning Commission review.

Board Discussion/comments: Already too much self storage in district. Questions about entrances and how they could be adjusted. Concern for Parking Security. Asking for further discussion on the architecture. and questioned whether self-storage is part of the Overlay Design Development Ordinance.

- David Dedvukaj moved to The applicant requests a letter of recommendation from the Southfield Downtown Development Authority Board of Directors (SDDA Board) for their upcoming Planning Commission review. Better entrance access and storage access . Ingrid Brown seconded. Motion carried.

1. NLCC ODD Amendment request update

The SDDA Board discussed the Sports Facility project for NLCC on February 24, 2026. Based upon the discussion, a conditional recommendation was approved. The conditional recommendation was shared with planning commission. The project will be reviewed by city council Monday March 30, 2026. The business owner presented to the SDDA Board earlier in the meeting.

Based upon this presentation, are there any changes the SDDA board would like to make to the recommendation submitted to City Council?

- Ingrid Brown moved to To remove the designation of "conditional" recommendation, altering the letter to City Council to include the following: (such as economic driver, independence of construction, increased tax revenue etc.). Michael McFarland seconded. 5 in favor, 1 abstention. Motion carried.

B. SDDA 2026 Workplan & Cornerstone Goals

The 2026-2027 Annual SDDA Workplan is a focused, action-oriented plan to activate the Cornerstone District through engagement, visible improvements, and business support—aligned with the Main Street 4-Point Approach and SDDA Strategic Plan.

Key Changes:

This workplan demonstrates a shift from property-focused work to people-centered district activation.

Strategy is organized into two tracks:

- o Cornerstone Connect: Engagement, events, and storytelling
- o Cornerstone Build: Infrastructure, design, and investment readiness

The focus is on three pillars: Connect • Build • Celebrate

Key Highlights:

- Launch Cornerstone Volunteer Corps to expand capacity and community ownership
- Host high-visibility events (Greet & Eat, tours, ribbon cuttings) to drive foot traffic and awareness
- Implement “Cornerstone Comeback” storytelling campaign to highlight progress and attract investment
- Advance walkability and placemaking (audits, signage, lighting, public art)
- Support business vitality through grants, workshops, and tools

Financial Impact: The key cost areas will be Events and programming (Greet & Eat, tours, workshops), Marketing and communications (campaigns, materials, media), Small-scale improvements (signage, lighting pilots, public art), and Business support tools and grant pilots. Bottom line, the annual workplan is designed to maximize impact without significant new funding. It prioritizes visible results that support long-term investment and tax base growth.

- David Dedvukaj moved to Approve the SDDA 2026 Workplan and Cornerstone Goals as presented, authorizing staff to implement activities aligned with the Main Street Four-Point Approach, pursue sponsorships and partnerships, and report progress to the Board on a regular basis.. Michael McFarland seconded. All approved. Motion carried.

C. Main Event Award Nominations

The Main Event is Oakland County's annual recognition event for the Main Street Oakland County Program. Nominations are open and there is a nomination we could submit that requires SDDA Board Approval. The nomination is "Main Street Leader" and would be submitted by a SDDA Board member on behalf of the executive director being nominated.

Recognition of the changes to the Southfield DDA program can be discussed in this nomination.

They do not happen to fit into any of the other categories. If the SDDA is interested in being recognized, the "Main Street Leader" nomination will allow for the recognition of the program in addition to the Executive Director.

Milestones of the new program since 2024 are:

- New Branding for organization and district
- Acceptance as an Allied Main Street Community through Main Street Oakland County (MSOC)
- Development of the 2025-2030 Strategic Plan
- Economic Development Strategies - Cornerstone Connect and Cornerstone Build

- Communication platforms - events, e-newsletters, and social media channels
- Business Support - Tri-cities Business Support Team workshops, Shop Small promotions, Tours for Elected Officials, and eligibility for grants offered to small business located in Main Street communities
- Historic Preservation Support - Tours, MSOC benchmarking research trip, transfer of Victor Gruen blueprints to Michigan Archival Library, and MSOC historic property resource assistance.

- Michael McFarland moved to To designate SDDA Board member Michael McFarland to nominate Executive Director Molly Lalone as "Main Street Leader" award on behalf of the SDDA Board of Directors.. Elizabeth Rae seconded. 6 in favor. Motion carried.

D. Cornerstone Volunteer Corps Recruitment event - April 8, 2026 2pm at City Hall

- Michael McFarland moved to Receive and file the Cornerstone Volunteer Corps Recruitment Event update.. Elizabeth Rae seconded. Motion failed.

E. 3rd Annual Small Business Friends Tour, May 1, 2026 11am - 2pm

- Ken Siver moved to To Receive and File 3rd Annual Small Business Friends Tour Flyer. Elizabeth Rae seconded. All approved. Motion carried.

XII. Executive Director Report

☺ *Molly LaLone*

Update on Advance Building fire progress

- Michael McFarland moved to Receive and File. Ingrid Brown seconded. All approved. Motion carried.

XIII. Mayor's Comments

9 line is under construction now near Greenfield and 9 mile.

XIV. Board Member Comments

XV. Upcoming Meetings

To schedule a special SDDA Board meeting for April 24, 2026 at 9am, or another mutually agreed date, for the purpose of reviewing and recommending the 2026-2027 SDDA Budget to City Council.

SDDA Regular DDA Board Meeting, May 15, 2026, 8:30am - 10:30am

18000 W. Nine Mile Road, Suite 320, Southfield, MI 48075

XVI. Adjournment

☺ *James Ralph, Jr.*

- Ingrid Brown moved to Adjourn Meeting 11:10am. Michael McFarland seconded. All

approved. Motion carried.