

City of Southfield



**Small Cell Facilities
Sub Areas' Design Standards and Branding Guidelines**

Adopted March 22, 2021

Pursuant to the January 25, 2021 City Council adoption of Ordinance No. 1731, Small Cell Wireless Facilities, the following design guidelines address the regulation and installation of small cell wireless facilities throughout five designated districts in the City. Photo examples of the design of permitted facilities as well as color guidelines for each district are below:

Southfield City Centre

Color: Powdercoated silver
Grecian Bronze Metallic (MP20305)



Silver

Bench and Trash – powdercoated silver, black polyethylene cap



MP20305
Grecian Bronze
Metallic

Signage Posts

The City Centre features silver powdercoated benches and trash receptacles and wayfinding signage with Grecian Bronze Metallic posts.

Centrepolis

Color: Brushed aluminum
Green (PMS 5467)



MAP to match
PMS 5467

Green



MAP Brushed
Aluminum

Signage Posts

Centrepolis features brushed aluminum signage posts along with shades of green on its branding and signage. The Planning Department selected the dark green shade (PMS 5467) as the primary color.

City of Southfield Sub Areas' Design Standards and Branding Guidelines, as amended

Southfield DDA

Color: Black

The Southfield DDA, from an earlier branding initiative, features black furnishings for its benches and trash receptacles, to district monuments.

Southfield Historic Neighborhoods

Color: Bosporus (SW 6503)



Two Southfield neighborhoods, Plumbrooke Estates and Northland Gardens, have been nationally recognized as historic neighborhoods (Plumbrooke Estates: November 22, 2019, Northland Gardens: January 24, 2020) due to their extensive Midcentury Modern Architecture. Recent signage features the unique color “Bosporus” (SW 6503).

Southfield Historic Districts

Color: Black

To date, the City of Southfield has recognized four local historic districts: The Burgh, the Southfield Log Cabin, Southfield Transit Center, and the McDonnell House. The Planning Department recommends a black accent for these districts.

The Intent of these guidelines is to prevent undesirable design and placement of small cell facilities.



Example large cell wireless facilities – Undesirable

Small Cell Design Guidelines



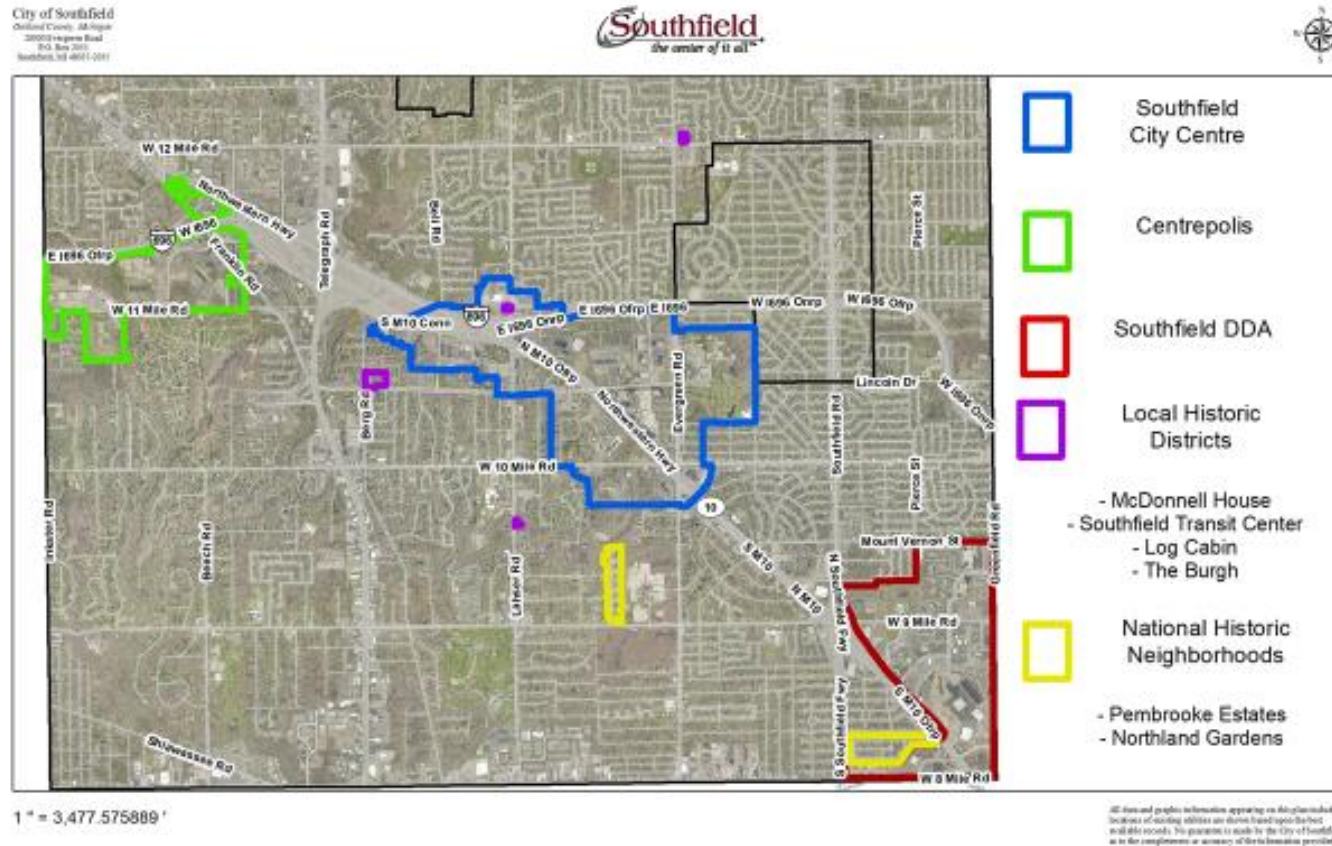
To reduce visual clutter, it is the intent of these guidelines to streamline the casings and placement of small cell facilities.



Example small cell wireless facilities - Desirable

Small Cell Design Guidelines

NOTE: The maps may reflect certain design requirements for particular districts identified in these maps and the City reserves the right over time and with greater actual experience with installation management, to require further particularized installation design schemes consistent with the adjacent area in each district. These potential design requirements could include but not be limited to: color, height, size, separation, camouflaging, construction materials and pole size including capacity to place all wireless equipment inside the pole itself.

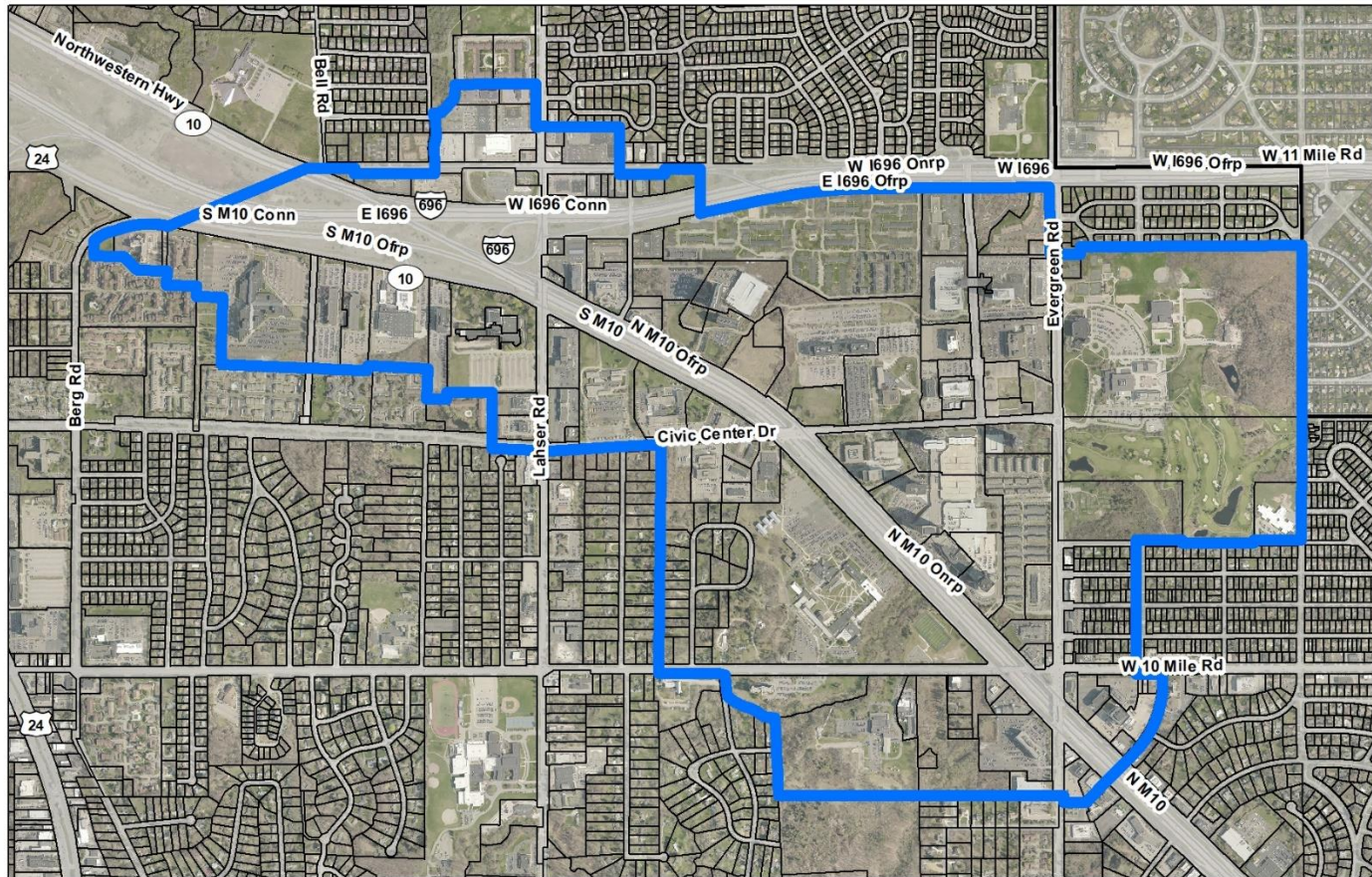


Small Cell Design Guidelines



Southfield City Centre:

City of Southfield
Oakland County, Michigan
26000 Evergreen Road
P.O. Box 2055
Southfield, MI 48037-2055



1" = 1,398.446311'

All data and graphic information appearing on this plan including locations of existing utilities are shown based upon the best available records. No guarantee is made by the City of Southfield as to the completeness or accuracy of the information provided.

Southfield City Centre: Sample Streetscape Elements

Branding:
Varied (City Centre logo) colors,
silver and dark grey metallic



Bench
and Trash



Directional Sign

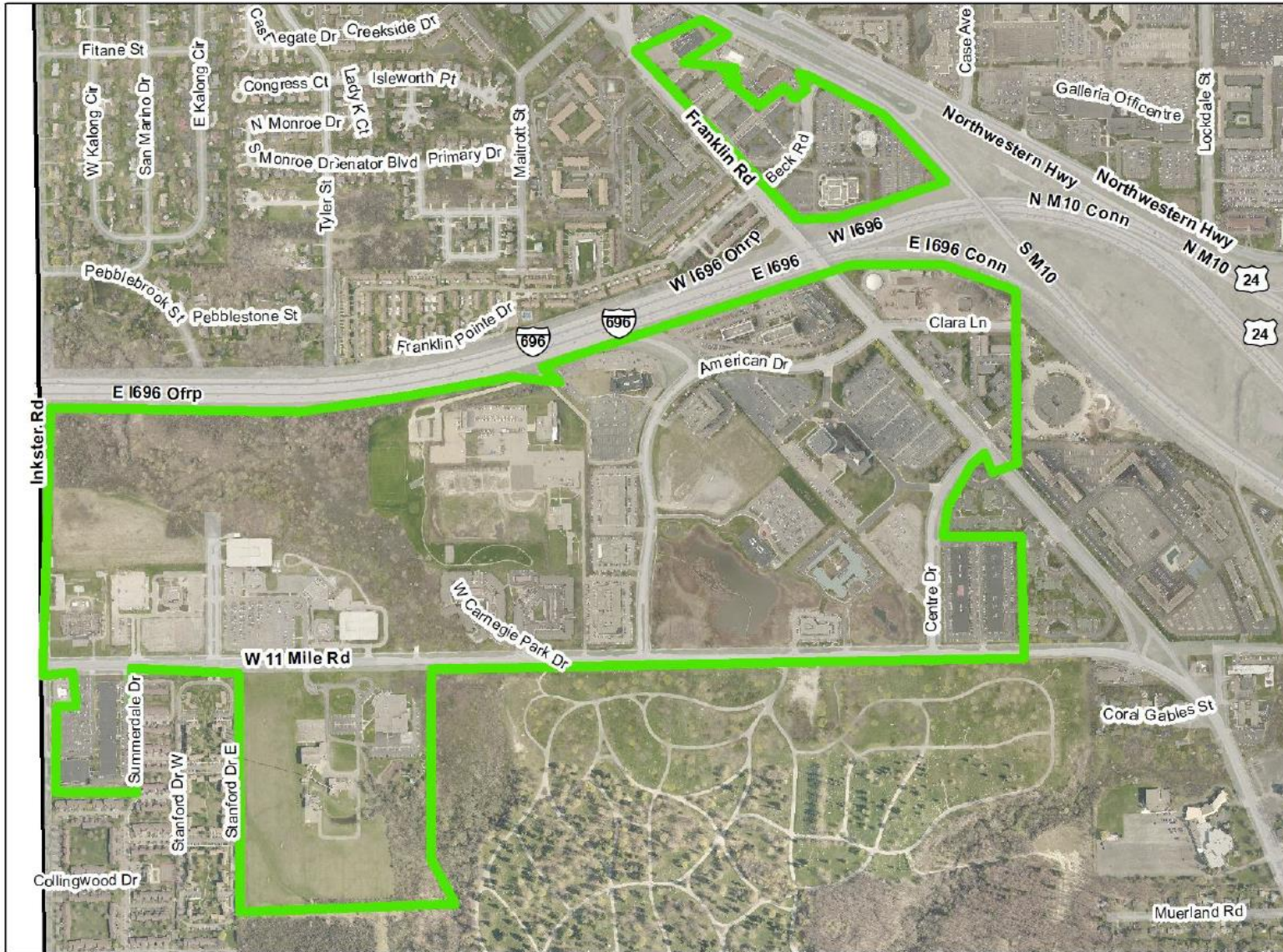


Pedestrian Gateway Sign

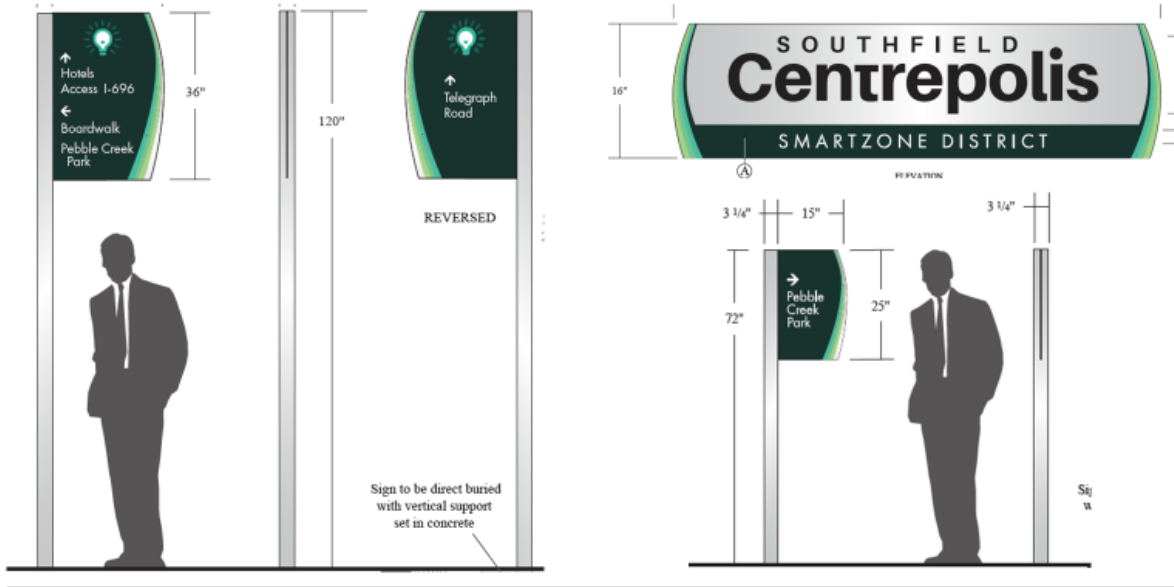


Wayfinding Sign

Centrepolis:



Centrepolis: Sample Streetscape Elements

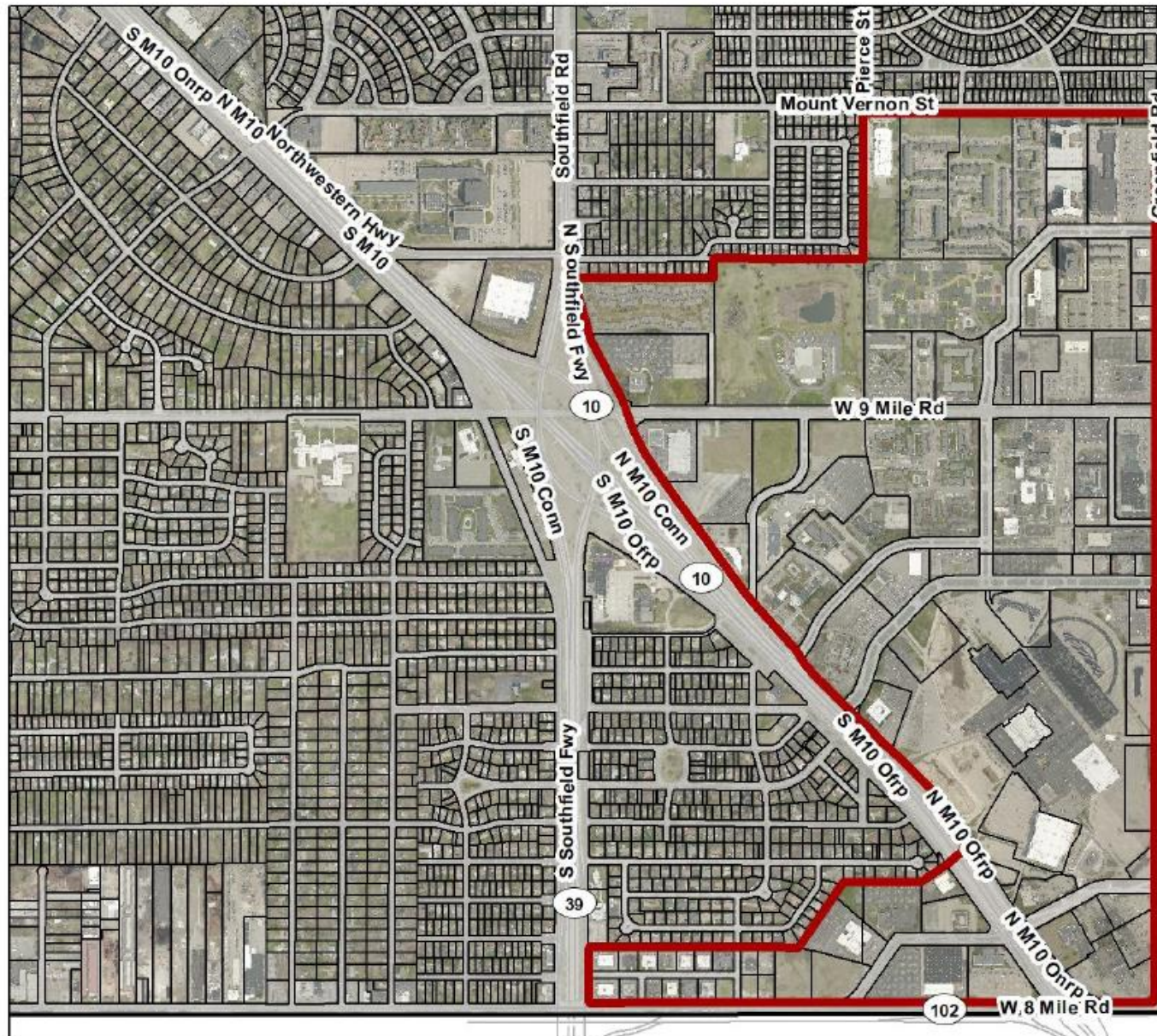


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Small Cell Design Guidelines



DDA:



DDA: Sample streetscape elements

Preferred color: Black

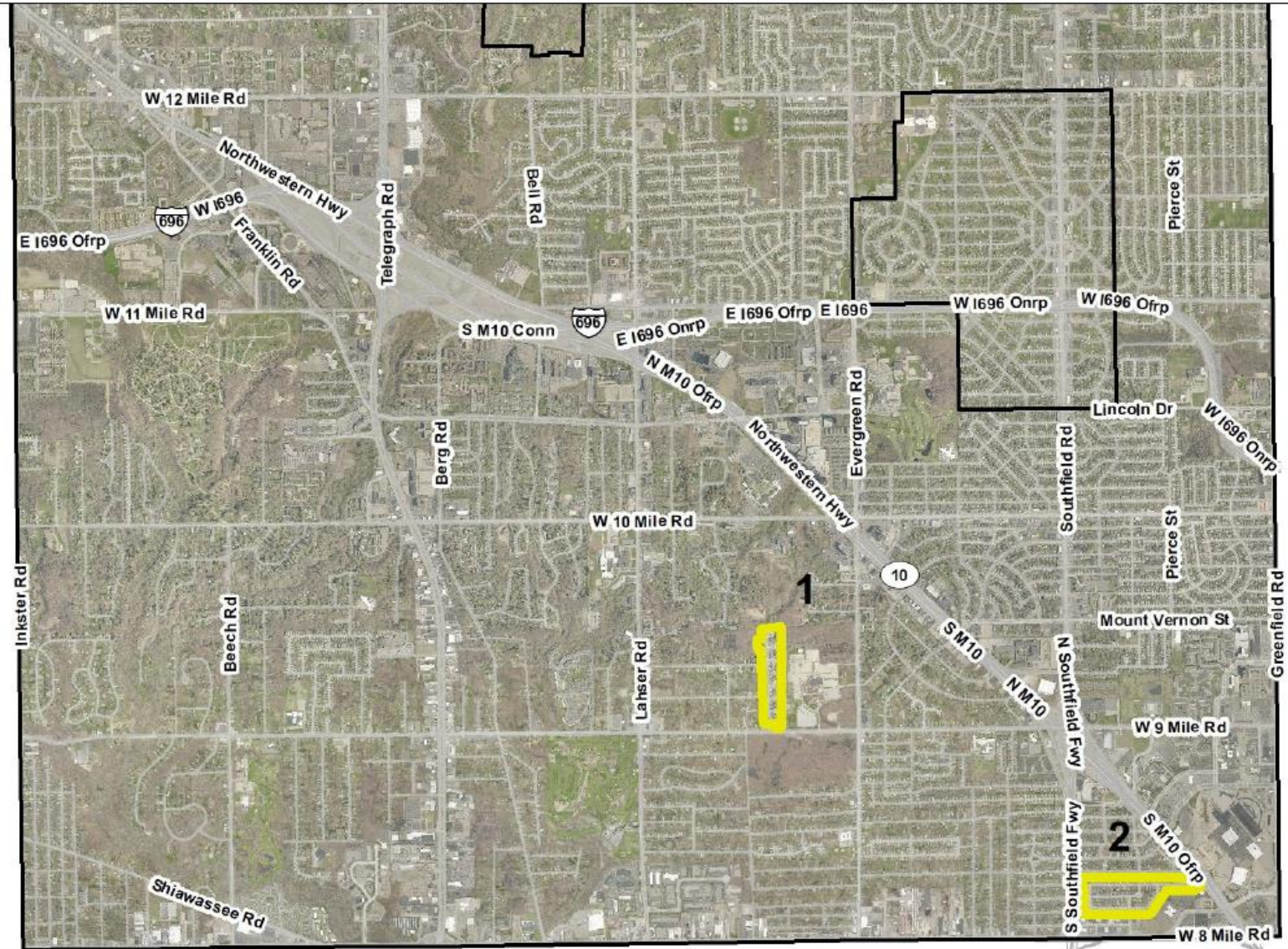


Existing Obelisk



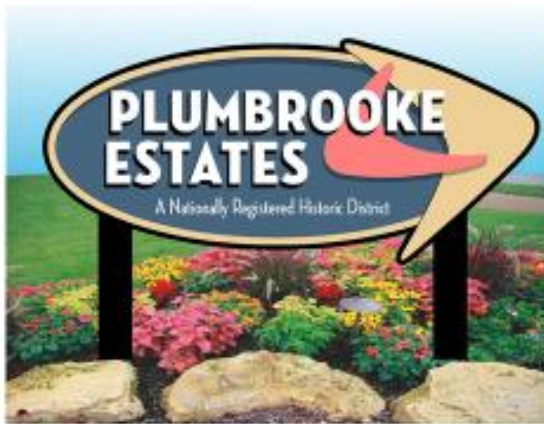
Existing Bench and Trash

National Historic Neighborhoods:

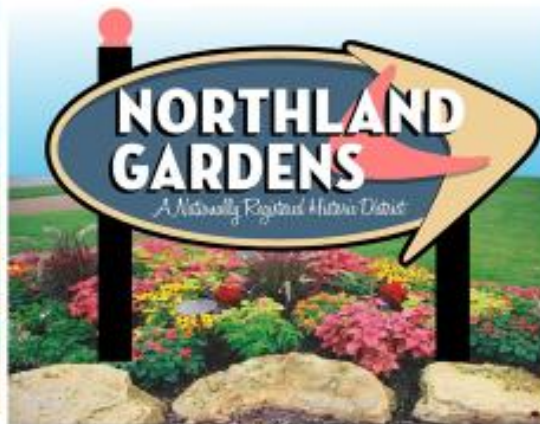


National Historic Neighborhoods: Gateway features

Preferred color: Bosphorus



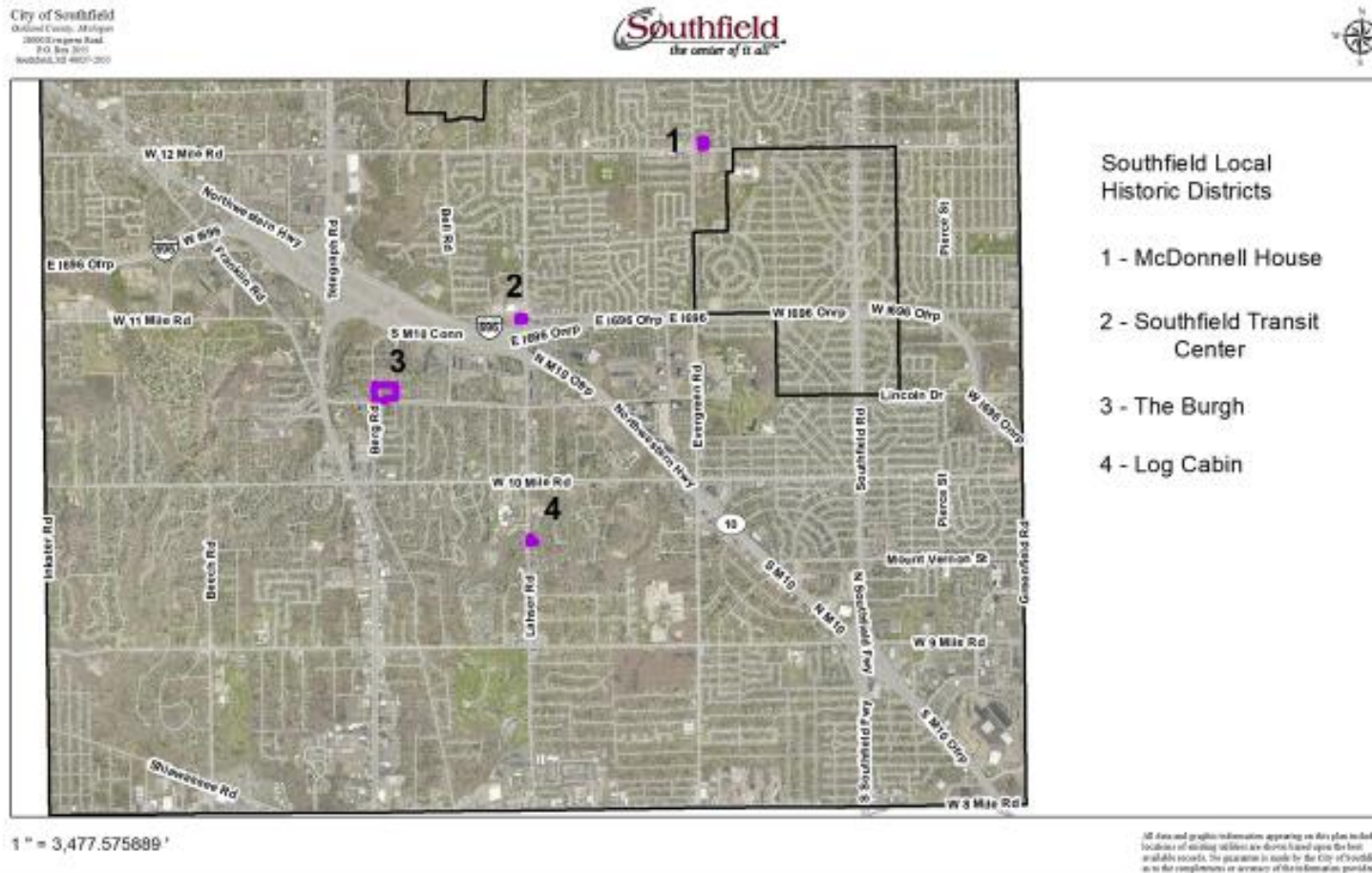
27"x60"



27"x60"

Proposed District Signage

Local Historic Districts:



Small Cell Design Guidelines



Local Historic Districts:
Preferred color: Black



Existing black fixtures at Historic
Southfield Transit Center