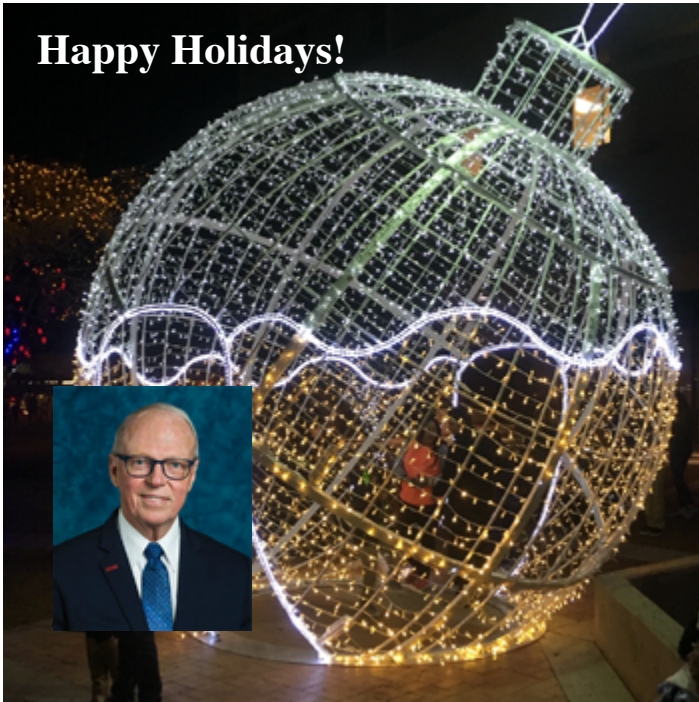


MAYOR'S MEMO

News of Interest to Southfield Residents from Mayor Ken Siver

Happy Holidays!



MAYOR'S MESSAGE

Dear Neighbors:

As 2019 comes to a close, we can positively reflect on another year of progress for the City of Southfield. We continued our infrastructure rebuilding program for roads, sewers and water lines with approximately \$40 million in new construction projects.

Today, we have a higher office occupancy rate than we did in 2007, prior to the Great Recession. Although there is a tremendous amount of competition for business attraction and expansion in the metro area, we continue to attract companies to Southfield such as Beaumont, Veoneer, Saskin, Technosoft and Truck Lite.

In housing, the City Council passed an apartment inspection ordinance last March to make sure our apartment communities are kept in good condition and are attractive and safe. We are seeing an up-tick in the construction of single-family homes in the city. In August, *Business Insider*, in a national report on suburban property values, listed Southfield in tenth place for the greatest increase in property values over the past five years. Southfield property values increased by 78.2 percent.

The groundwork has been laid for the redevelopment of the former Northland property. 2020 will see property sales and construction on the site.

Placemaking continues with the construction of new sidewalks and installation of public art. The fountain at the library was reconfigured and the restored Moby Dick sculpture from Northland placed there. Our Commission on Senior Adults has completed a report on making Southfield an AARP Age Friendly Community. Southfield was also listed in a recent report as being a great place to retire.

In the realm of public safety, we continue to re-staff our police and fire departments. These departments have seen a large number of first responders retire. Along with that, the city administration and City Council hired a new police chief. Highly visible, Chief Elvin Barren is an excellent communicator. And, the City Council approved millions for new fire trucks and EMS units so that we may continue to enjoy excellent response times.

There is much for us to celebrate as we move this city forward and many new challenges that lay ahead. I look forward to another year of working with the City Council and serving the people of Southfield. Happy Holidays to you all and best wishes for a prosperous new year!

Ken



Nancy Banks



Jason Hoskins

Welcome new Councilpersons

The November election advanced former City Clerk Nancy Banks to City Council and legislative aide to State Senator Jeremy Moss, Jason Hoskins, to the Southfield City Council.

Mrs. Banks won a four-year term and Mr. Hoskins, a two-year term.

They replaced long-time Councilmen Myron Frasier and Donald Fracassi. Combined, these gentlemen gave 75 years of service to the City of Southfield.

City partners with Oakland County for animal control services

The Southfield Animal Control Center is now operated in a cooperative agreement with Oakland County after discontinuing its contract with Almost Home. The Almost Home contract was terminated in late November after repeated failures to live up to the agreement.

The Southfield Police Department continues to be responsible for all animal-related issues and complaints occurring within the city of Southfield. The City is also currently in the process of hiring an additional animal control officer and the shelter is being prepared for future use by the Southfield Police Department. In the interim, all strays or vicious animals are being taken to Oakland County Animal Shelter located in Pontiac.

In 2018, Southfield completed extensive renovations to retrofit the animal shelter at 25503 Clara Lane to better suit the needs of the community. This effort speaks to the city's commitment to provide residents with a modern and efficient animal shelter.

Renovations included a complete overhaul of the kennel area as well as upgrades to the main office. Each kennel now includes privacy walls on each side along with doors leading to a covered and fenced outdoor area. With



Renovated Southfield animal shelter on Clara Lane

this new improvement, dogs can go in and out of their kennels independently without leashes. The kennel area also received a brand-new epoxy floor, sanitary drains and freshly painted walls.

In addition to the interior improvements, the facility received new sidewalks, outdoor dog runs and fencing. The outdoor area is also now equipped with concrete and sanitary drains for easy cleanup.

All non-emergency animal issues and complaints should be directed to Southfield Animal Control at (248) 796-5410 or the Southfield Police Department at (248) 796-5500.

Plumbrooke neighborhood now on the National Register of Historic Places

The United States Department of Interior has added the 94 homes in Southfield's Plumbrooke Estates neighborhood to the National Register of Historic Places.

Plumbrooke, at Nine Mile and Evergreen roads, was developed between 1961 and 1964. The homes in the neighborhood are classic examples of Mid-Century Modern architecture. The first residents had their pick of five home plans in what is sometimes referred to as "California Modern." Built by Bernard Hartman, the houses are of split-level design with long, sloping rooflines and recessed entry ways. Facades and window treatments of the homes vary so as to add a level of uniqueness to each home yet collectively have a coordinated look.

Last January the applications for Plumbrooke and Northland Gardens were approved for federal consideration by the Michigan State Historic Preservation Office. Southfield has not yet received word from the Department of Interior about the Northland Gardens' application.

The designation of these two neighborhoods came about due to a rising interest in preserving Mid-Century Modern architecture. In 2016, Mayor Ken Siver successfully applied for a grant to draft comprehensive studies on



A typical home in Plumbrooke Estates

both neighborhoods which then became the applications for historic designation.

Mayor Siver continues to promote Southfield's Mid-Century Modern homes, commercial buildings, churches and synagogues. His purpose in seeking historic designations is based on the fact that historically designated properties hold more value. In the event of a real estate bust, their values hold fairly steady and recover more quickly.

In recognition of 50 years of service

Municipal Campus to be named in honor of Donald F. Fracassi

The Southfield City Council unanimously voted to name the Southfield Civic Center the Donald F. Fracassi Municipal Campus at its meeting of December 9th.

Mr. Fracassi's political career spans over 50 years with the city of Southfield. He was first elected to the City Council in 1967 (as one of the youngest persons ever to hold that office); elected Council President and Acting Mayor in 1969-1972; elected Mayor 1973-2001; returned to City Council in 2003, as Acting Mayor in 2015 and again as a Councilman until 2019.

Mr. Fracassi's tireless work to improve the quality of life for the residents of Southfield and Oakland County is still evident today. Through his almost 30 years of service as Southfield's Mayor and

20 years as a Councilman, he successfully pioneered several positive initiatives that have secured Southfield as an economic hub in southeastern Michigan.

Some of his most impressive accomplishments include:

- Implementation of the first 911 Emergency System in Michigan and one of the first Emergency Medical Service systems (EMS) and Paramedic programs in the United States in 1972
- Establishing curbside recycling
- Joining Mayors for the United Negro College Fund
- Founding the Eight Mile Boulevard Association
- Establishing Southfield as a "Smart Zone"
- Assisting in the first affordable Senior Citizen developments



(McDonnell Towers and Woodridge Apartments)

- Assisting in the development of the Burgh Site in 1976
- Negotiating the joint contract between Southfield, Japan and Lawrence Tech to build in Southfield the first carbon fiber composite bridge in the United States
- Establishing the Downtown Development Authority
- Negotiating the East-West route for I-696 and its sound abating walls through Southfield.

New signage for the renamed Donald F. Fracassi Municipal Campus will be completed and installed in early 2020.

Centrepolis Business Accelerator opens at LTU

The Centrepolis Business Accelerator, a collaborative project between the Michigan Economic Development Corporation, Lawrence Technological University and the City of Southfield for the creation of new industries, new product development and job growth, officially opened in October.

Located in the Marks Building on the LTU Campus adjacent to the Southfield Career Development Center and Michigan Works! Office, the Centrepolis Accelerator focuses on support for individuals who are creating manufacturing startups and growing businesses that produce physical products. Its prototyping shop has an array of machine tools, virtual reality equipment and 3D printers.

Begun three years ago in temporary space, the Accelerator has proven to be successful in creating jobs, earning patents and creating new products. Early clients represent a variety of industries including transportation, gaming, exercise equipment and apparel accessories.



Gina Adams, creator of Buttons2Buttons, demonstrates her new product to Dr. Nabil Grace of LTU and Southfield Economic Director Shelly Freeman at the Accelerator.

"We work with companies that have ideas for products and help them bring their ideas to life," said Dan Radomski, Centrepolis director.

"Working with LTU and its partners to nurture new businesses was a logical move for the city as we want to retain our home-grown talent," Mayor Siver said. A number of the clients are graduates or current students at Lawrence Tech.

For more information, visit: www.centrepolisaccelerator.com

Decision soon on future of 9-hole golf at Beech Woods

Early in 2020, the Southfield City Council will have to make a determination as to the future of the Beech Woods Golf Course.

This course was closed for the 2019 season for an assessment of needs.

The review was sparked by the failure of a leaking and outdated irrigation system. The question became, "Should the city invest in a course that is losing money and needs significant additional repairs beyond the irrigation system?"

To help answer that question, the City Council received an analysis this week conducted by Richard Singer of the National Golf Foundation. Singer estimates that restoration of the course and its amenities will run between \$2.43 and \$2.67 million.

Besides the irrigation system, the course needs improved drainage, replacement of cart path-ways, turf restoration, new maintenance equipment and numerous repairs to the club house. The most pressing issue is what to do about holes 3, 4 and 5 which sit in the Rouge River flood plain.

With every large rain event, the Rouge spills over its banks and floods the course. It usually takes days for the waters to recede and the course remains unusable for many days after that while the land dries out and sediments are cleared. There is no easy remedy to this problem.

The National Golf Foundation believes the city should abandon these three holes. It offered these suggestions:

1. Reconfigure the course into a shorter ("executive") 9-hole course;
2. Re-Brand the facility as a "Golf Practice Center" with a few practice holes, but no formal golf course; or
3. Purchase additional adjacent land to re-configure Beech Woods into a new full-length, 9-hole golf course.



Flooded 4th hole at Beech Woods Golf Course

Today, there are 74 golf courses in Oakland County. Competition for golfers is stiff and at a time when fewer people are playing golf. Because of this competition and the expense, numerous municipal golf courses have closed over the years. Southfield's two golf courses are losing money and are subsidized to keep afloat.

Southfield Golf Revenues & Expenses

Year	Revenues	Expenses	Loss
2015-16	\$644,689	\$875,415	\$230,726
2016-17	\$538,013	\$897,251	\$359,238
2017-18	\$524,588	\$756,500	\$231,942
2018-19	\$441,109	\$692,715	\$251,606

Rounds Played at Beech Woods

2016 – 8,645 2017 – 5,429 2018 – 4,803

The National Golf Foundation says that to maintain a 9-hole course the operating budget should be approximately \$485,000 annually and that 65% of that cost should be in maintenance functions. As a 44-year old course, Beech Woods clearly needs significant repairs and upgrades.

The Southfield Parks & Recreation Board will be studying the findings of the National Golf Foundation and making a recommendation to City Council in the near future. Whatever the decision, the Parks Board and City Council should consider the changing interests of Southfield residents. Other amenities, such as a splash pad and additional picnic shelters, could be added to the park.



Honorees and hosts of the 2019 Excellence in Southfield Business Awards sponsored by the Southfield Chamber of Commerce.

Northland Update

City sells ten acres of Northland frontage to AF Jonna Company

In January, the AF Jonna Company will close on the purchase of ten acres of the former Northland Mall site that fronts Greenfield Road. The property includes the long vacant Montgomery Wards Auto Service Center and extends south along Greenfield Road.

Jonna is planning retail and a fitness center for this property and will construct two gateways to the interior of the site. Also included are decorative fencing and landscaping along Greenfield.

Jonna expects to begin construction in March and have the retail and fitness center built out by late July. Negotiations continue on the sale of five acres to Providence Hospital on the northern edge of Northland.

MAYOR'S MEMO

The Mayor's Memo is an occasional newsletter produced by Mayor Ken Siver and not done at city expense. The Memo provides city news & updates to residents. To subscribe, send an email to srosenbergh@cityofsouthfield.com Feel free to pass this newsletter on to others.

5 companies win 2019 Southfield Chamber honors

The Southfield Chamber of Commerce honored five businesses and two professionals at the annual Excellence in Southfield awards program held earlier this month at the Best Western Premier Hotel.

The following awards were presented:

Small Business of the Year: Lavin's Flowerland (Nine Mile & Telegraph)

Top Business Project of the Year: The Centrepolis Accelerator (at Lawrence Tech)

Rising Star: Q11 Photography Studio (Bridge Street)

Outstanding Chamber Business: Home Builders Association of Southeastern Michigan (Telegraph Road/Bingham Farms)

Commitment to Community: The Mars Advertising Agency (Telegraph & Ten Mile)

Young Professional of the Year: Devon Dallo (Sales Manager/Comfort Suites)

Chamber Ambassador of the Year: Shalynne Barr (Nutrition Consultant)

The emcee for the event was jazz singer Kimmie Horne. Awards were presented by Southfield Chamber of Commerce President Jason Blanks and Mayor Ken Siver.