



PROPOSED CHARACTER AT THE INTERSECTION OF EVERGREEN ROAD AND CIVIC CENTRE DRIVE [LOOKING WEST]

ABOUT SOUTHFIELD

RESIDENTIAL POP.	72K PEOPLE
DAYTIME POP.	175K PEOPLE
OFFICE SPACE	27M SF
FORTUNE 500	100+ COMPANIES
PARK LAND	780 ACRES

Purpose of the Plan

Southfield is in need of a centrally located pedestrian-friendly mixed-use development in the heart of the Southfield City Centre district to help attract and retain professionals, to create and maintain a “sense of place”, and to spur economic development.

Vision

The vision for Southfield City Centre is to build on Southfield’s high-profile business climate by adding a walkable, mixed-use destination for shopping, dining, entertainment, and new residents.

CONCEPT SUMMARY

RETAIL / REST.	+/- 145K SF
RESIDENTIAL	+/- 155 UNITS
HOTEL	+/- 125 ROOMS
FLEX SPACE	+/- 30K SF
PUBLIC PARK	+/- 28K SF
PARKING	+/- 1,050 SPACES

Concept Plan

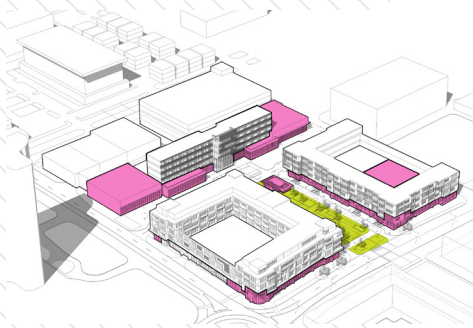
Southfield City Centre is at a crucial turning point in suburban redevelopment. Still a district largely dominated by auto-oriented development populated by office parks and strip commercial plazas, the City now seeks to redefine their economic growth strategy through the values of our time. With the proper redevelopment of this 8.15-acre site, Southfield City Centre will become a catalytic district representing the future for Metro Detroit — a walkable urban place within a suburban community that combines the aspirations of this high-profile business climate with a commitment to walkability, community, and sense of place.

This concept seeks to evoke a sense of ‘main street’ culture, connecting existing assets with a walkable, mixed-use development.

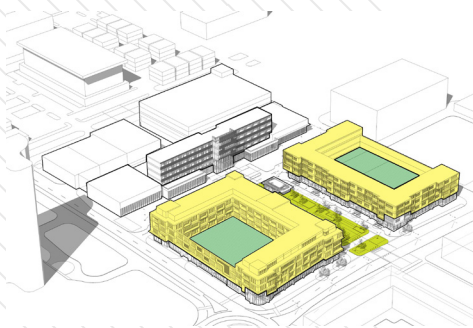


PROPOSED CHARACTER OF THE CITY CENTRE MIXED-USE DEVELOPMENT [BIRD’S EYE VIEW LOOKING WEST]

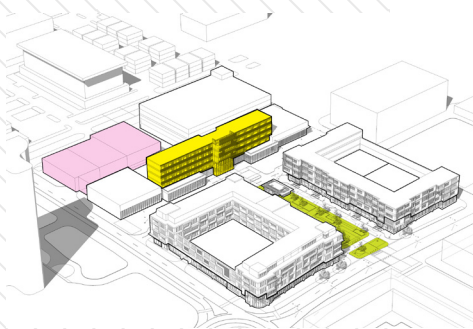
RETAIL / RESTAURANTS



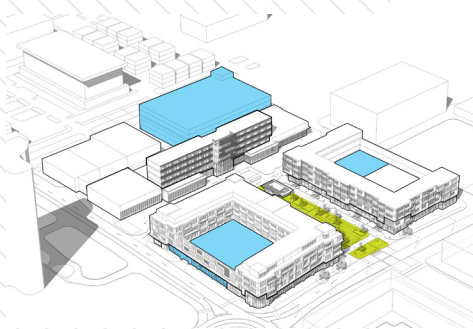
MULTI-FAMILY HOUSING



HOTEL & FLEX SPACE



PARKING



To help illustrate the concept plan, the following design elements are described below. All buildings are mixed use at four- to five-stories in height.

- **Active Ground-Floor Retail.** Throughout the site, the mixed-use buildings illustrate a total of 145,000 SF of ground-floor retail. Retail is proposed in a mix of formats including anchor retail, in-line retail, and restaurants to support the demand and needs of both residents and visitors.
- **Multi-Family Housing.** The proposed concept offers upper level flats (apartments, condos) in a mixed-use environment. In total, the concept averages 20 residential units per acre.
- **Hotel.** The proposed boutique hotel is intended to frame the public park, reinforce view corridors and pedestrian connections, and offer a year-round galleria to be activated with retail and public programming. Approximately 125 rooms above a ground-floor lobby and retail offer views of the park and the convenience of places to eat, shop, and relax within walking distance.
- **Flex Space.** This 30,000 SF space is designed to include multi-purpose rooms, pre-function space, and utilize a shared back-of-house with the hotel to serve a multi-purpose role in the overall development.
- **Open Space.** The park provides 28,300 SF of public open space, activated by ground-floor retail and regular programming. Opportunities for additional open space within the development include outdoor dining plazas and rooftops for residential amenity space and vegetated green roofs.
- **Parking.** 1,050 spaces for vehicular parking is provided in multiple formats, including a five-level parking deck, covered garage parking, and on-street parallel parking.
- **Streets as Public Space.** The streets are designed to serve as vibrant public spaces with outdoor dining, movable seating, bike parking, street trees and green stormwater infrastructure, and an intersection of commerce and social activity.

By interweaving all of these elements, this concept is consistent with the market demand for retail and residential in a mixed-use environment in four- to five-story buildings and aligns with the City of Southfield's master plan to foster a walkable, mixed-use City Centre district.

MARKET SUMMARY

SUPPORTABLE RETAIL

SQUARE FOOTAGE	184K SF
# STORES/RESTAURANTS	35-50
SPENDING POTENTIAL, 2016	\$52.7M
SPENDING POTENTIAL, 2021	\$58.5M

SUPPORTABLE RESIDENTIAL

TOTAL UNITS	250 UNITS
MULTI-FAMILY MARKET PREFERENCES:	
RENTAL	81%
FOR SALE	19%

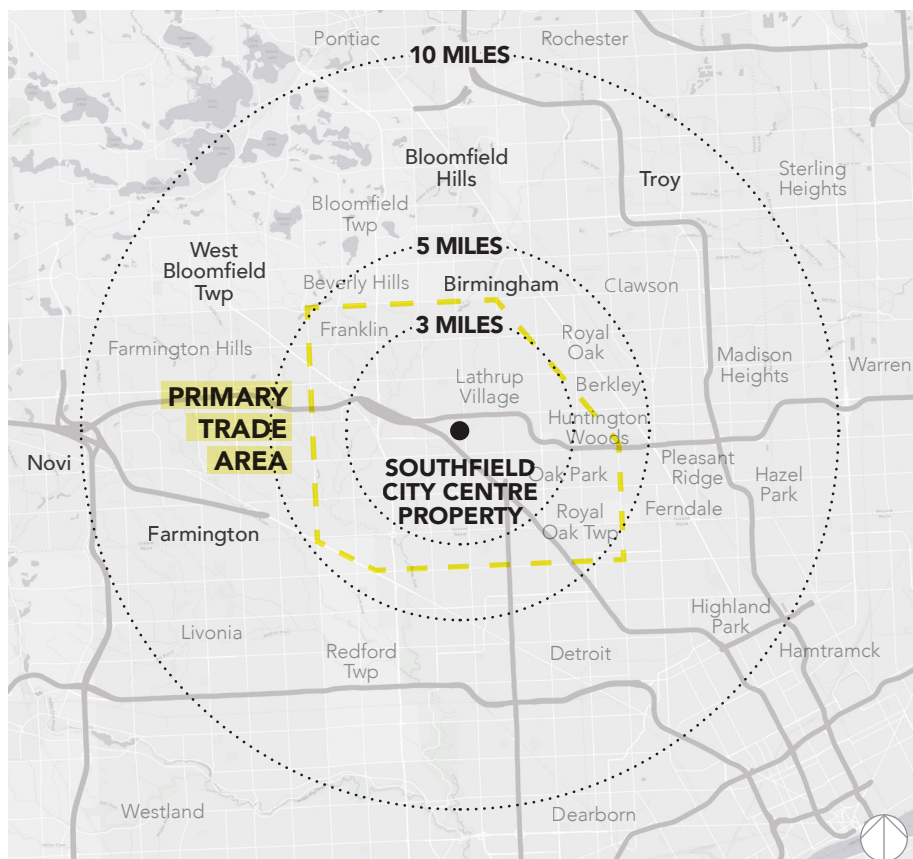
SOURCES: GIBBS PLANNING GROUP,
ZIMMERMAN/VOLK ASSOCIATES, 2016

GUIDING PRINCIPLES

- **A circulation network** that connects to and relates to the existing fabric and establishes a multi-modal district.
- **Built form** that is pedestrian-oriented and promotes a vibrant, walkable environment.
- **A mix of uses** that is rooted in market demand.
- **Actively programmed public spaces** that generate activity and increase positive use.
- **An authentic place** that attracts and retains tenants and talent.

CONTACT INFO

Rochelle Freeman
Business & Economic Development
Director, City of Southfield, MI
248-250-1898
Rfreeman@cityofsouthfield.com



DEMOGRAPHIC OVERVIEW

	HOUSEHOLDS	POPULATION	WORKERS	AVG. HOUSEHOLD INCOME
3-MILE RADIUS	41,200	96,600	43,800	\$ 70,600
5-MILE RADIUS	124,400	293,100	130,600	\$ 76,400
10-MILE RADIUS	444,800	1,090,000	465,500	\$ 74,700
PRIMARY TRADE AREA	71,200	168,200	31,700	\$ 68,700
CITY OF SOUTHFIELD	31,930	72,480	98,680	\$ 64,204

SOURCES: "SOUTHFIELD CITY CENTRE RETAIL MARKET STUDY" (GIBBS PLANNING GROUP, 2016), ACS 2010-2014 5-YEAR ESTIMATES, 2014 LEHD

For more information about the district, please visit us at www.southfieldcitycentre.com.

For more detailed information about this concept plan, please see the full version on our website.