Retail Obsolescence
29080 Southfield Road
creating an identity for the people
not the products
Site: 29080 Southfield Road

Elevation

Southbound

Northbound

Introduction
Obsolescence

**Obsolete: adj** 1. no longer in general use; fallen into disuse

2. of a discarded or outmoded type; out of date

**verb** 6. to make obsolete by replacing with something newer or better; antiquate
Mission Statement

The 21st century commercial corridor needs an identity. To do this it must challenge the causes of its obsolescence. This requires a shift in priorities and emphasis. It must accommodate people rather than products. It must value sustainability over economy. It must be more beautiful than flashy. It must be an ends as well as means rather than just a means to the end.

Southfield Road will become a prototype for this change while being responsive to the needs of its residents. It will be a place for people to gather, play, work, learn and live. Both now and in the future. This project aims to defy obsolescence by strengthening the connection within the community and promoting innovation rather than tradition and stagnation. The Southfield corridor is over due for change.
Positions towards the site in obsolescence derived by the research:

Southfield/ 29080 Southfield Road needs...

an identity

to connect physically and socially

a social outlet

a program that is not obsolete
southfield needs social outlets
Age demographics in Southfield

- 0-5: 7.2%
- 6-13: 10.32%
- 14-20: 9.75%
- 21-34: 14.4%
- 35-64: 43.2%
- 65+: 14.6%

Who are the **people** we should **accommodate** for?
Relationship status

who are the people we should accommodate for?

48% married

32% single

12% divorced

8% widowed
homes with kids in Southfield

75% of homes do not have kids

who are the people we should accommodate for?

25% of homes have kids
there is a **high density** of people around our site so what do all of these people do for fun?
wide range income give these people something to spend their money on!
Daytime population of Southfield

1 dot = 1,000 people
Total = 174,000

how do we change the way people view southfield from a **work** place to a **social** place?
how do we keep the southfield residence from traveling to other areas to do their spending and socializing as well as bringing others in?
Circulation throughout Southfield

Number of cars that drive pass each day

Bus stops

13 Mile Road
45,055

12 Mile Road
25,820

21,686

southfield can become socially inclined
Understanding Southfield’s Identity
It doesn’t seem to Add Up

City + Country = Suburb
this is Southfield
this is Southfield
this is Southfield
this is Southfield

Southfield wants to be a small town
Southfield wants to be a regional center
Southfield wants to be a corporate headquarters
this is Southfield

Southfield is a bedroom community

Southfield is not a nighttime destination

Southfield is a corporate headquarters
What if Southfield establishes a local identity?

by...

Providing for resident’s needs

Celebrating local cultures and talents

Embracing small, local businesses

healthcare, pharmaceuticals, groceries,
education, exercise, art, dance, music,
worship, fellowship, shopping, hiking,
running, playing, interacting, socializing,
resting, walking, strolling, creating

Armenian, African American,
Lithuanian, Christian, Caucasian,
Korean, Chaldean, Arab American,
filipino, Romanian, Islamic,
Indian, Hispanic, Hindu, Jewish

healing path, abel locksmith, hiller’s market,
copper canyon, southfield farmers market,
musashi, emerald glass company,
arturo’s jazz theater & restaurant, sweet lorraine’s
southfield limousines, jerusalem pizza & bagel
what if Southfield establishes a **regional** identity?

by...

Becoming a **daytime** destination

Becoming a **nighttime** destination

Becoming a **weekend** destination
what if Southfield establishes a global identity?

by...

Bringing in more corporate offices

Giving locally owned businesses
global connections

Using technology to promote
cross cultural exchange
the suburban condition

City + Country = Suburb

It doesn’t seem to Add Up
what kind of **Typologies** exist in **Southfield**
what kind of **Typologies** exist in **Southfield**
what kind of Typologies exist in Southfield
What if we created an identity for our strip mall?
What if we created an identity for all strip typologies in Southfield?
understanding the connections and disconnects within the movement of Southfield
development of Southfield: how the pieces connect
development of Southfield: how the pieces connect
Development of Southfield: how the pieces connect


true development

connection

- lathrup village website
Development of Southfield: how the pieces connect
development of Southfield: how the pieces connect

- Southfield: then and now
development of Southfield: how the pieces connect
development of Southfield: how the pieces connect

- southfield 2001: a summary of progress
development of Southfield: how the pieces connect

would a connecting corridor of development along Southfield Road help strengthen the newly developing northern node near our site, and eventually create an identity for the northern node similar to the previously developed nodes in Southfield?
understanding the connections and disconnects within the movement of Southfield Road
What is happening on the Southfield strip
What is happening on the Southfield strip

retail services
What is happening on the Southfield strip technological services
What is happening on the Southfield strip

Target
Home Depot
Staples

convenient stores

connect

Southfield

↑ N site
What is happening on the Southfield strip

health and beauty services
What is happening on the Southfield strip

clothing services

Target
Home Depot

Burlington Coat Factory
Staples
Marshalls

Connect

Southfield

1-696
10 mile

↑ N
site
What is happening on the Southfield strip

food services

BK

Mobile gas station

Better Health

Staples

Burlington Coat Factory

Staples

Marshalls

Target

Home Depot

Arby's

Dunkin' Donuts

Einstein Bagels

Panera

Citizen

Edward Jones

Insurance

Subway

Starbucks

Radio City Music Hall

Take 5 Gas Station

Connect

Southfield

I-696

10 mile

↑N

site
What is happening on the Southfield strip

vacancies divide

Target
Home Depot
Arby's
Kenzi Resturant
Ron's
Einstein's Bagels
Panera
Burlington Coat Factory
Staples
Marshalls

Southfield

I-696
10 mile

connect
What is happening on the Southfield strip

vacancies divide the active commercial spaces

Target
Home Depot
Arby's
Dunkin' Donuts

Einstein's Bagels

Staples
Burlington Coat Factory
Marshalls

Panera

big & tall
Curves

Starbucks

ACT Fitness

Southfield

connect

10 mile

I-696

↑ N  ■ site
What is happening on the Southfield strip

what can bring businesses, their people and residents together?
Finding the pattern of movement of 29080 Southfield Road
Parking Zoning

parking is zoned on and around our site

Site
Parking

- southfield website
29080 Southfield Road: disconnected from the connectors

isolated from the assets within a 600’ walking distance
29080 Southfield Road: disconnected from the connectors

the site is by-passed by thousands of cars each day, yet the site is still obsolete
29080 Southfield Road: disconnected from the connectors

the site is by-passed by thousands of cars each day, yet the site is still obsolete
29080 Southfield Road: disconnected from the connectors

high traffic volume and many surrounding assets, yet the site is still under utilized
29080 Southfield Road: disconnected from the connectors

how can the site be more integrated with its surrounding movements and assets?
Rethinking program
Obsolescence

Obsolete: adj 1. no longer in general use; fallen into disuse

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verb 6. to make obsolete by replacing with something newer or better; antiquate
Our **program** is obsolete

What if we **changed** the **program**?
Vacancy rates in new strip developments

National Retail Vacancy Rate

http://globaleconomicanalysis.blogspot.com/2008/04/shopping-center-economic-model-is.html
What **happens** to the **existing tenants**?
What **happens** to the **existing tenants**?

What if we **rethought retail**?
the evolution of shopping

- **1931**: Strip malls begin
- **1943**: Bix box developments begin
- **1979**: Our site is built as a big box
- **1996**: Our site is fragmented beginning of our site as a strip

**Garden Cities** | **Automobile Centers** | **Suburban Centers** | **Festival Marketplace** | **Entertainment Centers**
Shopping centre trends

- Increasing desire for **entertainment**

- Increasing **size**

- **Mixed-use**

- Increasing **convenience**

- New **design** and **aesthetic**
Shopping center trends

- Increasing desire for **entertainment**

- Increasing **size**

- **Mixed-use**

- Increasing **convenience**

- New **design** and **aesthetic**
Shopping center trends

- Increasing desire for **entertainment**

- **Not** Increasing **size**

- **Mixed-use**

- **Increasing** convenience

- **New** design and aesthetic
Shopping center trends

- Increasing desire for **entertainment**

- Increasing **size**

**Mixed-use**

- Increasing **convenience**

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Shopping center trends

- Increasing desire for **entertainment**

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Shopping center trends

- Increasing desire for **entertainment**

- Increasing **size** 

- **Mixed-use**

- Increasing **convenience**

- New **design** and **aesthetic**
Shopping center trends

- Increasing desire for **entertainment**
- Increasing **size** (crossed out)
- **Mixed-use**
- Increasing **convenience**
- New **design** and **aesthetic**

What if we mixed uses?
Strip mall typologies

**Type I**
- Long, flat roofed box
- Typically stick frame construction
- No landscape, planters, or curbs
- Extremely utilitarian program

**Type II**
- Most dominate form
- Directly related to the suburb
- More landscaping (as required by codes)

**Type III**
- More refined
- Upscale shops
- New urbanist ethics
- Mixed-use development

Strip mall typologies

Current Type II

Features:
- Most dominate form
- Directly related to the suburb
- More landscaping (as required by codes)

Most Successful Type III

How does this transition happen?

Modifications:
- Attract more specific tenants
- Intentional landscaping
- Intentional Aesthetic
- Mix uses (diversify)

Features:
- More refined
- Upscale shops
- New urbanist ethics
- Mixed-use development

successful and unsuccessful retail strips on Southfield Road
all the research has lead to
the critical uncertainties
What if Southfield Establishes a Local Identity?

Health, Fitness, and Beauty Center

A Stop for Going

What if Southfield Establishes a Global Identity?

International Market

Digital Embassies

What if Our Project Became More Connected With the Movements and Assets Around Our Site?
What if We Rethought Retail?

<table>
<thead>
<tr>
<th>Art Center</th>
<th>Digital Retail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Learning Center</td>
<td>Indoor/Outdoor Theatre</td>
</tr>
</tbody>
</table>

What if the function of our Project changed from day to night?

What if We Change the Program?

What if the Function of Our Project Did Not Change from Day to Night?
What if Our Site Was a Social Gathering Place?

What if Our Project Did Not Address the Culture of Driving?

Suburban Downtown

Harvesting Energy

Dog Park

Drive Through

What if Our Site Was Not a Social Gathering Place?
What if We Created an Identity for Our Strip Mall?

What if We Created an Identity for All Strip Typologies in Southfield?
Criteria for narrowing down the sixteen proposals: for Southfield Road

- think about the shift between day/night
- accommodate or incorporates public transit
- allow for social gathering
- accommodate for change and transformation
- account for a time scale factor (walk/drive slow/fast)
- think about the threats of Southfield Road
- accommodate for the pedestrian
- accommodate for sustainability
- connect to the residential
- connect with existing programs

eight proposals
Eight Proposals: for Southfield Road

- Cultural Outlets (Lauren)
- Mixed Use Specialty Retail (Ben)
- Use Technology to Connect (Aimee)
- Renewable/Self-Sustaining Energy Programs (Krista)
- Adaptable social space (Lauren)
- Green Spaces that connect Southfield Road and the Residential (Aimee)
- Mixed Use Specialty Service to connect workers and residents (Ben)
- Mass Transit to connect nodes and Assets (Krista)
Urban Strategy: Phase I

- Enabling Movement
- Intersection
- Transportation Gateway

Legend:
- yellow: housing
- brown: multi-family housing
- orange: commercial
- green: green space
- gray: institutional
Urban Strategy: Phase II

Enabling Movement
Intersection
Connecting Foot and Car
Trendy Technology
Transportation Gateway

- housing
- multi-family housing
- commercial
- green space
- institutional
Urban Strategy: Phase III

- Reconfiguring Retail
- Elderly Node
- Cultural Connection
- Trendy Technology
- Transportation Gateway

Legend:
- housing
- multi-family housing
- commercial
- green space
- institutional
INTERsection: plan

node plans