

NORTHLAND MALL REDEVELOPMENT PLAN

MASTER PLAN

MASTER PLAN DISTRICTS

The Master Plan is defined by a series of districts - each established as an individual program and mix of uses - that collectively complement and create the overall plan.

CENTRAL PARK DISTRICT: 34 ACRES	
MIXED-USE	300,000 SF
RESIDENTIAL	540 UNITS
PUBLIC SPACE	8-10 ACRES
RETAIL: 21 ACRES	
RETAIL	200,000 SF
LIFESTYLE DISTRICT: 24 ACRES	
MIXED-USE	150,000 SF
RESIDENTIAL	200 UNITS
INNOVATION DISTRICT: 40 ACRES	
OFFICE	193,100 SF
RESIDENTIAL	110 UNITS
HOSPITALITY	125 ROOMS
GREENSPACE	



FOR MORE INFORMATION...
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PROPOSED CENTRAL PARK CONCEPT

NORTHLAND MALL REDEVELOPMENT PLAN

SITE OVERVIEW & CONTEXT

SITE OVERVIEW

The City of Southfield, in partnership with the Southfield Downtown Development Authority, initiated a process to create a Redevelopment Plan for the 125-acre Northland Center site. The Plan is technically informed by a thorough technical analysis of site and market conditions and intuitively informed by community insight.

The technical analysis included review of the existing conditions of the site, examination of the building/structure, an assessment of environmental factors on the site, and a market analysis to determine the development potential within the effective market area.

The overall goal of the Plan is to guide the coordinated development of the site, attract new investment, and create a signature development to serve the Southfield community.



SOUTHFIELD IS MICHIGAN'S UNDISPUTED BUSINESS CENTER WITH MORE THAN 27 MILLION SQUARE FEET OF OFFICE SPACE AND OVER 7 MILLION SQUARE FEET OF RETAIL AND INDUSTRIAL SPACE.

CONNECTED TO IT ALL

There's no question why more than 10,000 businesses and 73,000 residents call Southfield home. Located in the heart of Southeastern Michigan, Southfield offers convenient access to a variety of regional destinations.

REGIONAL DRIVE TIMES

DETROIT - 20 MIN.
ANN ARBOR - 45 MIN.
DETROIT AIRPORT - 25 MIN.
LANSING - 1 HR.
TOLEDO - 1 HR.



HIGHER ED. OPPORTUNITIES WITHIN REACH

EASTERN MICHIGAN UNIVERSITY
LAWRENCE TECHNOLOGICAL UNIVERSITY
OAKLAND COMMUNITY COLLEGE
OAKLAND UNIVERSITY
UNIVERSITY OF MICHIGAN
WAYNE STATE UNIVERSITY

EDUCATIONAL ATTAINMENT *Associate Degree or Higher (25+)*

SOUTHFIELD - 46.2%

MICHIGAN - 25.9%

BUSINESS IN SOUTHFIELD & OAKLAND COUNTY

The City of Southfield and Oakland County draw talented employees from regional higher education institutes, offering careers in leading industries including automotive, manufacturing, and technology.

LEADING INDUSTRIES & NOTABLE COMPANIES

AUTOMOTIVE & ADVANCED MANUFACTURING
DENSO, BASF, LEAR CORPORATION

SOFTWARE & IT
IBM, MICROSOFT, CISCO SYSTEMS

CALL CENTER OPERATIONS
MICHIGAN MUTUAL

INCENTIVES & FINANCING

KEY RESOURCES
TAX INCREMENT FINANCING
LOCAL DEVELOPMENT FINANCE AUTHORITY
BROWNFIELD AUTHORITY
TAX ABATEMENTS
FINANCING AND CAPITAL PROGRAMS

NORTHLAND MALL REDEVELOPMENT PLAN

VISION & MARKET POTENTIAL

REDEVELOPMENT PLAN

The proposed Master Plan is based on a series of development districts that collectively create a safe vibrant mixed-use destination for southeast Michigan residents, businesses, and visitors.

The Plan is intended to be highly flexible to adapt to market conditions. While adaptable, the development of the area should stay true to the vision of vibrancy, safety, inclusion, innovation, health and wellness, sustainability, and community. High quality architecture and public spaces are essential to the long-term success of the project. Attention to detail and brand elements should continue to be a key focus of the redevelopment of the area.

THE GOAL IS TO CREATE MORE THAN JUST ANOTHER NEW DEVELOPMENT, NORTHLAND WILL BE A PLACE TO CALL HOME.

MARKET OVERVIEW

With ample capacity to support retail, residential (apartments, student housing, senior housing), office, lodging, and office uses, the Northland Mall Site boasts a wealth of redevelopment potential. Below is a summary of the market assessment for the site completed in Fall of 2016. The full market report is available upon request.

RESIDENTIAL SUMMARY (REFLECTIVE OF 2018 OPENING RENTS)

UNIT DESCRIPTION	UNITS	MODELS	RENT RANGE
APARTMENTS OVER COMMERCIAL	180	STUDIO, ONE-, TWO-, & THREE-BEDROOM	\$850 - \$2,000
STAND ALONE MIDRISE	232	STUDIO, ONE-, TWO-, & THREE-BEDROOM	\$775 - \$1,850
TOWNHOUSE	102	TWO- & THREE-BEDROOM	\$1,800- \$2,400
GATED LUXURY	72	ONE-, TWO-, & THREE-BEDROOM	\$1,400 - \$2,800
STUDENT HOUSING	100	ONE-, TWO-, & FOUR- BEDROOM	\$700 - 2,800
SENIOR HOUSING	325	SLEEPING ROOMS, STUDIO, ONE- & TWO- BEDROOM	
TOTAL	1,011		

OFFICE SUMMARY

SPACE CATEGORY	SQUARE FEET	LEASE RATE FULL SERVICE
INTEGRATED W/ RETAIL	40,000	\$22.00
ADJACENT TO RETAIL	90,000	\$20.00
OFFICE CAMPUS	70,000	\$18.00
TOTAL	200,000	\$21.62

RETAIL SUMMARY

SQUARE FEET	SPACE CATEGORY
100,000 - 125,000	RESTAURANT & ENTERTAINMENT

PROPOSED MASTER PLAN

