



southgate



City of Southgate

Master Plan | Adopted MONTH 2026

CELEBRATE THE DREAM

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Acknowledgments

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Executive Summary

The 2025 City of Southgate Master Plan is the result of over a years worth of community engagement, data collection, and collaborative decision-making. The role of the plan is to guide the future growth, development, and redevelopment of the City of Southgate, ensuring the health, safety, welfare, and convenience of its residents and workforce are preserved.

The plan offers a realistic evaluation of current conditions while articulating the City's future goals and vision, shaping the desired form and character of the community. The plan provides direction to both public and private sectors on topics such as land use, economic development, residential growth, overall redevelopment, and much more. Additionally, it acknowledges the dynamic nature of land development and emphasizes the need for flexibility to adapt to changes while continuing to uphold the community's goals and aspirations.

The Master Plan focuses on the City's Vision, Mission, and Values.

Vision

Southgate will continue to be a thriving 21st Century municipality and a great place to live, work, and raise a family—supported by strong neighborhoods, reliable infrastructure, and responsible decision-making that creates an environment where residents and businesses can flourish together.

Mission

Southgate will deliver high-quality public services, investing in resilient infrastructure, supporting safe and vibrant neighborhoods, and fostering responsible growth.

Values

- ◆ Community First
- ◆ Fiscal Responsibility
- ◆ Innovation
- ◆ Livability

PLAN ORGANIZATION

The master plan is organized as follows:

1. Executive Summary

This chapter outlines the purpose of the Master Plan, the process behind its development, and its intended use.

2. Community Profile

This chapter explores the key elements that shape the City's identity and the factors that influence it. It examines Southgate's role as a regional hub, its annual events, public spaces, historic character, natural features, and community perceptions.

3. Vision, Mission, and Values

This brief chapter establishes the foundation of the Master Plan by defining a vision for the City, outlining values and a mission statement that reflect the community's aspirations. It serves as a guiding framework that shapes all aspects of the plan.

4. Development Strategies

The development strategies chapter highlights opportunities for growth within the City and outlines specific strategies that can be implemented to achieve the desired future development for the community. This chapter also provides strategies for the redevelopment of vacant and abandoned properties throughout the City in order to provide additional housing and services to the community.

5. Housing

This chapter outlines the current housing conditions and existing zoning classifications for various housing types throughout the City in order to create actionable strategies to address future housing needs.

6. Corridor Improvements

This chapter evaluates the existing conditions of the City's main roadways, or corridors, which contain the majority of commercial, dining, and entertainment establishments within the City, and provides strategies to further enhance the overall entertainment experience for both residents and visitors, with special emphasis given to the Eureka Road Corridor.

7. Future Land Use

This chapter establishes the future land use map, which applies land use designations to all parcels within the City, serving as a guide for future development or preservation.

8. Goals and Objectives

This chapter outlines the aspirations of the City through broad statements and clearly defined, actionable strategies to achieve the desired type of community and lifestyle desired by its citizens.

9. Implementation

This chapter summarizes the strategies to achieve the City's future vision, breaking down actions by each framework element. It also highlights potential partners and funding sources, concluding with a detailed implementation table.



Community Profile

In the fall of 2024, the City of Southgate began a major update of the City's Master Plan, where the most recent update occurred in 2011. Based on the amount of time passed, a major goal of the update process was to reach as much of the Southgate community as possible in order to create a community-based vision and plan. This document is the result of over a year of community engagement, data analysis and collaborative decision-making to create a vision for the City of Southgate with an actionable, realistic policy road map for implementation.

WHAT IS A MASTER PLAN?

The Master Plan plays several roles:

Vision: The Master Plan outlines Southgate's future vision, along with a roadmap that includes goals, policies, strategies, and actions to help achieve that vision.

Aid In Daily Decision-Making: The Master Plan serves as a guide for the Planning Commission, City Council, and other City bodies in their discussions on zoning, subdivision, capital improvements, land use, and development issues. It offers a solid, long-term foundation for decision-making.

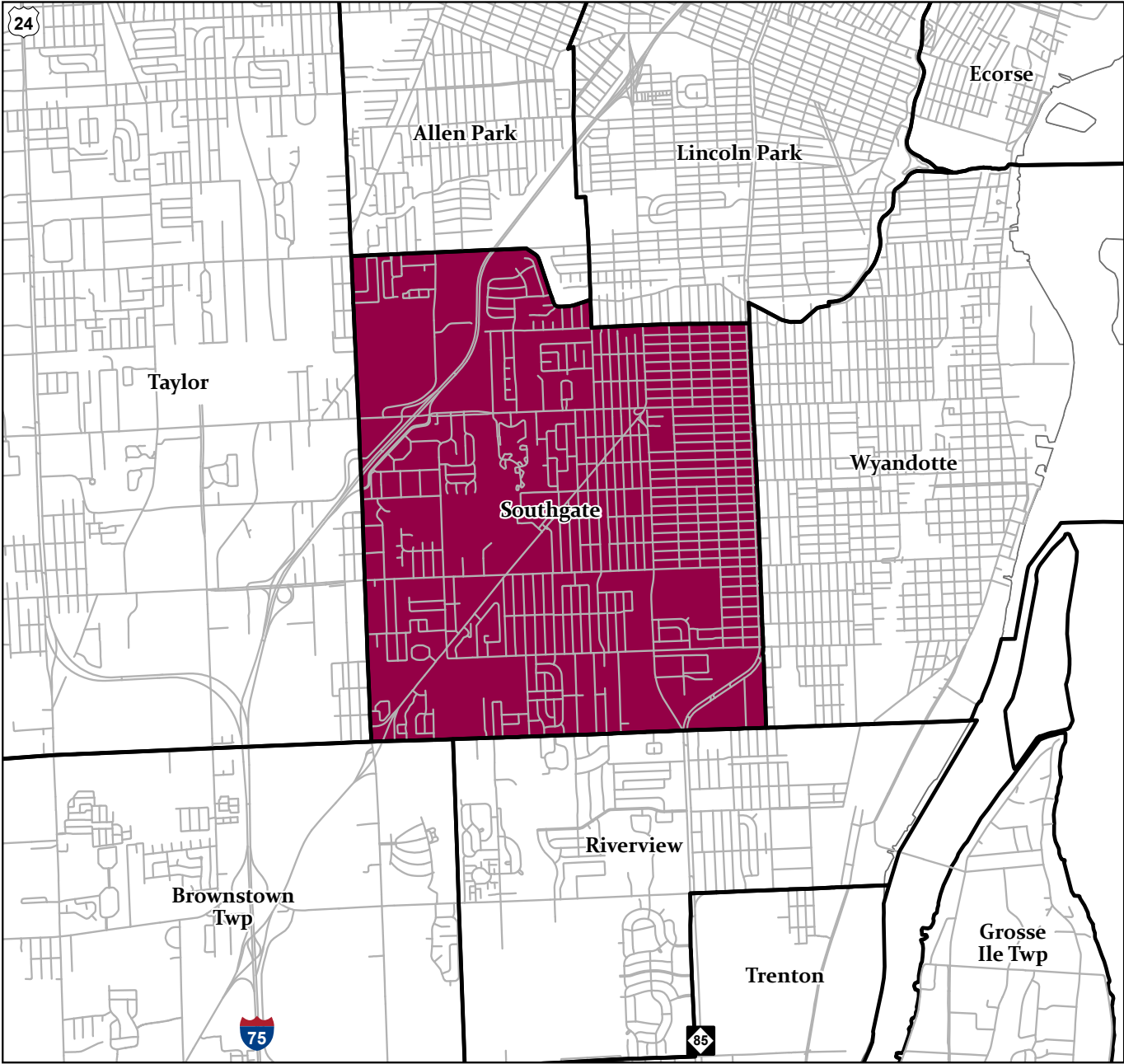
Statutory Basis: The Master Plan provides the statutory basis upon which zoning decisions are made. The Michigan Planning Enabling Act (P.A. 33 of 2008, as amended) requires that the zoning ordinance be based upon a plan designed to promote the public health, safety and general welfare of the City. The Master Plan and accompanying maps do not replace other City Ordinances, specifically the Zoning Ordinance and Map.

Public/Private Coordination: The Master Plan aims to align public improvements with private developments that are supported by the City budget. For instance, public investments like road or sewer and water upgrades should be directed toward areas identified in the Plan as offering the greatest benefit to the City and its residents.

Education Tool: The Master Plan serves as an educational tool and gives citizens, property owners, developers and adjacent communities a clear indication of the City's direction for the future.

Location: Southgate is ideally situated in southeastern Michigan, just a half-hour drive from downtown Detroit and other key job centers and cultural amenities in the region. In a 2025 survey conducted as part of this process, 73% of respondents highlighted the City’s proximity to leisure and entertainment options as one of the things they appreciate most about Southgate.

City of Southgate Location



City of Southgate Master Plan Process



PHASE 1 Vision & Outreach

Community Survey
Distributed

Data & Analysis



PHASE 2 Plan Design & Drafting

Draft Goals
& Objectives

Draft Future Land
Use

Planning Commission
Meetings

Plan Drafting



PHASE 3 Final Plan Adoption

Draft Distributed to
Neighbor Communities
and Stakeholders

Public Hearing Held

Plan Adoption

COMMUNITY ENGAGEMENT

The City of Southgate values public engagement as a vital aspect of the Master Planning process. Not only is it mandated by the Planning Enabling Act, but it also plays a crucial role in shaping the plan. Developing a community's master plan requires input from elected and appointed officials, as well as community leaders and residents. Active public participation throughout the process helps build support for the plan's policies and ensures that it reflects the diverse perspectives and priorities of the community.

2025 Community Survey

Over 600 Southgate residents responded to the community survey conducted in the winter of 2025. Survey results are included in appendix A and are referred to throughout this document.

Planning Commission Meetings

The Plan Design and Drafting occurred during monthly Planning Commission meetings throughout 2025. Meetings regarding the plan were open to the public for those interested in the process.

SOUTHGATE'S HISTORY

Southgate is located the heart of the downriver section of southeastern Wayne County. Southgate's name was chosen, in part, as a reflection of its status as the southern gateway to Detroit; the City is less than three miles south of the southernmost tip of Detroit. The Detroit River, forming the boundary between the United States and Canada and acting as a major shipping route, is located approximately two miles east.

Early History

Formerly a part of the old Township of Ecorse, the 6.85 square miles south of Detroit has grown into what is now a true "symbol of progress." Ten years before Michigan became a state in 1837, Ecorse Township was the largest township (in area) in the new territory, measuring more than 54 square miles at its inception. The area's earliest history boasts of the great Potawatomi and Wyandot Indian Tribes, who held sole rights to the region until the arrival of French explorers, traders, and missionaries, beginning with Rene Robert Cavalier LaSalle in 1679. The first white settler of record was Pierre Michael Campau in 1795, who was soon followed by other French and English settlers along the Detroit and Rouge Rivers. Expansion in the area accelerated following the completion of the Erie Canal in 1830, which improved western migration from the east.

Founding of Southgate & Population Boom

The history of Southgate itself begins with Street grids being platted as early as the 1920s, but development did not begin in earnest until shortly after World War II. A petition to incorporate filed with the Wayne County Board of Supervisors in November 1955. This was followed by a favorable referendum on incorporation in October 1956. After one unsuccessful attempt at adopting a City Charter in December 1957, a second Charter was drafted and successfully presented to the electors in September 1958, with official incorporation coming on October 8, 1958.

The growth of Southgate is not measured solely in numbers. Southgate is a great community to live, work and raise a family. Beginning with a collection of only 64 farm families over 100 years ago, the real population surge became a reality shortly after World War II. With less than 2,000 citizens in 1940, the City grew to a population of 10,000 in 1950; and the population continued to rise for the next 20 years to 29,404 in 1960 and 33,723 in 1970.

1950's to Today

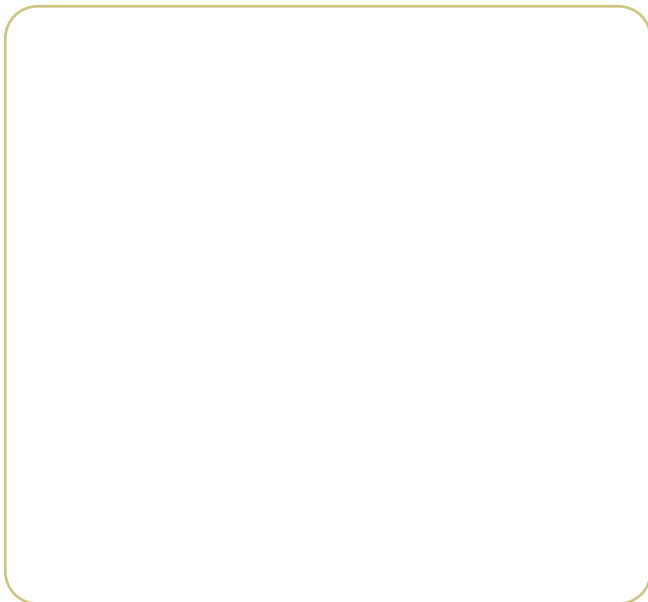
A Police Department was inaugurated in 1950, and in 1953 the first Full-Time Firemen were employed to assist the five-year-old Volunteer Fire Department. It was in 1953, also, that the Recreation Department was formed, along with the first Planning Commission, and the progress in municipal services has been continuous since. A highlight of the City's involvement with its residents is the well-organized public recreation facilities. The park system, which began in 1949 with a single 36-acre park, has slowly expanded through gifts and acquisitions, to its present compliment of 74.7 acres, which include 9 neighborhood parks and play fields, 2 community parks and a major softball and Little League Baseball playing site, which has been host of the major tournaments in recent years. Joining the baseball diamonds, the City's impressive community ice and hockey rinks, and the 18-hole municipal golf course with clubhouse.

In 1976 the existing Police, Fire, Court and Civic Center were built and the staff was moved from the Northline facilities. In 1979 the City Hall was moved to its current location. In 1995 the Library building was doubled to offer expanded services and hours thanks to a 1-mil vote of the residents.

Insert Historical Photo



Insert Historical Photo



Source: Southgate Historical Museum

COMMUNITY FACILITIES

The City of Southgate offers a variety of facilities and services to its residents to maintain a high quality of life. These resources support a wide range of functions, including public safety, social services, education, and parks and recreation.

Government Facilities

Most of the governmental facilities within Southgate are centrally located along Reaume Parkway, just west of Dix-Toledo Highway. Included among these government buildings are City Hall, Public Library, Civic and Senior Center, 28th District Courthouse, Fire Department, Police Department, and the Department of Public Services Building.

Other government facilities include a U.S. Post Office also located on Dix-Toledo Highway and the Wayne County Roads Yard located on Goddard Road.

Emergency Services

The Southgate Police Department provides a full range of police services to the community 24 hours a day, seven days a week. The Department plays an important role in the day-to-day protection of Southgate. Its duties range from patrolling City neighborhoods, responding to calls for police service, investigating crimes, arresting offenders, animal control and code enforcement. The Southgate Police Department is headed by the Chief of Police and also includes the Deputy Chief and 40 sworn officers.

The police station is located off of Dix-Toledo Highway near the City Hall.

Under the direction of the Fire Chief, the Southgate Fire Department is responsible for organizing, directing and coordinating all fire and emergency medical service (EMS) resources to accomplish the mission of saving lives and property in the community. The Fire Department enforces the fire safety codes and ordinances of the City through routine inspections of businesses, industry and shopping centers for the purpose of reducing the chance of fires. They provide emergency medical services and fire protection to the community, and are trained in new EMS, fire suppression, hazardous materials, confined space and trench rescue techniques, as well as many other fire service-related areas. Southgate has one fire station, located off of Dix-Toledo Highway, which is professionally staffed 24 hours a day. On average, the department attends to 450 fire related calls and 2,200 emergency rescue calls annually.

Public Utilities

Public water, sewer and storm water services are provided throughout the City of Southgate. These utilities services are managed by the Southgate Department of Public Services.

Park Facilities and Recreation Programs

The City of Southgate features a large number of park facilities and recreation programs available to all City residents, which include:

- ◆ Nature Center (maintained by the Southgate Public School District)
- ◆ Homer Howard Park
- ◆ Kiwanis Park
- ◆ Lions Park
- ◆ Cobb Park (2 acres)
- ◆ Rotary Park (2 acres)
- ◆ Spruce Park (1.5 acres)
- ◆ Auxiliary Police Park
- ◆ Waverly Park
- ◆ Kennebec Park
- ◆ Jaycee Park
- ◆ McCann Park
- ◆ 2 additional pocket parks

In addition to the actual park facilities, the City of Southgate offers a variety of recreation programs for children and adults. These include youth sports for baseball, softball, basketball, soccer, inline hockey, swim lessons, and competitive swimming. Adults sports are inline hockey and softball. Other recreation programs include dance, karate, tot activities, supervised summer playgrounds, and Safety Town. Special events held at certain times of the year include Heritage Days (Memorial Weekend), Great Lakes Live Steamers (free train rides every 3rd weekend May through November at Kiwanis Park), Concerts in the Park (summer months), and a Tree Lighting Ceremony (December).

The City's Parks and Recreation Department also maintains a Civic and Senior Center located in the Municipal Complex, just west of City Hall on Reaume Drive. In 2003, the City invested just under \$500,000 in renovations to the Center to provide its citizens a full service facility.

The Civic Center boasts a banquet hall that seats up to 350 guests, a "Loft Room" which seats up to 50 guests, and two ice arenas.

The Senior Center provides a designated place for seniors to meet and interact in a comfortable setting. Activities like card playing, billiards, arts and crafts, and social gatherings are available on a daily basis. In addition, the Parks and Recreation Department provides a wide variety of services to the seniors living in Southgate, from the hot meals program, medical equipment, and bus transportation.

Finally, the Parks and Recreation Department manages the Southgate Golf Course which is open to the public. The course is also located within the Municipal Complex on Reaume Drive. A clubhouse is located on the grounds and is open to the public to schedule social activities. Golf leagues are available for both youths and adults and individual instruction is offered.

2025 Recreation Plan

The 2025 – 2029 Southgate Parks and Recreation Master Plan articulates a vision for parks and recreation in the City. The Southgate Parks and Recreation Commission (SPRC) and Parks and Recreation Department (Parks) used the process to re-evaluate the recreation needs of the City, obtaining resident input through an online survey to help guide their decision making. This update builds on the ideas set forth in the previous plan, makes recommendations for meeting the community's future recreation needs, and presents an implementation strategy for parks and recreation improvement.

The purpose of this Plan is to guide recreation planning and development efforts in the City over the next five year period, through December 2029. Once adopted, the Plan is the official document to be used by the City to guide decisions regarding parks and recreation. This Plan is also intended to meet the State's standards for community recreation planning that are necessary to gain eligibility for grant programs.

Key findings in both the Recreation Plan and Master Plan surveys included a strong resident desire for greater non-motorized transportation options and connections throughout the City.

SOUTHGATE'S HISTORY: ASSETS & CHALLENGES

Southgate's history has created countless assets, but also a few challenges as well. In terms of assets, the City's walkable design and range of single-family lot sizes make the City a desirable place to live. The City's grid road system, small blocks and tree lined streets lend themselves to walking. The variety of lot sizes, ranging from 40 feet to 100 feet in width, has allowed for a diversity of professions and incomes to live in Southgate.

However, the City's history presents a number of challenges. The size and shape of lots make construction of 21st Century buildings other than single-family challenging, and space is scarce for additional nonresidential development as a majority of land within the City is built.

As a result, many new developments and business in the City consist of redevelopment efforts rather than new construction. The built-out urban form makes it difficult for the City to have a dedicated traditional downtown.

Assets

- Proximity to downtown Detroit and Detroit Metropolitan Wayne County Airport
- Access to major thoroughfares and highways
- Affordable housing options
- Walkable neighborhoods
- Recreational opportunities which include extensive park systems, nature center, ice rink, dog park, and YMCA
- High quantity of community events, including Heritage Day Festival
- Large amount of undeveloped Industrial land

Challenges

- Built-out commercial corridors make the creation of a traditional downtown difficult
- Lack of consistent parking options at commercial locations
- Aging, City-wide infrastructure
- Aging housing stock

LAND USE

Classifying land use changes can be complex due to incomplete data, evolving use definitions, and differing perspectives on land use categories. For this plan update, existing land use data from the City’s most recent comprehensive plan update (2011) will be used. However, this data is outdated, and some discrepancies may exist between current conditions and those reflected in the plan. To supplement this, we are also incorporating SEMCOG land use data. While SEMCOG’s categories differ from those in the City’s plan, making direct comparisons difficult, their data allows for an analysis of land use changes between 2015 and 2020.

Land Coverage

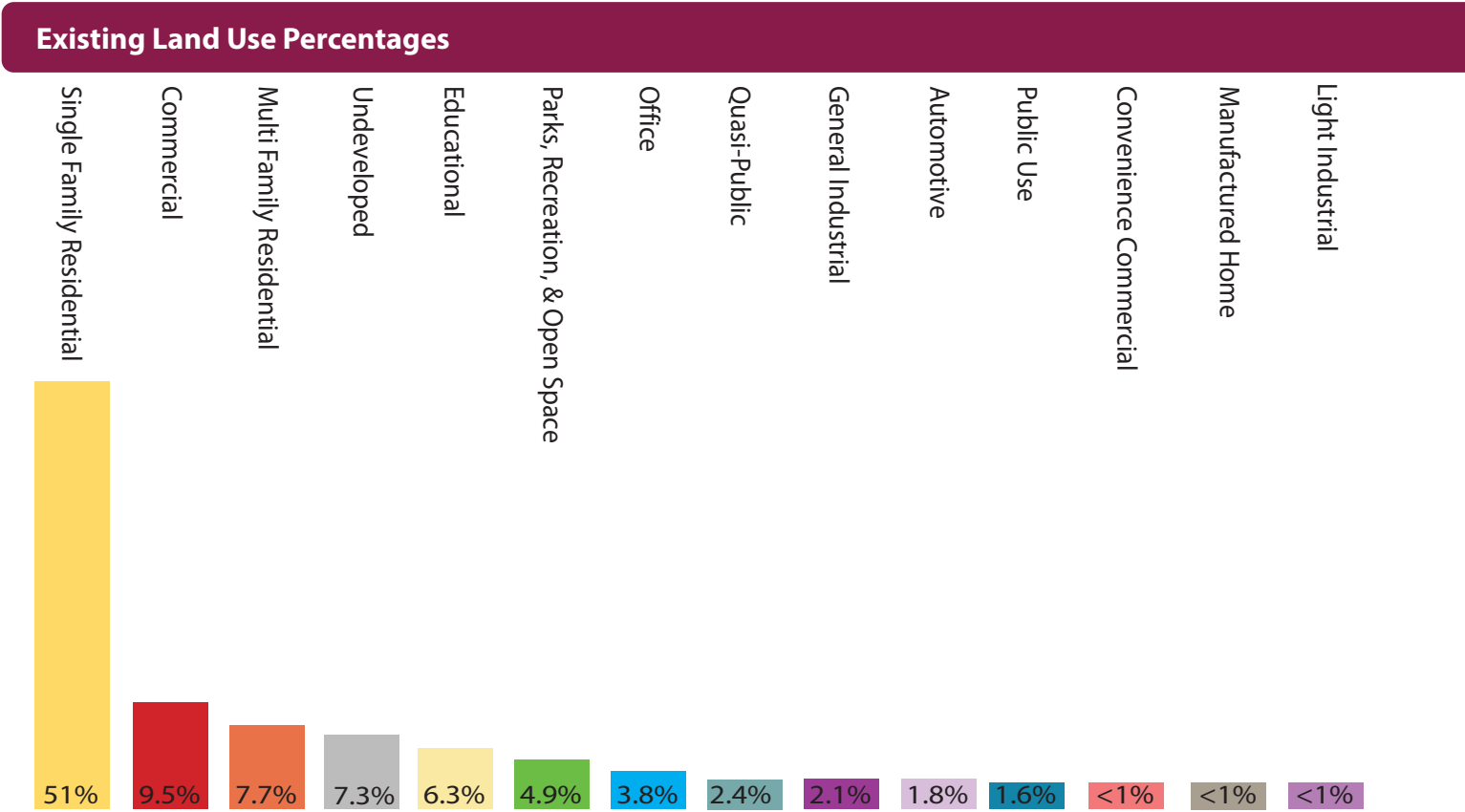
Southgate is about 70% developed, with the bulk of undeveloped parcels located in the City’s northwestern corner. Most of the open space in that area is zoned for light industrial use. Additionally, a small undeveloped section in west-central Southgate, which is zoned for single-family residential development, is designated as wetland according to MIRIS and NWI maps. There are also several small vacant commercial parcels situated along the City’s major thoroughfares.

Residential Land

Residential land use accounts for 45% of the City’s total acreage, with single-family detached homes making up the majority at 39%. The housing market is primarily composed of 1940s and 1950s-era bungalows arranged in a traditional grid pattern, with newer developments scattered throughout the northern, north-central, and southern areas of the City. The Old Homestead district, bordered by Superior, Trenton, Eureka, and Fort Street, features a mix of one-and-a-half-story bungalows and two-story colonial homes. SEMCOG data indicates that multi-family housing has expanded in recent years, with total acreage increasing by nearly 21% since 2015.

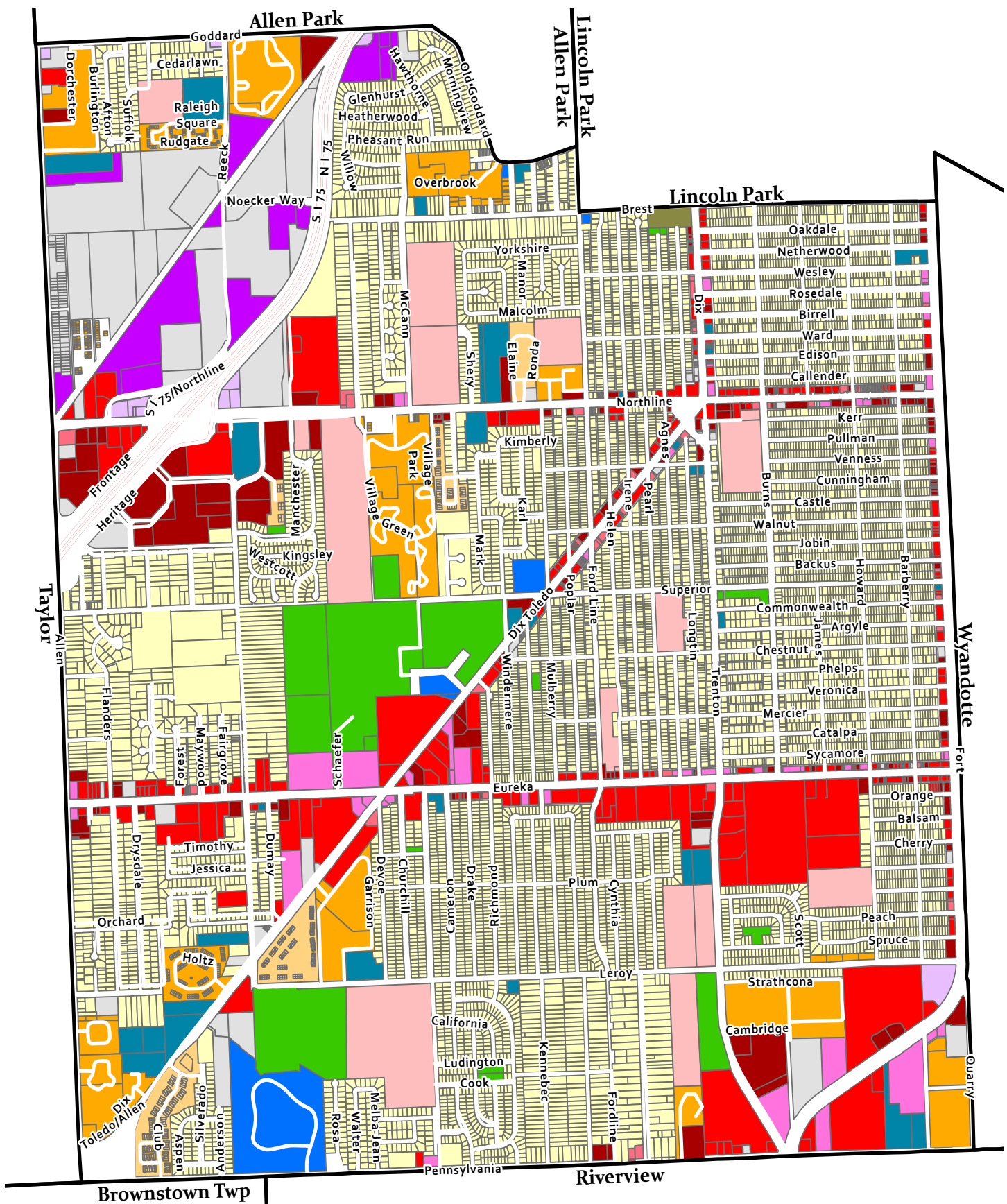
Commercial Land

Commercial land use accounts for approximately 10% of the City’s total land area, with Eureka Road serving as the primary commercial corridor. The Southgate Shopping Center, one of Metro Detroit’s earliest major strip malls, opened in 1958 at the intersection of Eureka and Trenton Roads. The rest of the City’s commercial activity includes big-box retailers in the northwest and southeast, along with a mix of locally owned businesses along Dix Toledo Road.



Source: SEMCOG Existing Land Use

Existing Land Use



Industrial Land

Industrial facilities are concentrated in the northwestern corner of the City, primarily focused on packaging and research. Office zones with restrictions are situated along the western portion of Northline Road, with a few additional areas near the southern edge of the City. Automotive-related uses are categorized under the broader industrial group in the City’s data, bringing the total industrial land use to 3.4%.

Open Space

Open space and recreational land uses make up just 3.8% of the City’s total land area, amounting to nearly 168 acres. The largest park in Southgate is the Homer Howard complex, located centrally within the City. This park is part of the Southgate municipal complex, which also houses the ice arena, City Hall, police and fire departments, the 28th District Courthouse, Downriver Animal Control, the Southgate Veteran’s Memorial Library, the Southgate Senior Center, and the park’s recreational facilities.

LAND USE KEY

- Residential - Single Family Detached
- Residential - Single Family Attached
- Residential - Multi-Family
- Manufactured Homes
- Commercial
- Office
- Convenience Commercial
- Schools / Education
- Institutional / Public
- Quasi-Public Institutions
- Automotive
- Light Industrial
- General Industrial
- Recreation & Open Space
- Vacant



Traditional Single Family Homes



Southwinds Golf Course, located in the Homer Howard Park complex.



ADDITIONAL PHOTO NEEDED

DEMOGRAPHIC SHIFTS

The demographic shifts below impact the Master Plan:

Population Stable

Compared to the rest of the county, Southgate's population has remained relatively stable. After experiencing rapid growth following World War II, the City reached its peak population of 33,909 in the 1970s. Since then, Southgate has seen a gradual decline, losing an average of just under 3% per decade, including an 8.3% decrease between 2010 and 2024. As of 2024, the population stands at 27,505, down from 29,333 in 2016. However, SEMCOG projects slow but steady growth through 2050, with an estimated population of 30,464.

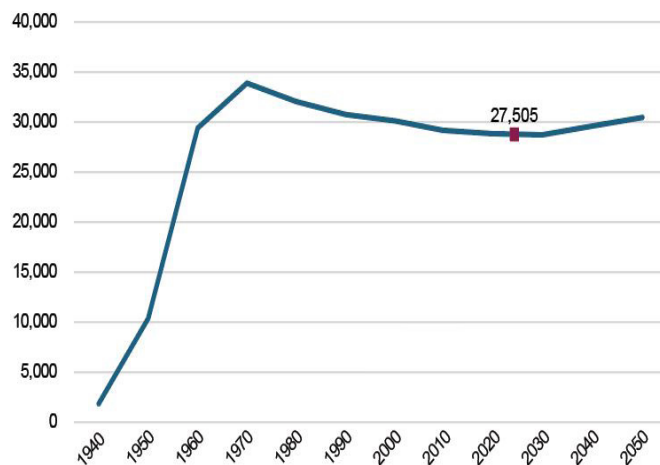
While Detroit and the communities within Wayne County have suffered from these losses in recent years, southeast Michigan as a whole has remained relatively stable. The region has seen modest growth overall, with more significant population gains typically seen in rural areas. Brownstown Township, Southgate's southwestern neighbor, is typical of this trend, experiencing an 8.8% increase between 2010 and 2023.

Population Becoming More Diverse, with Younger New Residents

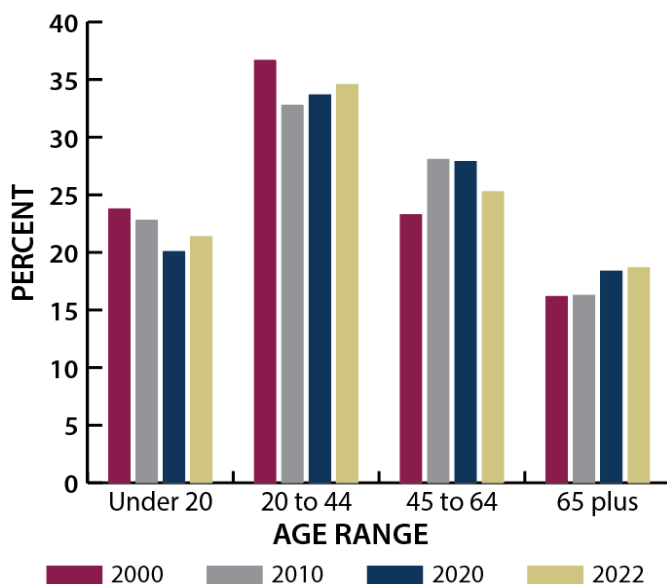
Based on estimates from the American Community Survey (ACS), the most prominent age group in Southgate is young adults aged 20 to 44. Children under 19 represent 21.4% of the community, while seniors aged 65 and older account for 18.7%. Similar to other parts of Michigan, Southgate is experiencing a gradual increase in its senior population. However, recent data indicates a shift toward a younger demographic overall. Since 2020, the growth rates for young adults (5.5%) and children under 19 (9.6%) have exceeded the increase in seniors (4.8%), with the older adult segment even declining by 6.7%. This trend is also evident in the City's median age, which has steadily decreased since 2017.

Other data points present a more mixed picture. Between 2010 and 2021, households with seniors grew by 4.8%, whereas households with children declined by 9.5%. Overall, while the trends mentioned above offer promising signs of growth, there remains substantial evidence that the City is aging, mirroring the broader trend seen throughout Michigan.

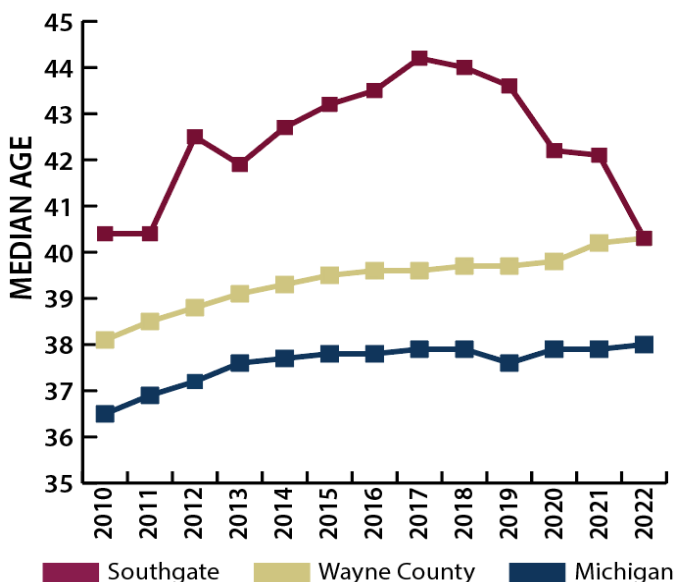
Southgate Population Trends 1940-2050



Southgate Age Distribution 2000-2022



Southgate Median Age 2010-2022



Single Family Houses Regaining Their Value

Data from the 2021 ACS showed continued house appreciation, almost doubling (95%) since rebounding from a low of \$84,900 in 2015 to \$169,800 in 2023, surpassing pre-recession values.

PREFERENCE SHIFTS

The preference shifts highlighted below will likely influence land use and future planning in Southgate:

- ◆ Desire to Live in a Walkable Community with more non-motorized transportation options/facilities.
- ◆ More Desire for Restaurants but Less for Chain Retail .
- ◆ Desire for additional parks and recreation opportunities.
- ◆ Desire for more entertainment and retail options.

Increased Demand for Housing Other than Single-Family Homes

As Baby Boomers age and Millennials delay home purchases, single-family housing often no longer fits the needs of newly minted senior citizens or is not affordable for debt-carrying younger adults. Also, single-family houses, especially older homes, are not accessible for the disabled. Almost 20% of the respondents to the 2025 Community Survey felt it was important or very important to plan for additional types of housing.

On a national and regional level, households are looking for options other than the single-family home. According to a study by the Joint Center for Housing Studies of Harvard University, 43 million families and individuals lived in rental housing in mid-2015, up nearly 9 million from 2005, the largest gain in any 10-year period on record. All age groups, income brackets and household types were part of the increase.



Vision, Mission and Values

The vision, mission, and values outlined in this Master Plan serve as the guiding principles for future land use and related policy decisions in the City of Southgate. Developed with input from both the Planning Commission and the public, these statements are intended to inform the work of the Planning Commission, City Council, and other City bodies as they consider zoning, subdivisions, capital improvements, and land development matters.

The vision describes what Southgate aspires to be in the future and forms the foundation of the Master Plan's policy roadmap. Every goal, policy, strategy, and action should work toward achieving this vision.

The mission defines the daily efforts of City officials and staff in pursuit of the vision. It serves as a guide for everyday decision-making.

The values are the core principles that steer decisions and ensure the City stays on course to realize its vision. While they support daily decision-making, they also provide essential benchmarks for elected and appointed officials during their deliberations.

Vision (Where We're Going)

Southgate will continue to be a thriving 21st Century municipality and a great place to live, work, and raise a family—supported by strong neighborhoods, reliable infrastructure, and responsible decision-making that creates an environment where residents and businesses can flourish together.

Mission (What We Will Do To Get There)

Southgate will deliver high-quality public services, investing in resilient infrastructure, supporting safe and vibrant neighborhoods, and fostering responsible growth.

Values

Community First

Prioritizing the well-being, safety, and quality of life of its residents.

Fiscal Responsibility

Managing public resources efficiently, incorporating the strategic use of technology, and making cost-effective decisions that ensure long-term sustainability.

Innovation

Embracing creative, collaborative, forward-thinking solutions that make a real and measurable difference in the lives of our community and region.

Livability

Striving to make Southgate a place residents are proud to call home by investing in public safety, welcoming public spaces, dependable infrastructure, and vibrant community events that bring people together.



Development Strategies

In order for Southgate to continue to thrive, new development and redevelopment opportunities must be available. These opportunities enable residents to access jobs, housing, and essential goods and services. Growth may occur through business expansion within existing spaces or the construction of new buildings. Both contribute to the City's tax base, which is essential for funding local government services and resources that support the community.

As Southgate continues to grow and evolve, maintaining a balance between development, redevelopment, and preservation will be essential. New growth should align with the community's vision for the future and, through thoughtful design and implementation, guide the built environment into a uniform and desired image while preserving or enhancing the City's key assets, such as the commercial corridors and established neighborhoods.

This chapter examines the development and redevelopment opportunities within Southgate, explores various strategies for managing growth, and highlights best practices for attracting and guiding development. Finally, this chapter outlines specific initiatives the City should implement to foster economic growth, stability and long-term prosperity.

ACTION SITES

The majority of undeveloped land within the City is located in the northwest portion and along major commercial corridors. These properties present a unique opportunity for the City in terms of an increased tax base and new amenities to City residents.

Specific areas may require more investment than others based on existing site conditions. While smaller sites are best suited for infill projects, larger parcels or assembled properties have the potential to bring transformative change to their surroundings. No matter the size, new developments can make a meaningful impact by revitalizing underutilized or neglected properties in alignment with the City's goals and vision.

Site Compatibility

Careful consideration should be taken with new developments located near residential areas, most notably along Eureka, Dix Toledo, and Northline Roads.

Notable considerations regarding such development should include but are not limited to landscaping and screening measures, hours of operation, outside storage, parking capacity, and additional impacts from increased traffic.

CITY-WIDE BRANDING

The City has done an effective job at promoting a consistent and uniform image in terms of an attractive logo, colors, and catch phrase “celebrate the dream”. These efforts should continue in order to strengthen the City’s already recognizable brand as an attractive community to live and conduct business.

Maintaining this branding consistency across all platforms—including the City’s online presence, printed materials, signage, decorations, and official communications—will reinforce its identity and appeal.

Collaboration

Additionally, the City should continue to seek and sustain strong partnerships with economic development organizations such as the Michigan Downtown Association, SEMCOG, The Downriver Community Conference, and similar groups to ensure Southgate remains a key player in regional economic initiatives. Equally important is maintaining a close relationship with the Downtown Development Authority (DDA) to stay connected with the downtown business community and understand their evolving needs.

Communication

Open and reliable communication with businesses throughout the city is essential. Supporting the growth and retention of existing businesses is often more effective than solely focusing on attracting new industries and helps create a more established and connected community.

The City has established multiple effective forms of communication to residents and businesses. These include but are not limited to the City’s official [Facebook](#) and Code Red pages and quarterly editions of the City magazine Southgate Today, all of which are accessible on the City [website](#) which also contains information regarding government processes and departments, community events, resident FAQs, an up to date list of local businesses of all industries, and much more.

A potential addition to the City website to further enhance business accessibility is an up to date database of developable land, along with any pertinent information for each site. The action sites map and table on the next page are examples of how the data can possibly be presented.

COMMUNITY INVESTMENT

In order to maintain and enhance the City’s public image and brand, proper and effective upkeep of community space is essential. Doing so communicates a level of commitment by the City to deliver a high quality standard of living for everyone experiencing Southgate. Investment by the City in turn encourages investment from its residents and businesses alike to contribute to a positive public image, making the City a more desirable place to live and conduct business.



Southgate Today, the City’s official newsletter providing community updates and marketing opportunities for local businesses

Action Sites Table/Map

A detailed and up to date table depicting available properties for development as shown above can help convey basic zoning and lot information to potential developers and serve as a starting point for application meetings. If implemented, the table and map can be uploaded to the City website with the intent of being accessible to anyone visiting the site. Paper copies which are updated quarterly could also be utilized for in person viewing.

Reference #	Site Name	Address/Parcel ID	Zoning	Lot Size	Sewer/ Water	Building Hight
1	15121 Hill Ln	15121 Hill Ln 55-902-1423-677	RO-1	1.98 AC	Yes	None/25 FT
2	Dan & Tim's Market	19915 Elm Dr 55-347-2983-600	C-3	4.68 AC	Yes	None/40 FT
3	Jim's Sandwiches	68330 Cedar Blvd 58-741-2806-611	C-2	0.67 AC	Yes	2 Stories/40 FT
4	79434 Maple Blvd	79434 Maple Blvd 60-938-6292-278	R-1	0.52 AC	No	2 Stories/25 FT
5	Maple Commons	85105 Main Way 50-257-2838-213	RO-1	2.01 AC	Yes	None/25 FT
6	Linda's Deli	28522 Pine Ave 52-736-2547-723	C-1	1.32 AC	Yes	1 Story/20 FT
7	Eric's Supply Co.	17372 Broadway 59-679-5310-057	C-3	9.13 AC	Yes	None/40 FT
8	71225 Elm Dr	71225 Elm Dr 50-350-6860-561	R-1	1.16 AC	Yes	2 Stories/25 FT
9	Jerry's on River Restaurant	14069 River Ave 54-878-3591-045	C-2	6.18 AC	Yes	2 Stories/40 FT
10	Patricia's Music Store	34788 Hill Blvd 56-283-0319-035	C-1	2.34 AC	Yes	1 Story/20 FT
11	Leticia's Self Storage	4072 Oak Rd 51-808-8310-551	M-1	5.40 AC	Yes	2 Stories/40 FT
12	Mark's Sporting Goods	77999 River St 52-119-5114-560	C-1	3.92 AC	Yes	1 Story/20 FT
13	11821 Hill Blvd	11821 Hill Blvd 50-932-5983-906	R-1	0.85 AC	No	2 Stories/25 FT
14	Chad's Processing	30645 Maple Way 51-367-2311-604	M-1	6.72 AC	Yes	2 Stories/40 FT
15	Andrew's Garden Supply	34864 Hill Blvd 51-253-2441-694	C-1	1.59 AC	Yes	1 Story/20 FT

NOTE: Above properties are conceptual only.

Public Spaces

The City has 95 acres of dedicated public space / parks for numerous community events. With such a high frequency of events, routine maintenance such as lawn care, structure integrity, and refuse removal are essential to ensure visitors have a safe and enjoyable experience. These efforts are an additional opportunity for the City to demonstrate its mission in providing a high standard of living.

New opportunities for the City to acquire land should be greatly considered to provide additional space for community events and recreational amenities, including property next to current public spaces, such as the wooded area north of the South Winds Golf Club.

Public Access / Parking

Southgate is home to a wide variety of retail, entertainment, and recreational establishments, making it a desirable place to visit. In order to provide everyone the opportunity to experience the City, adequate, accessible, and well designed parking options should be made available to residents and visitors of the City.

There are multiple commercial nodes within the City, most notably the Southgate Shopping Center, the Dix Toledo / Eureka Roads intersection, I-75 and Northline Interchange, and the Fort Street / Pennsylvania Road intersection. While there is a great amount of parking available at these locations, many commercial properties not located within these areas face parking capacity challenges, mostly due to small lot sizes and proximity to residential areas.

The City should continue to seek improvements in other forms of transportation to help reduce parking constraints. Improvements consisting of maintenance and improvements to sidewalks and walking paths should be prioritized to address the needs of pedestrians, cyclists, and transit riders.

Infrastructure

Delivering reliable utility services is crucial to upholding the high standard of living which City residents and businesses rightfully expect, and should remain a top priority. Much of the existing infrastructure, which include water lines, sanitary sewers, and storm drains have been in place since the Southgate's incorporation in 1958 and have grown along with the City. As a result, certain sections may require greater attention and repairs. When applicable, the state of all existing utilities should be evaluated to ensure the growing needs of residents and businesses are being met. Evaluations can take place during new construction or when road repairs are necessary.

Redevelopment Ready

An initiative the City is considering pursuing is Redevelopment Ready Communities (RRC) certified. RRC is a voluntary program offered through the Michigan Economic Development Corporation (MEDC) which provides planning, zoning, and development best practices to communities throughout Michigan.

RRC certification would help the City provide a streamlined development process for investors, businesses, and residents to further encourage growth. Being RRC certified also opens up more funding and collaborative opportunities between Southgate and the State of Michigan.

STRATEGIES

Below is a list of actionable strategies that can be utilized in order to achieve the desired vision of the City.

- ◆ Maintain an active database of developable land within the City.
- ◆ Obtain Redevelopment Ready certification.
- ◆ Review and evaluate current zoning ordinance to ensure requirements are reflective of the City's desired outcomes.
- ◆ Facilitate a process to create design and use concepts for desired action sites.
- ◆ Maintain an active role in marketing Southgate to potential developers.
- ◆ Maintain consistent City-wide branding on official documents and forms.
- ◆ Focus on exploring possible benefit programs and strategies for local business retention and growth.
- ◆ When appropriate, seek to update public infrastructure and utilities.
- ◆ Continue to maintain and enhance public gathering spaces.
- ◆ Focus on retention and growth of existing businesses.
- ◆ Allow density or height bonuses when workforce or attainable housing is included.
- ◆ Follow the goals and objectives of the Parks and Recreation Master Plan.
- ◆ Provide city staff and elected and appointed officials opportunities to participate in various trainings.



Housing

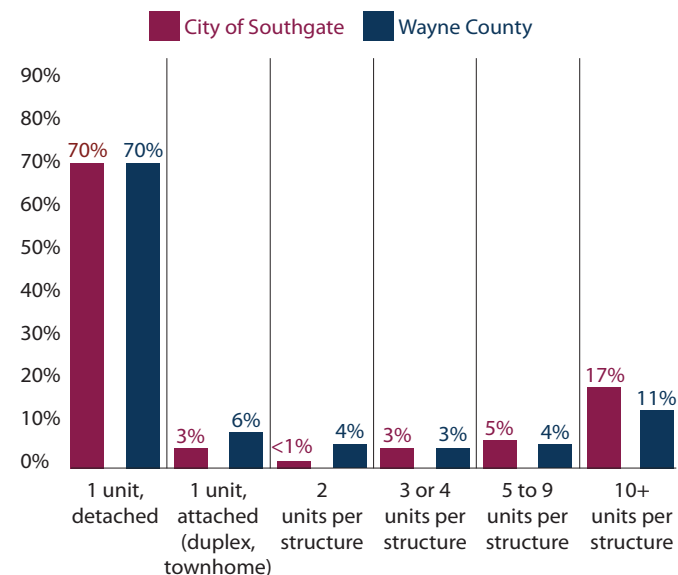
Single-family homes form the backbone of Southgate, making up 51% of the City's land area. The neighborhoods reflect a traditional design, characterized by tree-lined streets and sidewalks. Most homes are within close proximity to a park or community gathering space, such as a school, community center, or place of worship. Residents along Eureka, Dix Toledo, and Northline Roads have access to many retail and service establishments within a short walk, while others may require a 5-10 minute drive at most to reach these corridors and commercial hubs.

The Master Plan takes a comprehensive approach to single-family residential areas, viewing them as neighborhoods where homes serve as the primary land use, complemented by parks, schools, places of worship, and essential infrastructure like sidewalks, streets, and trees. This chapter outlines the existing housing conditions, current zoning regulations for various housing types, and strategies for future development that cater to all age groups within the City, with the goal of providing housing types that allow residents to make Southgate their lifetime home.

EXISTING CONDITIONS

Detached, traditional style homes make up 70% of housing units within the City, with 30% consisting on rental units, mirroring the same composition trends of Wayne County. As mentioned previously in the Community Profile chapter, housing values have consistently have almost doubled (95%) and have surpassed pre-recession values, with an average home value of \$165,400 as of 2023.

Percent of Housing Units by Type, 2020 American Community Survey, Southgate and Wayne County



Ownership

Homeownership trends within Southgate have remained mostly consistent since 2010, with owner occupied units increasing from 62% to 63%, rental remaining unchanged at 32%, and unoccupied units decreasing slightly from 14% to 13%. Wayne County has also experienced a similar trend within the same time period.

Housing Affordability and Attainability

In 2023, the American Community Survey (ACS) reported a median home value of \$165,400 and a median gross rent of \$1,102 in the City. The average monthly mortgage payment for a home at this median value is \$1,392. Based on Wayne County's median household income of \$98,223, homeownership and rental costs in Southgate are generally affordable for the average county resident. However, with Southgate's median household income at \$64,635, local residents may face challenges related to housing affordability and accessibility.

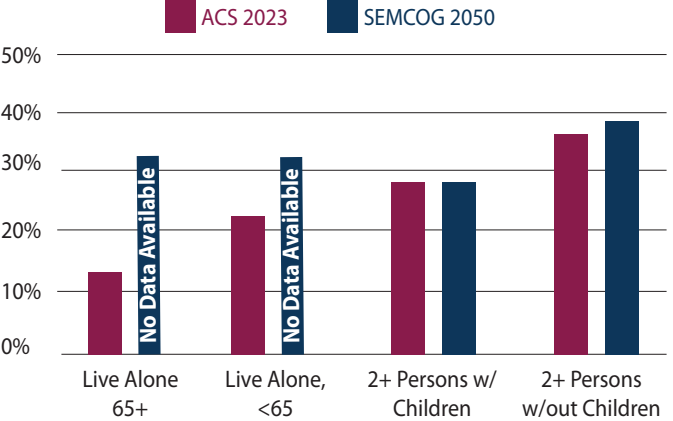
Age of Housing Stock

A majority of housing options within the City are older construction with over 75% of homes have been build prior to 1980. Only about 10% of homes within Southgate have been constructed post 2000.

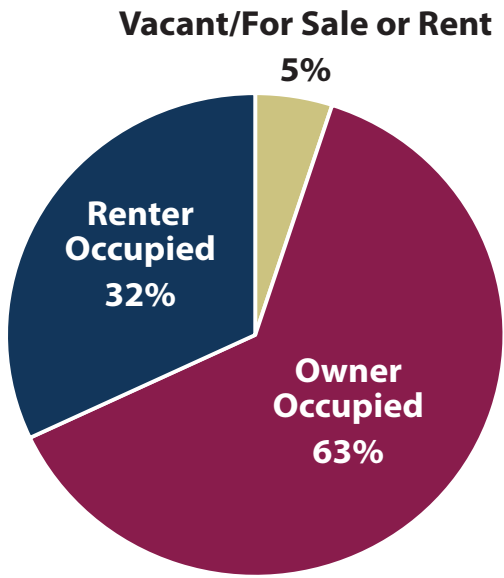
Housing Types

Household types within the City are not expected to change drastically from 2023 to 2050. Households with children are expected to decline by 5%, while households with occupants living alone are expected to increase by 5%. Households with at least two occupants and without children is not expected to change significantly, but still consist of approximately 40% of households by 2050. The greatest shift predicted includes the number of households with people over the age of 65 increasing moderately, with an increase of 6.3%. Households consisting of 2 two persons with children is expected to decrease by approximately 6%

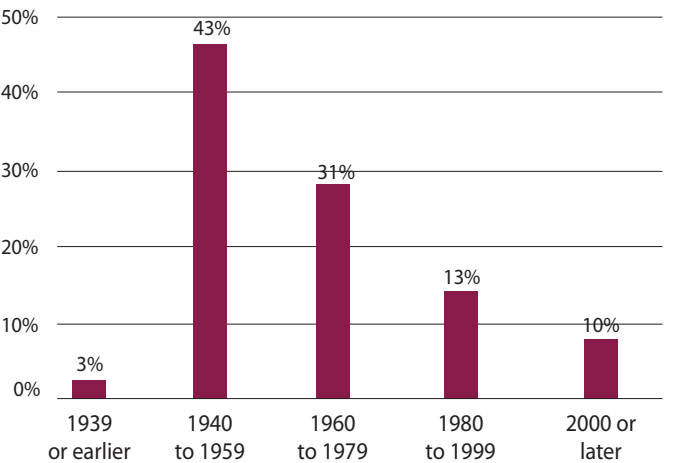
Changes in Wayne County Household Type, SEMCOG 2050 Forecast



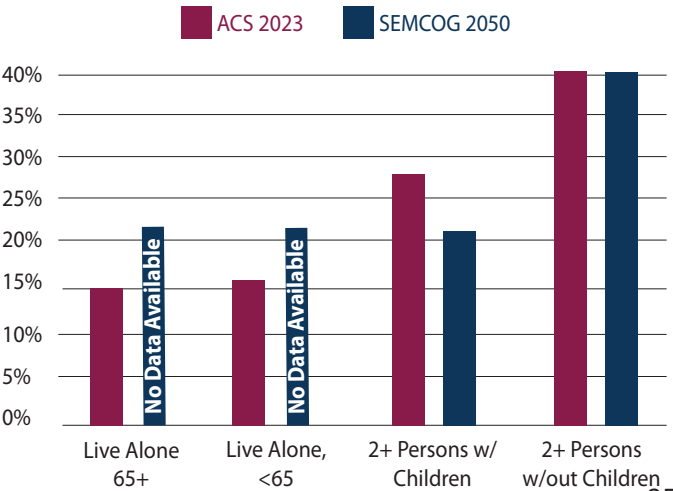
Housing Tenure of all Southgate Housing Units, 2023 American Community Survey



Southgate Housing Unit Age, 2023 American Community Survey



Changes in Southgate Household Type, SEMCOG 2050 Forecast



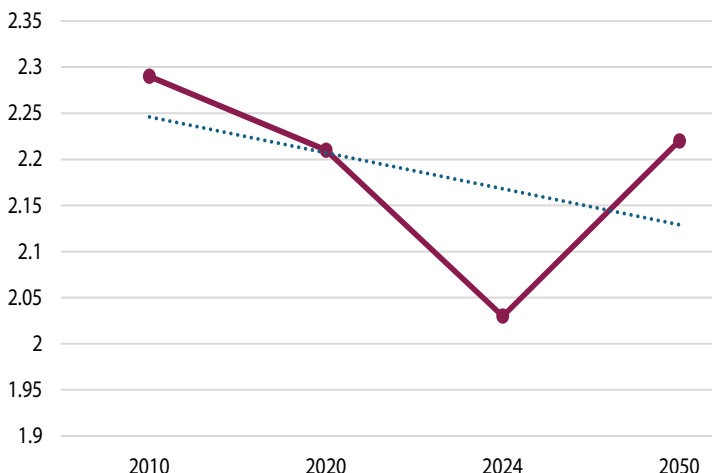
Household Size

Between 2010 and 2020, household size decreased from 2.29 to 2.21, a gradual decrease amounting to 3.5% over the ten year span, which was generally consistent with state and national trends. As of July 2024, SEMCOG data estimates the average household size at 2.03, significantly less than 2010 and 2020. The SEMCOG 2050 Regional Forecast predicts this number to increase over the next three decades back to 2020 numbers at an average size of 2.22.

Construction Trends

Between 2010 and 2025, Southgate has seen a steady increase in residential building permits, including single-family homes, two-family units (duplexes), attached condominiums, and multi-family apartment units. Overall, a net total of 319 housing units have been constructed, with 4 unit demolitions. The home types with the most permits associated were single-family homes (100) and multi-family units (207). Attached condominiums (16) and two-family units (0) had the least number of construction permits.

Average Household Size

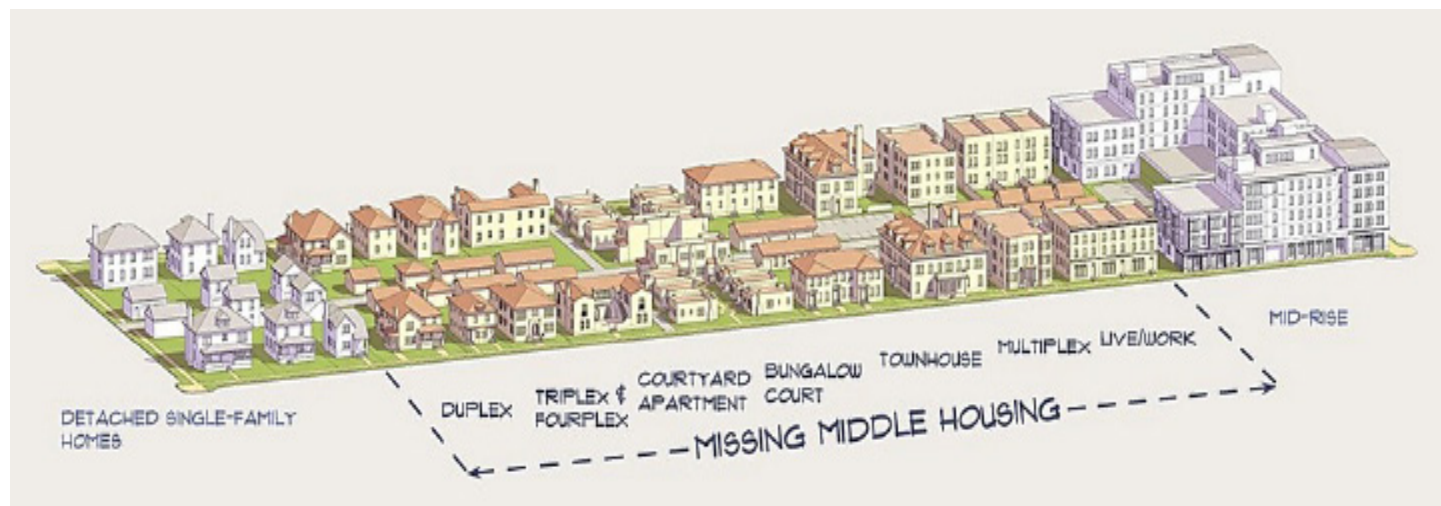


HOUSING NEEDS

Residential land uses, encompassing both single-family and multiple-family dwellings, represent approximately 58.7 percent of the total land area within Southgate. A variety of demographic and socioeconomic factors influence today's housing trends. Nationally and statewide, household sizes continue to decline as families have fewer children and the proportion of older adults increases with the aging population. These shifts are expected to affect housing demand at all levels.

The Future Land Use Plan seeks to promote a balanced and diverse housing stock through the encouragement of varied lot sizes, housing types, and price ranges. This strategy aims to ensure that both existing and prospective residents have access to housing options that accommodate changing economic conditions, household compositions, and lifestyle preferences.

The graphic below illustrates the concept of “Missing Middle” housing—a spectrum of multi-unit or clustered housing types that maintain a scale and character compatible with traditional single-family neighborhoods while addressing the growing demand for walkable, mixed-use environments. These housing forms include triplexes, fourplexes, courtyard apartments, bungalow courts, and live-work units. Many communities are adapting former or underutilized commercial areas into mixed-use corridors by incorporating these housing types to promote more vibrant, connected neighborhoods.



DESIRED FUTURE

Introducing a variety of housing types for all ages is essential to ensure Southgate can be enjoyed through all stages of life.

Residential Buffers

Due to its mid 20th century design, many Southgate neighborhoods directly abut commercial corridors, sometimes with little in the way of fencing or landscaping in between. Adjacent commercial uses can place strain on nearby residents in terms of parking on residential streets, noise, odor and litter drifting into yards. Equally important to planning for commercial corridor expansion, more fully addressed in the Corridors chapter, is protecting existing residential properties with buffers that provide sufficient separation of uses and screening.

In deliberations during the Master Plan process, design ideas for buffers were shared and discussed. A buffer with a masonry wall or landscaping screen or vacating alley space between uses were discussed, which is required under current zoning, with a sliding scale which increases based on use intensity, ranging from heights of five to six feet.

Maintaining Residential Character

The majority of homes within Southgate consist of single-story bungalows. Newer residential developments paint a different picture, as more two-story homes have been built with increasing frequency in the past decade. The size, bulk and design of these new homes can influence the character of neighborhoods in terms of visual consistency and appeal. Newer single-family homes bring re-investment, keep neighborhoods vibrant, and bolsters the City's financial sustainability, however it is essential to monitor building trends to ensure the historic character of existing neighborhoods are preserved.

Southgate policy makers have ensured the existing character neighborhoods are preserved, while encouraging development in and around them. A number of zoning tools have been used by the city to lessen the impact of infill houses, such as maintaining uniform height requirements in all residential districts, requiring roof pitches more in keeping with the area, and scaling floor area and lot coverage requirements with lot size.



Example of a traditional one-story single-family home.



Example of a newer construction two-story home

NEIGHBORHOOD MAINTENANCE

As indicated in the data above, most of Southgate's neighborhoods were developed between 1940 and 1980.

While these neighborhoods have remained desirable, as reflected in rising home values, ongoing investment and upkeep are crucial to preserving the community's vibrancy. Effective neighborhood maintenance relies on home improvements, code enforcement, consistent City communication, high-quality City services, and well-maintained infrastructure.

Home Improvement and Rehabilitation

A neighborhood is defined by the quality of its homes. The City should explore opportunities to support homeowners through home improvement programs that facilitate rehabilitation, necessary repairs, emergency fixes, and ongoing maintenance. Additionally, the City can connect new Southgate residents with Wayne County's HOME Program, which offers down payment assistance for first-time homebuyers. Partnering with local and national businesses could also provide residents with free or discounted supplies, such as smoke alarms and paint. An emerging program the City is actively pursuing is the MI Home Program, a state partnership program providing funding opportunities for home rehabilitation and attainable housing projects.

Infrastructure

Infrastructure connects neighborhoods to each other and the broader community. Southgate remains committed to the ongoing maintenance and enhancement of its municipal water and sewer systems in collaboration with regional partners. Additionally, the City recognizes the importance of well-maintained streets, sidewalks, and street trees in fostering walkable and inviting neighborhoods. To further support residents, the City has established a sidewalk maintenance program where sections of sidewalk within the City are periodically reviewed and replaced when needed. The City's Downtown Development Authority (DDA) also maintains all streetscapes within the DDA district, and the City Tax Increment Finance Authority (TIFA) contracts work to further maintain the Northline Road Median. Sidewalks and overall walkability are explored in greater detail in the Corridor Improvements/Transportation chapter of this Master Plan.

HOUSING CHOICES

The following types of housing are planned for Southgate, within or nearby neighborhoods, to give more choice to residents.

Detached Single-Family Housing

Detached single-family housing consists of traditional one or two story homes which currently make up the majority of home types and serves as the foundation for the community.

Attached Single-Family Housing

Attached single-family housing, which includes duplexes, townhouses, and multi-plexes, consists of two or more dwelling units connected horizontally.

The upkeep of shared areas is typically managed by a condominium association or building owner, reducing the maintenance burden on residents. These housing types are often more affordable than single-family homes. Attached single-family housing is planned for the areas between Fordline and Helen Streets, north of Eureka Road, as well as continued infill development at Woodland Ridge along McCann Avenue. Additional study is required to determine whether duplexes could be incorporated into the single-family neighborhoods and, if so, how they would be implemented.

Multiple-Family Housing

Multiple-family housing options consist of traditional apartments, ranging from a few units to large, complex style developments. Other forms include attached one or two story condominiums, townhomes, and affordable housing developments. These housing types are planned primarily along Dix-Toledo and Northline Roads. Development considerations include proximity to compatible areas, such as service and commercial nodes which can serve an increased area population. Careful consideration should be taken with the impact of additional traffic on neighboring roads for large scale projects.

Senior Housing

Senior housing types include but are not limited to independent living apartments, assisted living facilities, retirement communities, and nursing homes. Future trends indicate the number of residents in Southgate aged 65 and older will increase moderately (6.3%). Land suitable for additional senior housing are also designated as the multi-family future land use category.

Mixed Use

Mixed use development includes the combination of commercial and service related establishments along with residential housing on the same parcel, often within the same building. Commercial uses make up the first floor, with usually two to three floors of residential units located above.

Universal Design Strategies

Access into the home

- No-step front door entrance or a no-step entrance to another location provides access to the main living space.
- Access Ramp creates a no-step entrance.
- Exterior doorway with a 32-inch clear opening, and exterior lighting controlled from inside the residence or automatic or continuously on.
- An exterior or interior elevator, lift, or stair glide unit.

Interior of home

- Interior doorway with a 32-inch clear opening to accommodate wheelchairs and walkers.
- Open single floor living: Eliminate need to navigate stairs and doors by increasing mobility in homes with at least 5 foot diameter turnarounds, and powered door operators. If home is multi-story, incorporate one accessible bathroom on main floor.
- Reachable switches and outlets: Switches should be placed at 44 - 48" high, while outlets should be at least 18" high.
- Friendly floors: Flooring should be a matte slip-resistant surface or low pile carpeting to reduce potential for slips or falls, and ease operation of wheelchair or walker.
- Accessible counter tops, cabinets and storage: Counter tops can be at varying heights of 28-42", with at least 50% of all storage less than 54" high.

Accommodations for individuals with sensory disabilities

- Alarm, appliance, and control structurally integrated to assist with a sensory disability.

Accessible bathroom features

- Maneuverable bathroom or kitchen.
- Walls around a toilet, tub, or shower reinforced and properly installed grab bars.
- Accessibility-enhanced bathroom, including a walk-in or roll-in shower or tub.

These types of developments are best suited for the major corridors of the City, which includes Eureka, Dix-Toledo, and Northline Roads where existing residential neighborhoods about primarily commercial type uses. The addition of mixed use structures would preserve the commercial character of the corridors, while also providing additional housing options for City residents. Parking availability for residents, employees, and visitors of these structures should be strongly considered for potential sites.

AGING IN PLACE

As outlined in the Community Profile chapter, Southgate's population is aging, with the number of residents aged 65 and older expected to grow by 12%, and those 85 and older projected to increase by nearly 50%. To address this, Southgate aims to support residents in aging in the home and community of their choice, a concept known as "Aging in Place." This approach utilizes regulations, programs, and designs that enable individuals to maintain a sense of belonging, purpose, and well-being as they grow older. The City of Southgate can enhance residents' ability to age in place by expanding housing options, as detailed in the previous section, adopting universal design, and improving public spaces and programs.

Housing Choices and Seniors

Southgate offers a variety of senior housing options, including independent living and assisted living services. For older residents who remain in traditional single-family homes, tasks such as home maintenance, yard work, and navigating stairs can become increasingly difficult. Without dedicated financing and regulations, the previously mentioned housing types are not guaranteed to be occupied by seniors or individuals with disabilities. In order to provide the greatest possible amount of housing options, any housing type should be designed using Universal Design principles when the opportunity presents itself.

UNIVERSAL DESIGN

For any dwelling unit in Southgate, including the housing types previously discussed, to truly support aging in place, must be designed to accommodate people of all abilities. Through education and policy initiatives, municipalities have encouraged the adoption of Universal Design, which the National Association of Home Builders defines as "the design of products and environments to be usable by all people, to the greatest extent possible, without the need for adaptation or specialized design." The following section outlines the principles and strategies of Universal Design, along with methods for its promotion.

Resident Universal Design Education

The City should explore opportunities to educate residents about Universal Design. This program should include an overview of its principles, strategies for implementation, cost considerations, and available resources. Various outreach methods can be utilized, such as informational handouts at City Hall, educational materials on the City's website, and public information sessions featuring a Universal Design expert.

Additionally, having an expert available at City Hall to provide guidance, answer questions, and present return-on-investment analyses for Universal Design modifications in a typical Southgate home would further support residents in understanding its benefits.

Building Universal Design Education

The City can provide Universal Design resources to builders during the project design phase, as well as make literature available with building permit applications and on the City's website.

Zoning Changes

Outdoor ramps, lifts, or no-step entrances are sometimes restricted due to setback requirements and lot coverage zoning regulations. These and other Universal Design modifications may not meet the variance criteria set by the Board of Zoning Appeals. To address this, the Zoning Ordinance could be revised to include a provision that allows flexibility with setback and lot coverage requirements to accommodate accessibility improvements.

Setting an Example

The City can set a good example by incorporating Universal Design principles into any future City building and retrofit where feasible.

PLACES AND PROGRAMS

Southgate offers many spaces and programs within and around neighborhoods for residents to connect, stay active, and enjoy various activities. Recreation and social engagement are crucial for fostering a sense of belonging and well-being, which are key components of aging in place. The City can support aging in place by developing vibrant places and programs, as outlined below:

Universal Design Principals

Equitable Use

The design is useful and marketable to people with diverse abilities.

Flexibility in Use

The design accommodates a wide range of individual preferences and abilities.

Simple and Intuitive Use

The design is easy to understand, regardless of the user's experience, knowledge, language skills, or current concentration level.

Perceptible Information

The design communicates necessary information effectively to the user, regardless of ambient conditions or the user's sensory abilities.

Tolerance for Error

The design minimizes hazards and the adverse consequences of accidental or unintended actions.

Low Physical Effort

The design can be used efficiently and comfortably and with minimum fatigue.

Size and Space for Approach and Use

Appropriate size and space is provided for approach, reach, manipulation, and use regardless of user's body size, posture, or mobility.

Walkability

Southgate is a mostly a car-dependent community, with a walkscore® of 67 out of 100. The recently adopted 2025 Parks and Recreation Plan prioritizes the development of trails that connect parks, creating a continuous park system that links community facilities, schools, neighborhoods, downtown Southgate, and regional recreational areas. Over 60% of survey respondents indicated the need and support of additional non-motorized facilities.

Park Design

Parks Should be designed for people of all ages and abilities, with fitness equipment and passive recreation areas for all persons to relax, talk or observe nature. The 2025 Parks and Recreation Plan includes action items to remove accessibility barriers with the goal of making all park facilities accessible to all residents and visitors of Southgate.

Accessible to Medical Facilities

To ensure accessibility for residents of all abilities, medical facilities should be located near neighborhoods, designed to be universally accessible, and easily reachable by pedestrians, cyclists, transit riders, and vehicle passengers. Ideally, these facilities should be situated where neighborhoods intersect with commercial corridors, when appropriate. This topic is further explored in the Corridor Improvements / Transportation chapter.

Social and Community Interaction

The City can enrich the social and cultural lives of its residents by improving public spaces and maintaining programs that bring people together for social and community events. Parks, City facilities, and commercial corridors, especially along Eureka, Dix Toledo, and Northline Roads should be welcoming and vibrant spaces. Some of the many events and programs organized by the City include, but are not limited to:

- ◆ Heritage Days Festival
- ◆ Harvest Fest
- ◆ Easter Egg Eggstravaganza
- ◆ St. Patrick's Day Party
- ◆ Daddy Daughter Dance
- ◆ Noon Year's Eve Celebration
- ◆ Halloween Trunk or Treat
- ◆ Market in the Park

FUTURE HOUSING STRATEGIES

The following strategies regarding housing within the City of Southgate should be considered:

- ◆ Explore implementing a housing improvement program for City residents.
- ◆ Promote universal design strategies for all housing types within the City.
- ◆ Provide educational material on universal design at City Hall for interested homeowners and builders.
- ◆ Continue providing updates on upcoming community events on the City website.
- ◆ Review current zoning ordinances to determine if revisions are necessary in order to accommodate universal design strategies.
- ◆ Review permitted uses within residential zoning districts and ordinances to ensure multiple types housing options are available.
- ◆ Provide an up to date list of available housing programs for residents on the City website.
- ◆ Promote the development of "missing middle" housing projects.
- ◆ Include triplex, fourplex, courtyard apartments, bungalow courts and live-work as defined housing types and allow them in the appropriate zones.
- ◆ Add the provisions of affordable or accessible housing as on the requirements to receive PUD or a density bonus.
- ◆ Conduct a housing market study and amend the Zoning Ordinance based on findings.

Placeholder

Corridor Improvements

Southgate's major roadways, or corridors — Eureka, Dix-Toledo, and Northline Roads and Fort Street — serve as key commercial and entertainment areas that shape some of the City's most memorable spaces. Whether traveling by foot, car, bicycle, or bus, residents and visitors frequently navigate these corridors as part of their daily routines. These areas also serve as activity hubs where people dine, shop, worship, play, and live.

Data from the 2025 Community Survey highlight a strong community interest in expanding commercial and entertainment options, as well as mixed-use developments along these corridors. However, redevelopment can be challenging with physical constraints such as parcel size and parking availability. This chapter outlines strategies to enhance these corridors, transforming them into dynamic and vibrant destinations.

The Master Plan envisions vibrant and inviting corridors, each with their own sense of place. The following strategies should be used in all corridors throughout the City:

Offer Transportation Choices

Corridors should be enhanced to provide safe and accessible transportation options for pedestrians, cyclists, transit riders, and motorists alike. Potential improvements include adding bike lanes, integrating bus stops with new or redeveloped properties, and expanding transit services.

Establishing "transit nodes" along key corridors can serve as a valuable economic development strategy by increasing foot traffic and stimulating local businesses. These nodes feature wider sidewalks and higher-density development, such as taller buildings positioned at the sidewalk's edge, to create a more walkable and vibrant environment. Transit nodes could be implemented along any major corridor identified in this plan.

Improve the Pedestrian Experience

The pedestrian experience along corridors can be improved through design and investment where people walk. This includes the area between the back of curb and front buildings facades. A well designed pedestrian area includes sidewalks and crosswalks of the appropriate width, street trees and street furniture (light poles, benches, etc.) between the sidewalk and the roadway. A defined area for semi-public activity, like outdoor dining or sidewalk sales is also an option. These elements combined are referred to as the "streetscape". The streetscape of corridors should be designed for pedestrians first, and motorists second.

The City should seek to identify areas along its corridors that would be most compatible for streetscape enhancements through the creation of a common streetscape program.

Components of this program should include desired streetscape improvements, such as sidewalk improvements, bicycle lanes, landscaping, and implementation strategies to achieve a consistent corridor aesthetic. Streetscape programs should be designed and implemented for all corridors to create a consistent and inviting atmosphere, while accounting for existing streetscape constraints.

Create Effective Buffers

Given Southgate's layout, corridors frequently border single-family residential areas, which can create tension between the quiet neighborhoods and the activity of commercial corridors. To mitigate this, the City requires a landscaped buffer featuring a masonry wall or an earth berm, ranging from five to six feet in height.

To further enhance this separation, zoning ordinance amendments should reinforce and refine these requirements, promoting the use of decorative walls and green alleys. The goal is to protect residents' well-being and property investments while fostering a more aesthetically pleasing and functional transition between uses.

Diversify Housing Choices in Corridors

Corridors present valuable opportunities for new housing development in Southgate, such as townhomes and upper-story units in mixed-use buildings. A diverse housing mix provides options for different populations, ages, and income levels, enabling residents to remain in Southgate throughout various stages of life. The City should permit additional housing types that align with the character of each corridor. Design guidelines for each corridor are outlined later in this chapter.

Mixed Uses in Corridors

The Master Plan envisions Southgate's corridors transitioning from predominantly office and commercial/service areas to mixed-use developments, incorporating a residential component. The mix of uses could include commercial, office, service type uses, with residential spaces added usually on additional floors of buildings. Specific combinations of uses should be determined by the character of each area, including existing buildings, surrounding land uses, the size and speed of the streets, and the role each corridor plays in serving the community of Southgate.

Promote Public Gathering Spaces

Public gathering spaces, such as parks, plazas, farm markets, and even sidewalks or alleys further promote a sense of community between residents and the City. Public spaces can host community or private events, as well as function as everyday meeting spots for residents. The City should review and implement zoning ordinance amendments which allow for the conversion of vacant and undeveloped parcels within corridors to be converted to public spaces, with one strategy being the implementation of form-based code regulations.

Promote Public Art

Art in public spaces, such as murals on various Southgate businesses, not only encourages commercial investment but also creates appealing venues for community and private events, fosters a sense of community ownership, and improves the overall quality of life for both residents and visitors.

The City should collaborate with organizations such as the DDA, art groups, private property owners, and businesses to promote public art along corridors. This can be achieved by building relationships, streamlining permitting processes, and exploring potential financial support. Public art at key intersections and major destinations enhances Southgate's identity, builds community pride, and adds visual interest for all.

Complete Streets

All corridor improvement efforts should be oriented to achieving the form of complete streets. Complete Streets are roadways that are planned, designed, and built to ensure safe and efficient access for all legal users—whether traveling by car, truck, transit, bicycle, on foot, or with assistive devices. To connect all areas of the City and accommodate people of all abilities and transportation preferences, streets must be designed to support multiple modes of travel. However, no single design solution fits every roadway; treatments should be tailored to reflect surrounding land uses and traffic conditions.

EUREKA ROAD

Eureka Road is a five-lane road spanning the entirety of the City, and serves as a major commercial corridor of the Downriver Area. The Southgate Shopping Center is located along Eureka, and provides residents and visitors alike a large variety of shopping, entertainment, and dining options. Market Center Park is also located in the space, providing a connection between the two major parking areas and residential homes to the south. A challenge identified earlier in this document that is present along Eureka Road is much of the parking options within the corridor are concentrated in the shopping center area, with limited parking for other commercial uses in the corridor. The goal for the Eureka corridor is to continue providing a well-balanced relationship between residential and commercial uses, while also seeking to provide parking options that meet the needs of all uses along the corridor.

Downtown Development Authority (DDA)

The City of Southgate Downtown Development Authority, or DDA, shown on the next page, extends the entirety of Eureka Road, as well as a portion of Dix-Toledo Road. The DDA was established to promote economic development within the City. The DDA has been empowered to utilize tax increment financing to generate financial resources to invest in municipal projects and public/private partnerships that will facilitate development within its corridor business district.

The DDA, as created under State enabling legislation, includes a Development Plan and a Tax Increment Financing Plan. The Development Plan incorporates physical improvements, potentially including, but not limited to, building enhancement, signage, access management, utility improvements and other infrastructure programs, as well as operational improvements such as business development assistance.

The Tax Increment Financing Plan for the DDA is a strategy for funding and implementing the improvements set forth in the Development Plan. The Tax Increment Financing Plan established procedures for the capture and expenditure of funds for DDA projects and estimates the projected value of captured taxable dollars available to the DDA for the purposes of planning and long range development. Captured funds are applicable to corridor areas within the DDA boundary, and should be considered when implementing corridor improvements or design principals.

Eureka Design Principals

The following guidelines apply to the entire corridor:

- Commercial Building frontage should be directed toward Eureka Road and present a continuous front door appearance and lower building scale that is compatible with the residential neighborhoods.
- Potential mixed-use buildings proposed on Eureka may be taller in scale, though not to exceed 3 stories in height.
- When applicable, buildings should be grouped into clusters to provide common green open spaces, ideally as a buffer between residential uses.
- Resident parking should be internal to the development and landscaped.
- Pedestrian walkways should provide safe access to buildings, common spaces, and surrounding sidewalks.
- Sustainable site, building and landscaping elements are encouraged and should be incorporated as appropriate to the site and program.

DIX-TOLEDO ROAD

Dix-Toledo Road is a seven-lane road running northwest along the heart of Southgate. Existing land uses along the corridor mostly consist of residential and commercial. Due to the large number of lanes, potential road diet measures, such as lane removal for pedestrian/bike lanes or additional off street parking. Pairing road diet measures as well as reduced speeds can reduce total vehicle crashes by 19 to 47% as reported by the Federal Highway Administration.

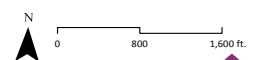
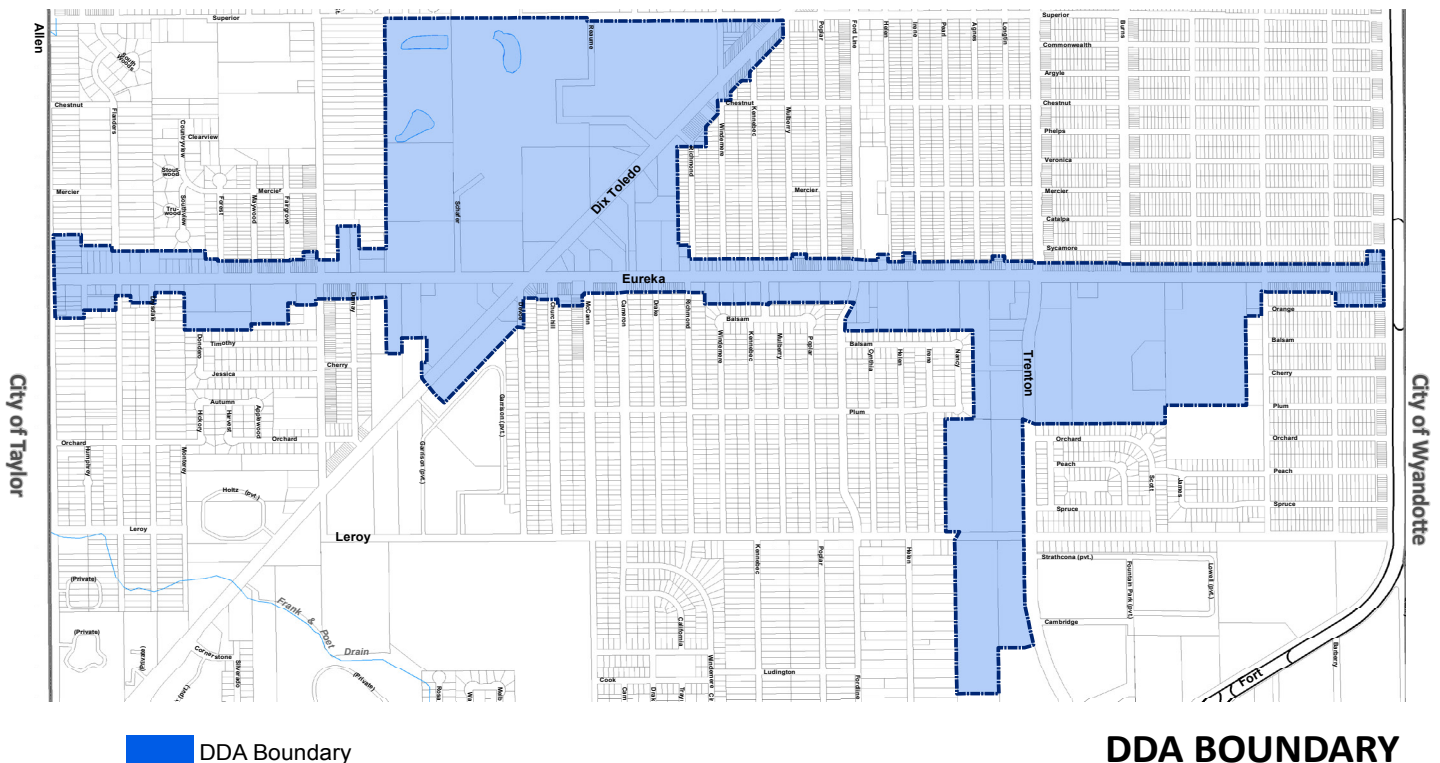
As redevelopment occurs on Dix-Toledo, the City should implement unifying streetscape elements such as landscaping, seating, pedestrian lighting, and others as appropriate, all of which could be made possible if road diet measures are implemented.

Dix-Toledo should remain primarily as small scale commercial uses compatible with single-family housing. Mixed-use projects with first floor retail space and upper floor residential are encouraged.

Dix-Toledo Design Guidelines

The following design guidelines apply to the entire corridor:

- Pedestrian crosswalks must meet accessibility standards and should be well marked.
- Areas adjacent to the curb should be planted with lawn and canopy trees, as space allows.
- Sustainable streetscape features such as permeable pavements, rain gardens and LED lighting are encouraged.
- Facades facing Dix-Toledo should be constructed on similar, uniform materials to further enhance the corridor's identity.
- Encourage public art and murals through the City's application checklist.



Carlisle/Wortman Associates
November 14, 2018



NORTHLINE ROAD

Northline Road stands as another major commercial corridor in Southgate, spanning the entire City from east to west, north of Eureka Road. The I-75 interchange is in close proximity, along with most of the City's vacant land, extending north along Reeck Road. The combination of highway accessibility and industrially zoned land along Reeck serves as an attractive location for new research and development and similar type uses near Northline.

Similar to Eureka and Dix-Toledo, existing land uses along Northline consist of commercial and office space along the road, with a combination of single-family neighborhoods and multi-family developments. Gerisch Middle School and Shelters Elementary are in close proximity to Northline and its residential uses. Much of the corridor is developed, to which future planning efforts should focus on infill, redevelopment of older parcels, and the modernization of building stock to meet today's building code and universal design standards. Future land uses should also be compatible with surrounding residential neighborhoods with adequate screening measures implemented.

FORT STREET

Fort Street is located on the eastern edge of Southgate, bordering the City of Wyandotte. Commercial, retail, and office uses are currently present along the corridor. Fort Street also shares major intersection with Northline and Eureka Roads. Residential neighborhoods are also present behind the main strip of commercial and office uses.

Similar to Northline Road, infill and redevelopment efforts for existing buildings are anticipated. Future coordination efforts with the City of Wyandotte should be utilized for planning efforts in order to provide an effective transition area and preserve the commercial nature of the corridor, while also protecting nearby residential neighborhoods. Due to the similarities between Fort Street and Northline Road, joint design guidelines are suggested.

CORRIDOR IMPROVEMENT AUTHORITY

A potential implementation strategy for all identified corridors in this chapter, with the exception of Eureka Road, includes the establishment of a Corridor Improvement Authority (CIA). A Corridor Improvement Authority enables the use of tax increment financing (TIF) to fund capital improvements within a designated commercial corridor.

Northline/Fort Design Guidelines

The following design guidelines apply to Northline Road:

- Main building entrances should be prominent and visible from the street.
- Building windows should front onto the street.
- Driveways and parking areas should be clearly visible from the street and landscaped.
- Off-street parking lots, including those that abut the sidewalk, are screened with a masonry or decorative wall and landscaping.
- Monument style signs and building mounted signs should be incorporated into the site and building.
- Dumpsters should be screened from view via enclosures.
- Building mounted lighting should complement the building and be down shielded.
- Sustainable features such as permeable pavements, LED lighting, native landscaping, locally sourced and recycled materials are encouraged.

It provides communities—especially those with existing Downtown Development Authorities, such as Southgate, the ability to offer similar revitalization tools to older commercial areas located outside a DDA district. Authorizing Legislation PA 57 of 2018, more commonly known as the Tax Increment Financing Act, authorizes a city, village, or township to create one or more CIA

Local governments can utilize tax increment financing (TIF) revenues generated from increased property values to fund improvements along commercial corridors on arterial or collector roads. These projects may involve land enhancements, as well as the construction, rehabilitation, preservation, equipping, or maintenance of buildings within the development district for either public or private use. Initial project costs can be financed through bond issuance, with repayment derived from the increased property tax revenues, special assessments, or related fees.

Establishment

The steps to establishing a Corridor Improvement Authority are outlined below:

- ◆ Adopt a resolution declaring intent.
- ◆ Publish, post (in 20 places), and mail a notice of public hearing to the governing body of each taxing jurisdiction 20 days before the hearing date.
- ◆ Hold a public hearing on the establishment of the authority and on the boundaries of the district.
- ◆ Adopt an ordinance not less than 60 days following the public hearing establishing the authority and designating the boundaries of the proposed development area.
- ◆ Appoint the board ranging from 5 to 9 members.

Exercising Powers

The appointed CIA board has various powers granted to it by the Tax Increment Financing Act, Including but not limited to:

- ◆ Prepare an analysis of economic changes taking place in the development area.
- ◆ Study and analyze the impact of metropolitan growth upon the development area.
- ◆ Plan and propose the construction, renovation, repair, remodeling, rehabilitation, restoration, preservation, or reconstruction of a public facility, an existing building, or a multiple-family dwelling unit.

- ◆ Plan, propose, and implement an improvement to a public facility within the development area to comply with the barrier free design requirements of the state construction code.
- ◆ Develop long-range plans, in cooperation with the agency that is chiefly responsible for planning in the municipality, designed to halt the deterioration of property values in the development area and to promote the economic growth of the development area.
- ◆ Implement any plan of development in the development area necessary to achieve the purposes of the act.

FUTURE CORRIDOR STRATEGIES

- ◆ Initiate incorporation of City islands.
- ◆ Continue to invest in pedestrian facilities through the development of a strategic non-motorized plan. This should include an inventory of pedestrian facilities and a plan for maintenance, enhancement, and extension.
- ◆ Continue to invest in visible public infrastructure, including streetscape design and public spaces.
- ◆ Identify funding sources in the form of grant opportunities for public spaces and pedestrian facilities.
- ◆ Coordinate Complete Streets efforts and work with transportation authorities and neighboring governments to encourage comprehensive roadway access for vehicles, bicyclists, pedestrians, and public transport riders.
- ◆ Seek to establish Corridor Improvement Authority.
- ◆ Promote the established design guidelines of each corridor.
- ◆ Promote the City mural program along corridors.

Placeholder

Future Land Use

The Future Land Use Plan implements Southgate's Vision and Values into actionable guidelines by identifying specific areas of the city for expected land uses and functions. This chapter includes the distinction between planning and zoning, presents the Future Land Use Map, and outlines the purpose, characteristics, location, and implementation approach for each future land use category.

The Future Land Use Map, as part of the Master Plan, highlights areas within the City that are best suited for future development, based on the community's vision and core values. It serves as a guide for shaping new development in Southgate over the next ten to twenty years.

The land use categories outlined in this chapter and shown on the Future Land Use Map represent areas suitable for current and potential future uses, as described in each category. These categories function as planning districts, offering guidance on possible future development rather than dictating what exactly will happen .

Legally permissible uses of land within the City are defined exclusively by the zoning districts established in the Southgate Zoning Ordinance. Any changes to allowable land uses must be approved by the Planning Commission and City Council, following the procedures outlined in the Zoning Code and in accordance with state law.

These zoning changes may include creating or removing zoning districts, amending the zoning map, or modifying the permitted uses within a district. While the Master Plan plays a key role in guiding these zoning decisions, however it is not the only consideration.

It is important to understand that the Master Plan's Future Land Use Map and a property Rezoning request are fundamentally different. The Future Land Use Map is adopted as part of the comprehensive Master Plan, whereas a Rezoning request is reviewed independently based on standards outlined in the Zoning Ordinance. This review ensures that any zoning changes align with the Future Land Use Map and Master Plan, while also protecting the interests of neighboring property owners. The graphic on the next page illustrates the distinctions between the Master Plan and the Zoning Ordinance, as well as between the Future Land Use Map and the Zoning Map.

The difference between the Master Plan & the Zoning Ordinance

Master Plan

- ◆ Is a long-term guiding policy document
- ◆ Applies 5-20 years into the future
- ◆ Has goals and objectives based on community input
- ◆ Includes analysis and recommendations on economy development, housing, transportation, infrastructure, land use, etc.
- ◆ Must be reviewed once every 5 years by State Law
- ◆ Is not intended or expected to serve as law

Zoning Ordinance

- ◆ Is the law
- ◆ Applies now
- ◆ Is subject to Federal and State law, and Federal and State case law
- ◆ Regulates land use, building size, form, placement, parcel area, width, depth, parking, landscaping, etc.
- ◆ Must be based on a Master Plan, per State Law
- ◆ Is used to implement the Master Plan

Future Land Use Map

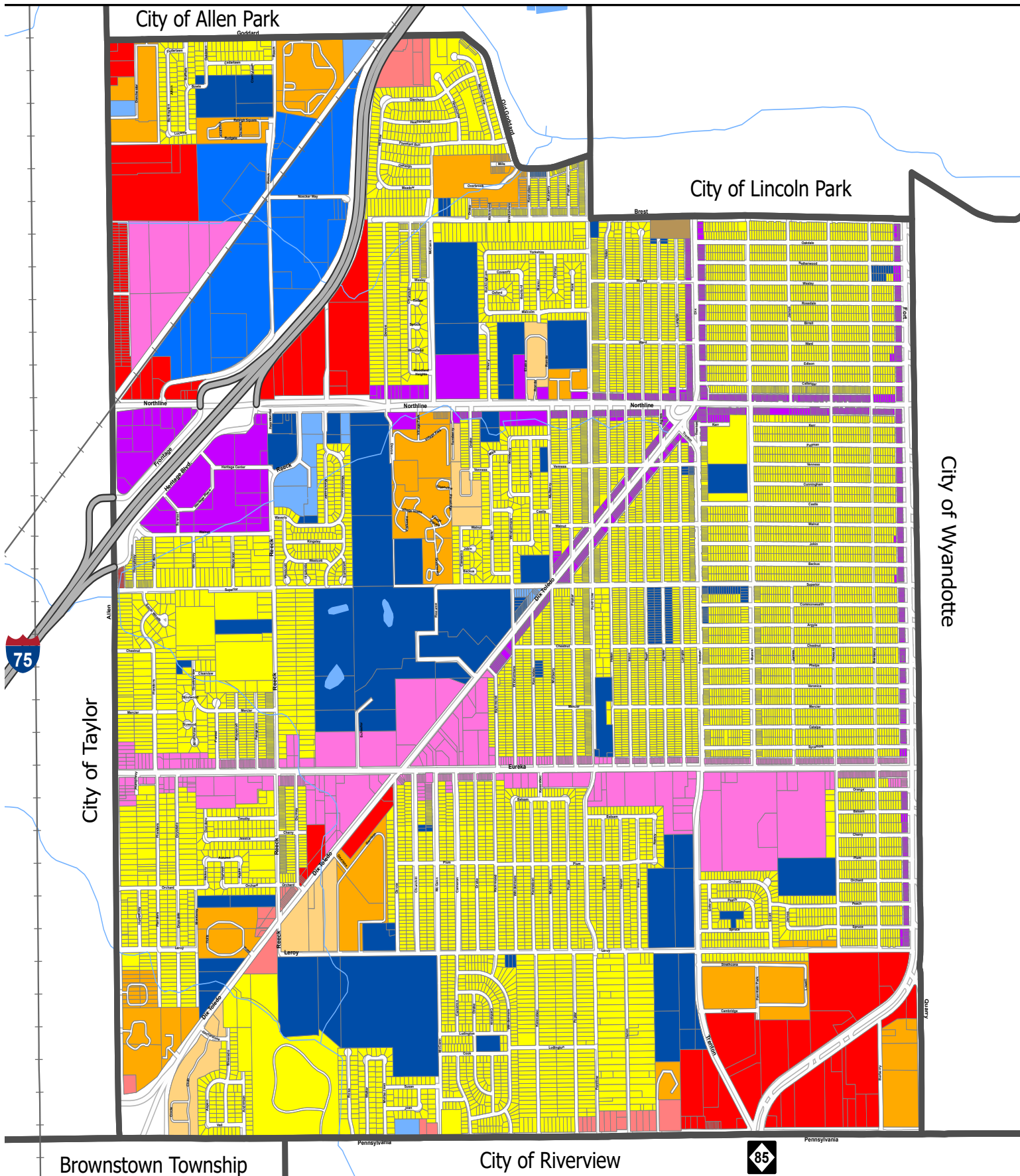
- ◆ Is a visual guide for future planning
- ◆ Applies now and up to 20 years into the future
- ◆ Has future land use categories, which describe what may be considered if zoning changes
- ◆ Provides descriptions on types of uses that are appropriate in particular areas and details on desired density, height, design, landscaping, etc.
- ◆ Shows possibilities, not guaranteed changes
- ◆ Can be changed during a master plan update, which has extensive community input, a recommendation by the Planning Commission, and approval by the City Council

Zoning Map

- ◆ Is the law
- ◆ Applies now
- ◆ Has zoning districts, which state what land uses, building types can be built now
- ◆ Mandates land use, building size, form, placement, parcel area, width, depth, etc. for each zoning district
- ◆ Must be followed for all new development
- ◆ Can only be changed by a Rezoning or Zoning Map Amendment process, a multi-step approval process that includes a public hearing and recommendation by the Planning Commission, and approval by the City Council

It is important for both City officials and residents alike to understand the relationship between the Master Plan and the Zoning Ordinance. The Michigan Planning Enabling Act (Act 33 of 2008) authorizes communities to develop a Master Plan, which establishes a long-term vision for land use and development. In turn, the Michigan Zoning Enabling Act (Act 110 of 2006) provides the legal framework for creating zoning ordinances that implement and enforce the goals set forth in the Master Plan.

Future Land Use Map

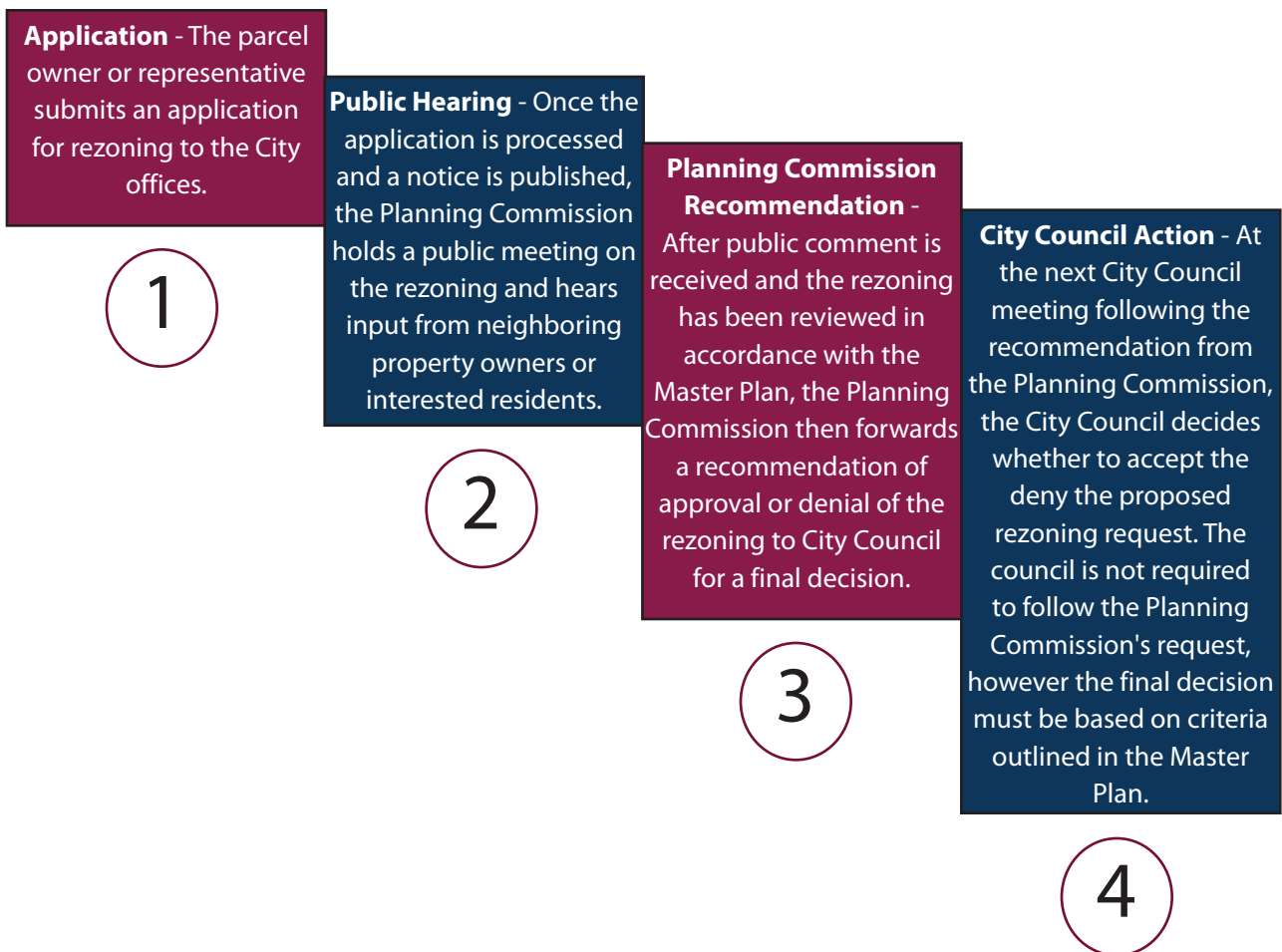


Future Land Use Map Legend

- Single Family Detached
- Single Family Attached
- Multiple Family
- Manufactured Home Park
- Local Commercial
- General Commercial
- Office
- Mixed Use
- Mixed Office and Commercial
- Technology and Research Park
- Public and Semi-Public
- Railroads



The Rezoning Process



- ◆ A Rezoning or Map Amendment is:
 - ◆ Generally parcel-specific
 - ◆ Can be initiated by a property owner or by City staff
 - ◆ Must be in line with the adopted Future Land Use map as part of the Master Plan
 - ◆ A multi-step approval process that includes a public hearing and recommendation by the Planning Commission, and final approval by the City Council
- ◆ City Council has the authority to grant or deny a proposed rezoning or zoning map amendment
- ◆ Additional rezoning considerations include:
 - ◆ The parcel's capacity to handle uses allowed in the new zoning district
 - ◆ Development trends in the area, and the potential impact of the new zoning district on surrounding properties
 - ◆ Whether there is a clear demand for uses that are allowed within the new zoning district, and if there would be a clear community benefit should the rezoning be approved
 - ◆ Whether the rezoning will help accomplish goals and objectives established within the Master Plan

SINGLE FAMILY DETACHED

Single Family neighborhoods are located throughout the entirety of Southgate and make up a majority of land uses (50%) within the City. The Single Family Detached category is intended to preserve the quality of existing residential neighborhoods while recognizing the need for other uses to support the quality of life within while preserving the overall community character. Compatible land uses for this category include detached residential homes and ancillary uses which support the residents of each neighborhood such as parks and open space and community support facilities such as churches, schools, and public buildings.

SINGLE FAMILY ATTACHED

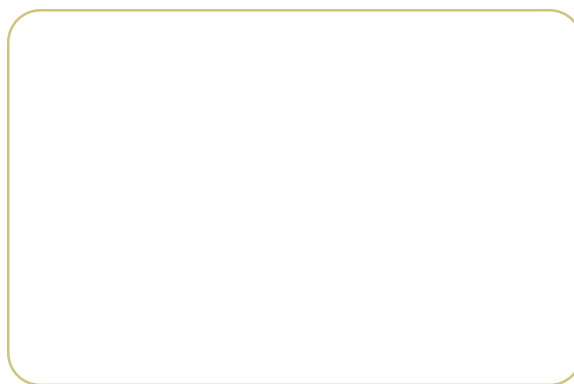
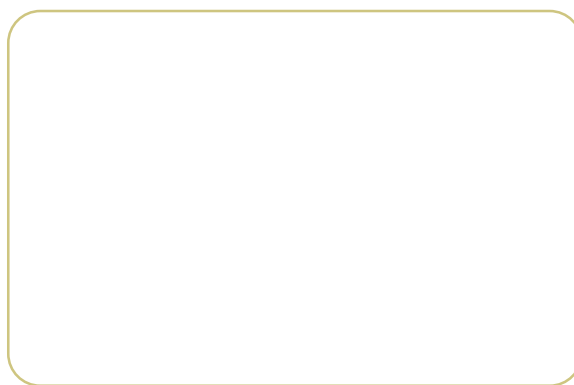
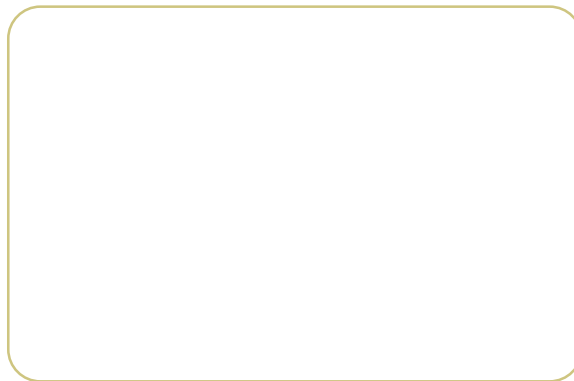
The Single Family Attached category is intended to promote a variety of single-family housing styles, including townhomes and attached condominiums to serve as an additional housing option for Southgate residents, and in certain situations to serve as a transitional buffer between single family neighborhoods and land uses which may generate greater amounts of traffic, such as commercial businesses.

MULTIPLE FAMILY

The Multiple Family land use category primarily includes multi-family apartment buildings, but can also encompass group living arrangements such as independent and assisted living facilities, as well as convalescent care homes. These areas are largely occupied by existing apartment complexes. By providing more affordable housing choices, multiple-family developments serve as a valuable and affordable alternative to conventional single-family detached residences.

MANUFACTURED HOME PARK

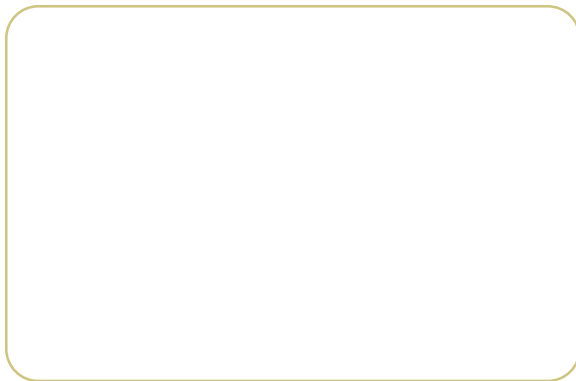
The Manufactured Home Park category is designated for the development of manufactured or mobile home communities situated within a unified park-like environment. It is characterized by the presence of multiple manufactured housing units located on a single parcel of land, typically arranged to foster a sense of community. Ancillary uses, such as leasing or sales offices, recreational amenities, and community facilities, are commonly integrated to support the residential function of the park.





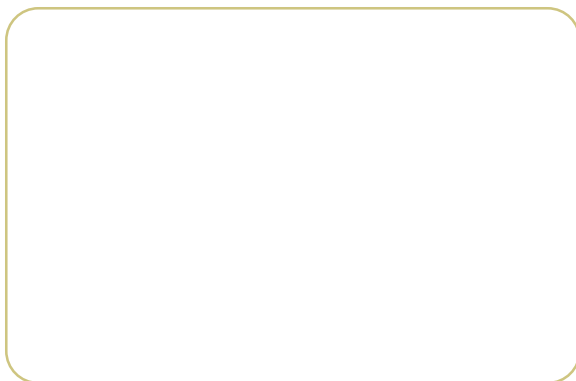
LOCAL COMMERCIAL

The Local Commercial land use category encompasses areas within the City that support retail and service establishments meeting everyday convenience needs of residents and visitors alike. Compatible land uses include, but are not limited to banks, florists, convenience stores, and personal service providers. It's important to recognize that local commercial uses may also be suitable in areas identified as Mixed Use or Mixed Office and Commercial on the Future Land Use Map. Appropriate screening measures between land uses within this category and nearby residential uses should also be incorporated.



GENERAL COMMERCIAL

The General Commercial land use category covers areas occupied by larger retail businesses that offer goods typically purchased less frequently. General Commercial uses include, but are not limited to gas stations, large stand-alone retailers, restaurants, and extensive retail strip centers anchored by multiple major tenants such as department stores and large supermarkets. Several of the City's largest shopping centers fall under this designation. The most significant concentrations of General Commercial land are located along Fort Street in the southeastern corner of the City, as well as near the intersection of Northline and Allen Roads in Southgate's northwestern area. Land uses within this category should be easily accessible along major thoroughfares, with appropriate residential screening measures.



OFFICE

Appropriate uses within the Office land use category include financial institutions, medical offices, professional service providers, and similar uses dedicated to business operations. This category encompasses both single-tenant professional buildings and larger multi-tenant office complexes. As with local and general commercial uses, office developments may also be suitable within areas identified as Mixed Use or Mixed Office and Commercial on the Future Land Use Map.

MIXED USE

The Mixed Use land use category is characterized by a combination of land use types that compliment each other within a specific area. This category may include a single development that features a mix of uses on the same property, or may also characterize an area of separately owned properties featuring a mix of land uses, complimented with multiple family housing options.

A major goal of the Mixed Use category is to provide additional affordable housing and retail/service options to the community. To achieve this goal, a mixed use overlay zoning district will be created, allowing a mix of uses and building form that may not be permitted under conventional zoning regulations to provide a greater amount of development flexibility.

The entire length of Dix Toledo Road, Eureka Road, Northline Road, and Fort Street have been designated as Mixed Use. At present, these major thoroughfares feature a wide variety of land uses including single family homes, offices, local and general commercial businesses, regional shopping centers, and semi-public uses.

Generally, the land uses within the corridor compliment each other, and therefore, the Future Land Use Plan envisions that the corridor maintain its mix of land uses. However, steps must be taken to create a unique identity and foster cohesiveness within each corridor in order to strengthen its position within the region. Developing a unique theme for the corridors, implementing streetscape improvements, and requiring adherence to uniform design guidelines are specific recommendations that can help achieve this goal.

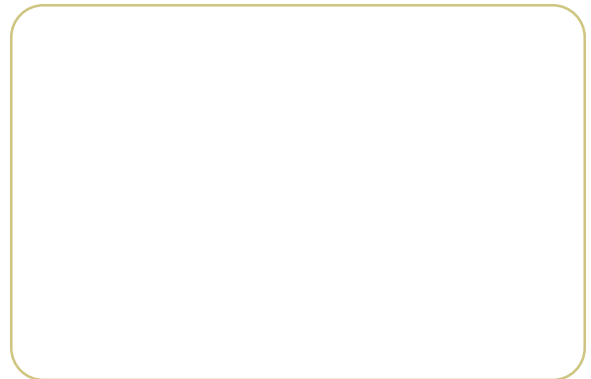
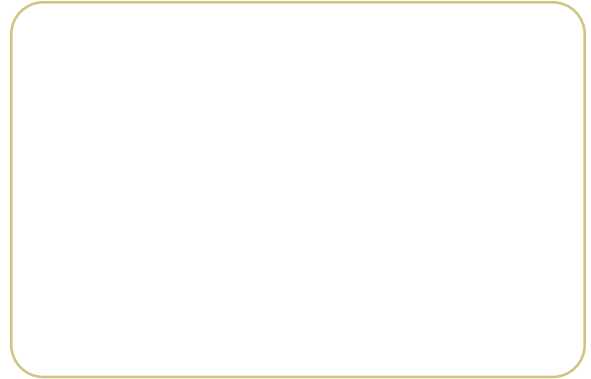
MIXED OFFICE AND COMMERCIAL

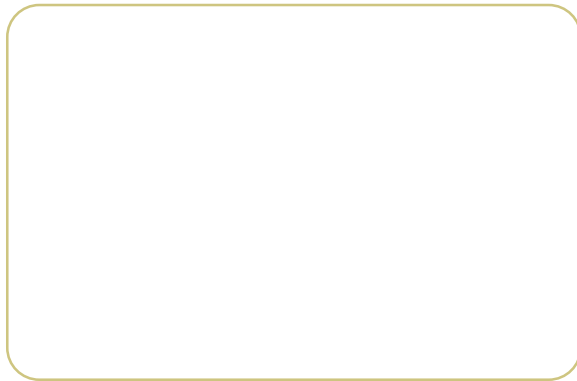
Similar to the Mixed Use category, the Mixed Office and Commercial land use designation features a combination of complementary land uses within a defined area. However, the Mixed Office and Commercial category is intended to be primarily occupied by office and commercial uses, with no residential uses. This designation has been applied to properties with frontage along several of Southgate's major transportation corridors, including Northline Road, Dix Toledo Avenue, and Fort Street.

TECHNOLOGY AND RESEARCH PARK

This land use category is defined by a campus-style setting designed to support high-tech industries and functions. Typical uses include light manufacturing, telecommunications, medical diagnostic and treatment facilities, office operations, and similar uses. Developments within a Technology and Research Park often involve related activities, promoting collaboration and enhancing the overall success of the area.

Key features of effective campus-style site design include controlled and convenient access points, service areas located along the sides or rear of buildings, well-planned visitor parking and internal circulation.



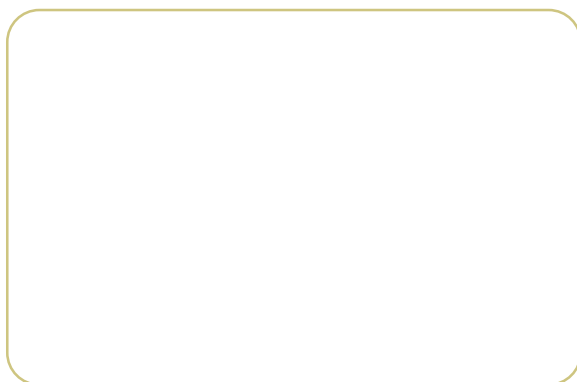


The screening of outdoor storage, workspaces, and mechanical equipment should also be prioritized. Site design should emphasize the main building entrance and include thoughtful landscaping. To avoid repetitive building facades and promote visual interest, a mix of building and parking setbacks is encouraged. Structures should be positioned on landscaped "turf islands," ensuring that the office portion of each building does not directly border paved parking areas. A landscaped buffer of at least five to seven feet should separate parking areas from building entrances. Building setbacks should be scaled appropriately to the size of the structure and take into account the character of surrounding development.

Lands designated for this use are primarily located in the northwestern section of the City, along Reeck Road and near I-75. The Technology and Research Park area benefits from high visibility from I-75, proximity to the Northline Road/I-75 interchange, and access to a nearby rail line.

PUBLIC AND SEMI PUBLIC

The Public and Semi-Public land use category includes both developed and undeveloped properties owned or operated by governmental entities, public agencies, and semi-public institutions. This category covers a range of uses such as schools, municipal facilities, religious institutions, parks, golf courses, and recreational areas. It is a goal of the City to continue maintaining and improving these areas when appropriate in order to maintain the quality of life Southgate residents deserve.



ZONING PLAN

The following table lists each future land use category with the associated zoning districts in the City of Southgate Zoning Ordinance, at the time of the adoption of the Master Plan. The table designates which zoning district is anticipated to be compatible with the Master Plan. The table is a guide, not a set menu, since unforeseen circumstances may occur between the adoption of this plan and a rezoning request.

Future Land Use Category	Zoning District
Single Family Detached	RE, Residential Estate
	R-1, One Family Residential
	R-1A, One Family Residential
	R-1B, One Family Residential
Single Family Attached	R-2, Two Family Residential
Multiple Family	R-2, Two Family Residential
	RM, Multiple Family Residential
Manufactured Home Park	MH, Mobile Home Park
Local Commercial	RO-1, Restricted Office
	C-1, Community Business
General Commercial	C-2, General Business
	C-3, Thoroughfare Service
Office	RO-1, Restricted Office
Mixed Use	R-2, Two Family Residential
	RM, Multiple Family Residential
	C-1, Community Business
Mixed Office and Commercial	RO-1, Restricted Office
	C-1, Community Business
	C-2, General Business
	C-3, Thoroughfare Service
Technology and Research Park	M-1, Light Industrial
Public and Semi Public	RE, Residential Estate
	R-1, One Family Residential
	R-1A, One Family Residential
	R-1B, One Family Residential
	R-2, Two Family Residential
	RM, Multiple Family Residential
	RO-1, Restricted Office
	C-1, Community Business
	C-2, General Business
	C-3, Thoroughfare Service



Goals and Objectives

Before a community can effectively plan for its future growth and development, it must first establish clear goals and objectives that define its needs and aspirations. These goals and objectives should reflect the community's desired character and the quality of life its residents seek, while remaining mindful of practical economic and social limitations. To ensure these goals and objectives are properly applied, it is important to understand their distinct purposes and how they relate to one another. The following definitions provide this clarification.

Goals

A basic statement that sets a critical path, provides direction, and describes to the organization how the desired outcome should look. Goals are a critical part of the planning process in that they are flexible, defining for the organization, and timeless. Goals stay with the organization until they are achieved. Goals are ambitious and general. They address issues and specific needs or problems, but they are grand in scope and speak to fundamental change and directly serve the mission of the organization.

Objectives

These are the means to achieve a goal. An objective is a plan of action that sets a more specific task within a goal and helps gauge success.

Objectives should often meet the following criteria:

- ◆ An objective must be specific.
- ◆ An objective must be measurable.
- ◆ An objective must be able to be assigned to a responsible party.
- ◆ An objective must be trackable and easy to follow.

The Goals and Objectives are as follows:

Goal 1 – Identify, conserve, and maintain those undeveloped areas in the City which provide residents with the chance to enjoy recreational opportunities and open spaces.

Objectives -

- ◆ Promote open space conservation of available existing lands within the City so as to provide relief from the repetitiveness of the urban form.
- ◆ Further the continued development of recreational facilities which provide community residents with a variety of physical activities.

- ◆ Maintain current local and neighborhood parks and investigate the need for new facilities in undersupplied areas.
- ◆ Encourage the provision of new parks and retention of open spaces during new development or redevelopment projects.

Goal 2 – Promote and encourage city-wide connectivity through non-motorized transportation alternatives.

Objectives -

- ◆ Enhance existing, and development of new, non-motorized trails, such as bike and pedestrian paths, throughout the City.
- ◆ Maintain continuous sidewalks linking community facilities (both public and private), to residential and commercial areas.
- ◆ Promote sound access management principles for major roadways, including limitations to multiple curb cuts and drive-through traffic, thereby stabilizing the pedestrian realm.
- ◆ Coordinate with stakeholders such as the Downriver Linked Greenways Initiative for possible trail connections/extensions.

Goal 3 – Promote Southgate as a community for life-long living.

Objectives -

- ◆ Promote the development and/or redevelopment of single-family residential areas offering a myriad of living locales, environments, and options including, but not limited to, attached condominiums, stacked ranches, townhomes, and traditional single-family detached structures.
- ◆ Encourage development of a diverse new housing stock appropriate for a range of ages (individuals, young and growing families, empty-nesters), and income levels.
- ◆ Encourage development of residential types which provide services and amenities for an aging or disabled population including independent, assisted, and convalescent living options.

- ◆ Allow for controlled and planned growth through continued enforcement of existing zoning and review procedures.
- ◆ Encourage creative design and development planning which will produce visual harmony, without monotony, and reflect the City's preferred aesthetic.
- ◆ Facilitate community improvement policies including, but not limited to, preservation of existing tree stock, street tree plantings, community gardens, and sidewalk improvements.
- ◆ Provide for areas of transition or buffering between residential and nonresidential developments.
- ◆ Discourage the encroachment of nonresidential uses into established residential neighborhoods.
- ◆ Utilize "Smart Growth" principals on a site-by-site basis to ensure livability and sustainability of residential development within the City.

Goal 4 – Maintain the existing commercial base and encourage commercial development that satisfies local market needs and provides a positive contribution to the local tax base.

Objectives -

- ◆ Provide reasonable opportunities for the establishment of commercial uses that meet the demonstrated market needs of City residents.
- ◆ Improve the overall aesthetic character, and encourage the maintenance of structures within Downtown Development Authority (DDA) and commercial areas City-wide.
- ◆ Continue to improve and maintain relationships between business owners and City government, while fostering a sense of partnership.
- ◆ Encourage the improvements of paving, lighting, and marking of existing parking areas within the City's traditional commercial areas, and assess the need to provide supplemental parking strategies.
- ◆ Promote the image of Southgate's commercial areas as an attractive business location through a series of strategically placed enhancements including streetscapes and other infrastructure improvements, landscaping and superior signage.

- ◆ Utilize “Smart Growth” principals on a site-by-site basis to ensure livability and sustainability of commercial development within the City.
- ◆ Consider employment of a “Smart” Scorecard developed by the Congress for New Urbanism to help communities make better project-level decisions that help to achieve Smart Growth objectives on an individual basis.

Goal 5 – Maintain a healthy and progressive commercial mix that allows the Eureka corridor to be a sought after business destination.

Objectives -

- ◆ Promote and preserve those existing business uses that maintain or increase the City’s commercial tax base.
- ◆ Identify underutilized sites or structures along the Eureka corridor, and work with City staff and the development community to propose inventive redevelopment concepts.
- ◆ Facilitate strict code enforcement of all corridor properties to ensure public health, safety, and welfare, as well as the aesthetics of the corridor.
- ◆ Endorse and encourage the use of the Eureka Corridor Design Guidelines established by the Downtown Development Authority during site plan approval.
- ◆ Support the efforts of the Downtown Development Authority in their pursuit of not only quality businesses but in superior site design.
- ◆ Create, promote and distribute a new graphic identity and place name for the DDA area/Eureka corridor, include this graphic identity and name on City signage, banners, future facilities, marketing materials, etc.

Goal 6 – Provide for the efficient and logical maintenance of existing, or extension of new, public services and facilities.

Objectives -

- ◆ Facilitate development and coordination of access oriented transportation plans for both motorized and non-motorized transportation amenities.

- ◆ Promote ongoing, harmonious relationships with the Michigan Department of Transportation, the Wayne County Road Commission, and other agencies which maintain the transportation linkages within the City.
- ◆ Harmonize the relationships between motorized and non-motorized modes of transportation within the City through public educational forums and pamphlets, improved signage, and driver awareness programs.
- ◆ Encourage the use of traffic studies when reviewing new developments within the City.
- ◆ Preserve existing City facilities and services which include neighborhood parks, the Civic Center, Senior Center, Golf Course, the Nature Center and other recreational amenities. Encourage the development of new services or the expansion of existing services or facilities where available and appropriate.
- ◆ Continue coordination of recreational amenities with outside sources such as the City of Southgate Public School System.
- ◆ Plan for the continued maintenance of the City’s infrastructure systems through capital improvement programming.

Goal 7 – Organize parking in commercial areas to increase efficiency and improve appearance.

Objectives -

- ◆ Investigate opportunities for commercial properties with restricted lot sizes to utilize on-street parking where available and appropriate.
- ◆ Consider the development of smaller parking space sizes for commercial lots of restricted size.
- ◆ Investigate the potential opportunities presented by alternative parking strategies, including shared parking and alternative parking schedules for different commercial business types (i.e., A bank and a dinner only restaurant).
- ◆ Evaluate the required parking standards within the City Zoning Ordinance.
- ◆ Investigate opportunities for several businesses to specifically plan for one parking area that is owned and maintained by any business owners included in the parking agreement.

Goal 8 – Facilitate revitalization efforts to position Southgate as a local and regional hub for culture and entertainment.

Objectives -

- ◆ Facilitate the development of new community facilities aimed to engage pre-existing talent, as well as draw from the larger creative class.
- ◆ Incorporate a regional marketing strategy detailing the assets of Southgate as a destination community.
- ◆ Encourage the business community within Southgate to work proactively with City Administration to promote their services or sponsor community-wide events.
- ◆ Consider “branding” for the City that can be utilized in all Southgate promotional materials.

Goal 9 – Encourage and facilitate traditional and nontraditional economic development initiatives.

Objectives -

- ◆ Create and maintain a marketing strategy for attracting potential developers and to provide a vehicle for positive self-promotion for the City. The objective could be coordinated with Goal 8 regarding promotion of Southgate as a destination community.
- ◆ Develop incentive programs and assistance methods to help foster existing local businesses. These programs may include assistance from the Downtown Development Authority or in-kind services from City Departments.
- ◆ Facilitate public/private partnerships between the City and developers to spearhead new development and redevelopment projects.

Goal 10 – Protect water and environmental resources.

Objectives -

- ◆ Support the goals of the Ecorse Creek and Downriver Watershed Management Plans.
- ◆ Consider the installation and maintenance of riparian buffers along the open water courses of the Grams and Frank and Poet Drains.

- ◆ Determine feasibility of including the Frank and Poet Drain into the existing City of Southgate Nature Center.
- ◆ Utilize native plant materials whenever possible in new development and redevelopment.
- ◆ Consider adopting new ordinances focused on the protection of natural features, wetlands, native plant materials, open space preservation and natural buffers.

Goal 11 – Promote the development of Southgate's major corridors with a variety of uses that are complimentary and compatible with nearby residential neighborhoods.

Objectives -

- ◆ Identify and establish a new corridor improvement authority for key areas along Northline, Dix-Toledo, and Fort Street.
- ◆ Review and implement zoning ordinance revisions to provide greater flexibility in development standards that encourage mixed-use projects.
- ◆ Provide a streamlined review process for projects that achieve performance standards such as installation of green space/infrastructure and creative parking solutions.
- ◆ Explore road diet and street activation techniques.
- ◆ Coordinate cooperation opportunities with the City DDA and TIFA to create transition zones that enhance a walkable environment where appropriate coupled with traffic calming techniques.

Goal 12 – Actively seek to implement the goals and objectives of the 2025-29 Parks and Recreation Master Plan.

Objectives -

- ◆ Coordinate park and open space development with the Parks and Recreation Commission and Parks and Recreation Department.

Placeholder

Implementation

This Master Plan contains many land use recommendations that function as benchmarks and provide basic guidelines for making development decisions. The completion of this Master Plan is but one part of the community planning process. Realization or implementation of the recommendations of the Plan can only be achieved over an extended period of time and only through the cooperative efforts of both the public, private and nonprofit sectors.

Implementation of the Plan may be realized by actively pursuing a myriad of topics. These include, but are not limited to, the following action items:

- ◆ Continuing public involvement processes;
- ◆ Auditing, analysis, revisions, and adoption of existing or new City ordinances or regulations pertaining to continued development and redevelopment within the City;
- ◆ Supporting and ensuring enforcement and consistent administration of in-place policies, ordinances and regulations;
- ◆ Providing a program of capital improvements and adequate, economical public services to encourage continued community growth; and,

- ◆ Developing and then prioritizing municipal programs and joint public/private partnerships.

Timeframe

The time it may take to implement strategies outlined in this chapter will vary based on, but not limited to, the resources required, the capacity to initiate the strategy, and the amount of time between meeting with stakeholders to formulating an implementation plan.

Responsible Parties

The City will lead strategies and partner with local organizations to elevate the impact of each strategy.

CC	City Council
PC	Planning Commission
DDA	Downtown Development Authority
PR	Parks & Recreation
DPS	Department of Public Services
WC	Wayne County
CA	City Administrator's Office
TIFA	Tax Increment Finance Authority
BD	Building Department
EDCB	Economic Development Corporation Board
BRA	Brownfield Redevelopment Authority

Development Strategies					
Strategies	Time Frame				Involved Entity
	Immediate	Mid-Range	Long-Range	Continuous	
Maintain an active database of developable land within the City.				●	BD, EDCB
Obtain Redevelopment Ready certification.	●				CA, CC
Review and evaluate current zoning ordinance to ensure requirements are reflective of the City's desired outcomes.				●	PC, CC
Facilitate a process to create design and use concepts for desired action sites.		●			BD, CA, CC
Maintain an active role in marketing Southgate to potential developers.				●	DDA, TIFA, EDCB
Maintain consistent City-wide branding on official documents and forms.	●				All City Depts.
Focus on exploring possible benefit programs and strategies for local business retention and growth.		●			DDA, TIFA, EDCB
When appropriate, seek to update public infrastructure and utilities.			●		DPS, CC
Continue to maintain and enhance public gathering spaces.				●	DDA, TIFA, DPS, PR
Focus on retention and growth of existing businesses.				●	DDA, TIFA, EDCB
Allow density or height bonuses when workforce or attainable housing is included.				●	PC, CC
Follow the goals and objectives of the Parks and Recreation Master Plan.				●	PR, CC
Provide city staff and elected and appointed officials opportunities to participate in various trainings.				●	CC

Housing

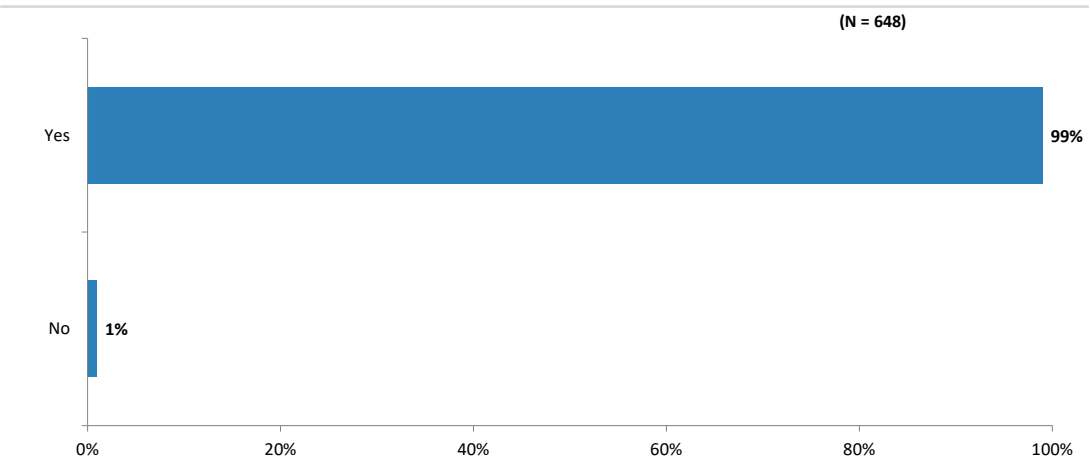
Strategies	Time Frame				Involved Entity
	Immediate	Mid-Range	Long-Range	Continuous	
Explore implementing a housing improvement program for City residents.		●			EDCB, CC
Promote universal design strategies for all housing types within the City.				●	BD, EDCB
Provide educational material on universal design at City Hall for interested homeowners and builders.	●				BD, EDCB
Continue providing updates on upcoming community events on the City website.				●	CA
Review current zoning ordinances to determine if revisions are necessary in order to accommodate universal design strategies.		●			PC, CC
Review permitted uses within residential zoning districts and ordinances to ensure multiple types housing options are available.		●			PC, CC
Provide an up to date list of available housing programs for residents on the City website.	●				CA, EDCB
Promote the development of "missing middle" housing projects.				●	EDCB, DDA, CC
Include triplex, fourplex, courtyard apartments, bungalow courts and live-work as defined housing types and allow them in the appropriate zones.	●				PC, CC
Add the provisions of affordable or accessible housing as on the requirements to receive PUD or a density bonus	●				PC, CC
Conduct a housing market study and amend the Zoning Ordinance based on findings.		●			EDCB, CC

Corridor Improvement					
Strategies	Time Frame				Involved Entity
	Immediate	Mid-Range	Long-Range	Continuous	
Initiate incorporation of City islands.	●				CC
Continue to invest in pedestrian facilities through the development of a strategic non-motorized plan. This should include an inventory of pedestrian facilities and a plan for maintenance, enhancement, and extension.				●	CC, PR, EDCB
Continue to invest in visible public infrastructure, including streetscape design and public spaces.				●	DPS, CC, DDA, TIFA, EDCB
Identify funding sources in the form of grant opportunities for public spaces and pedestrian facilities.	●				CC, EDCB, DDA, TIFA
Research and seek to implement a road diet plan in corridor areas capable of handling such improvements.		●			DDA, TIFA, EDCB
Coordinate Complete Streets efforts and work with transportation authorities and neighboring governments to encourage comprehensive roadway access for vehicles, bicyclists, pedestrians, and public transport riders.			●		CC, EDCB, DDA, TIFA, CA
Seek to establish Corridor Improvement Authority.	●				CA, CC
Promote the established design guidelines of each corridor.				●	CC, DDA, TIFA
Promote the City mural program along corridors				●	CA, BD, DDA, TIFA, EDCB



Appendix - Community Survey Results

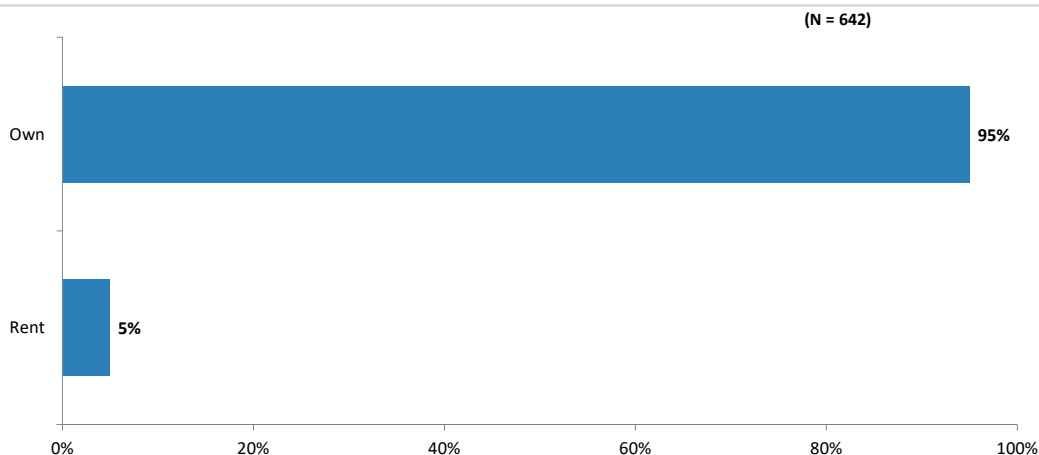
1. Are you a City of Southgate resident or property owner?



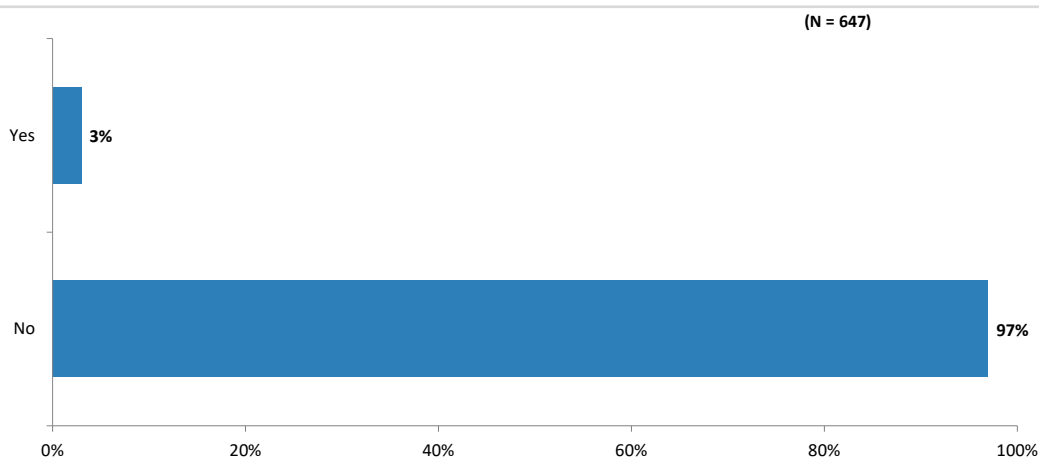
2. Please tell us where you live (non-residents only, please)

Response No.	Answer text
143	Florida
321	Riverview
554	Brownstown
576	romulus
587	Wyandotte

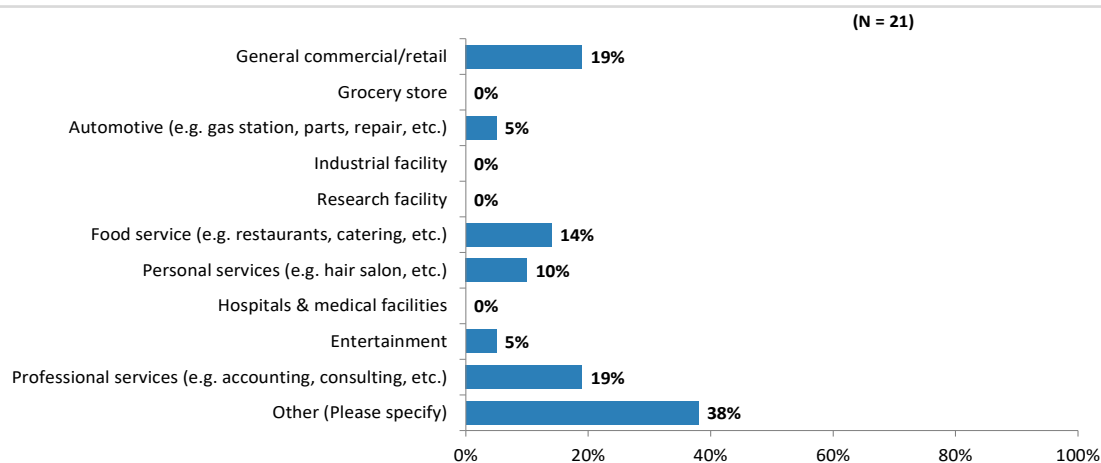
3. Do you own or rent your property?



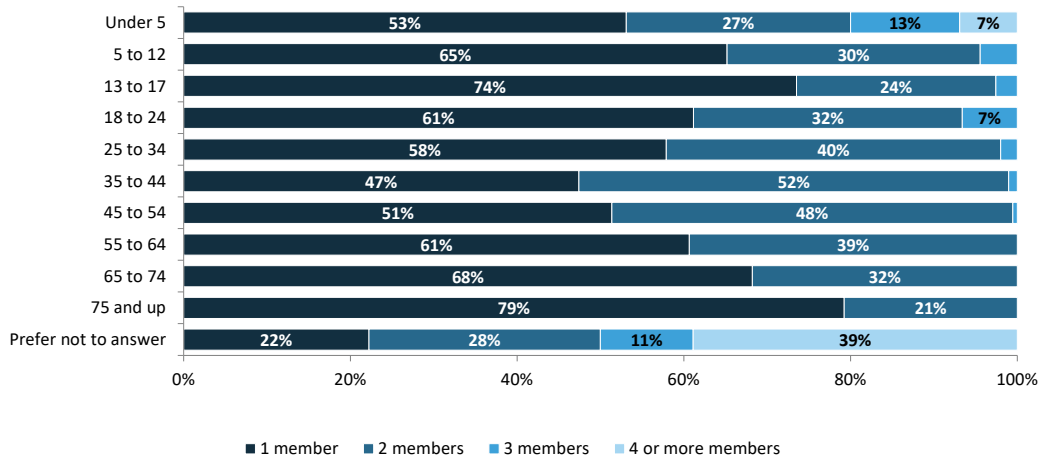
4. Do you own a business located in Southgate?



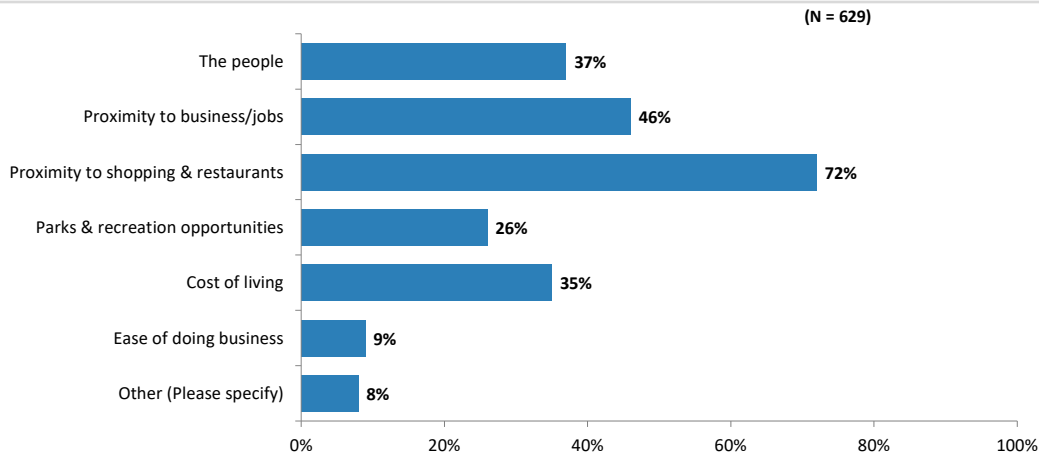
5. What type of business do you operate?



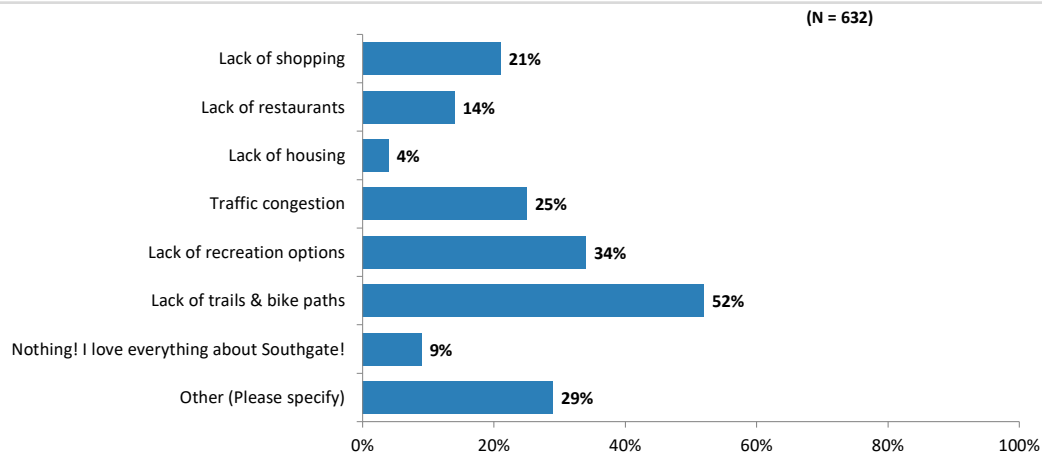
6. Please tell us the ages of the members of your household. Check all that apply. If choosing to prefer not to answer, any selection is accepted.



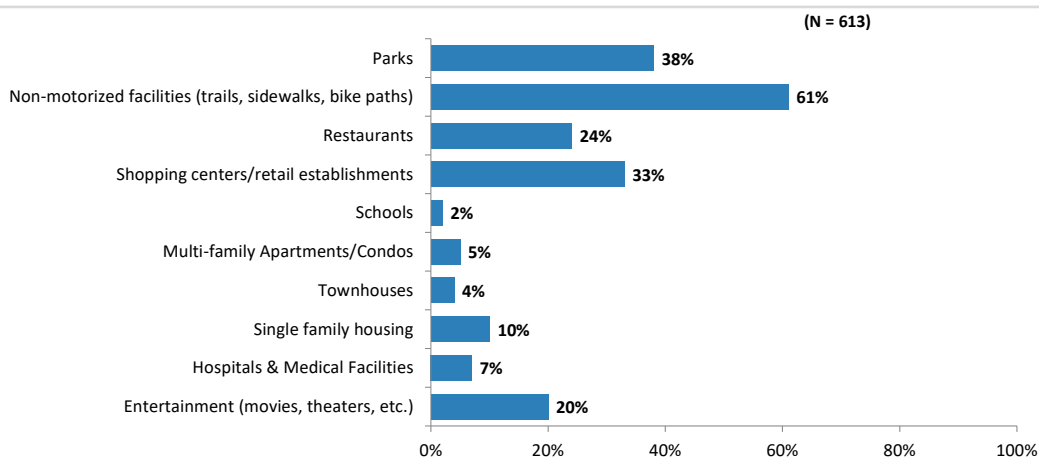
7. Overall, what do you like the most about the City of Southgate? Please choose up to three (3) items from the list below.



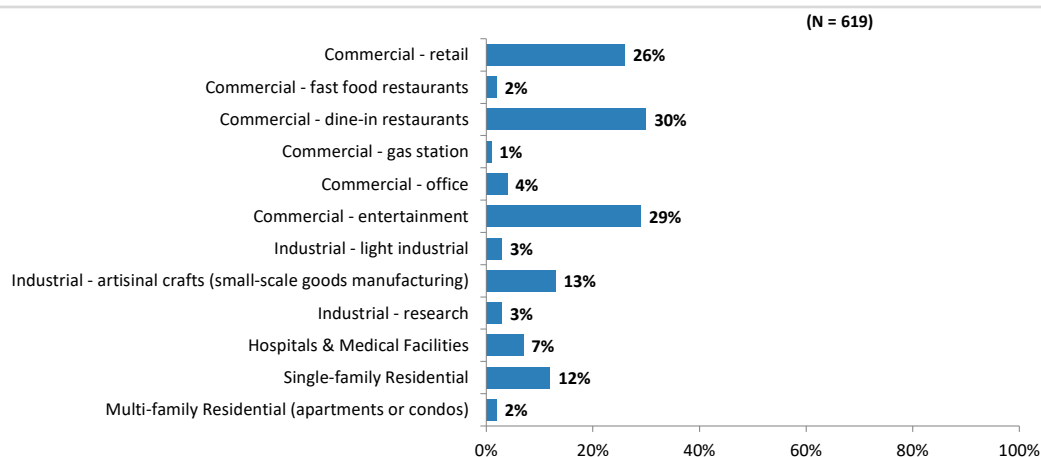
8. Overall, what do you like the least about the City of Southgate? Please choose up to three (3) items from the list below.



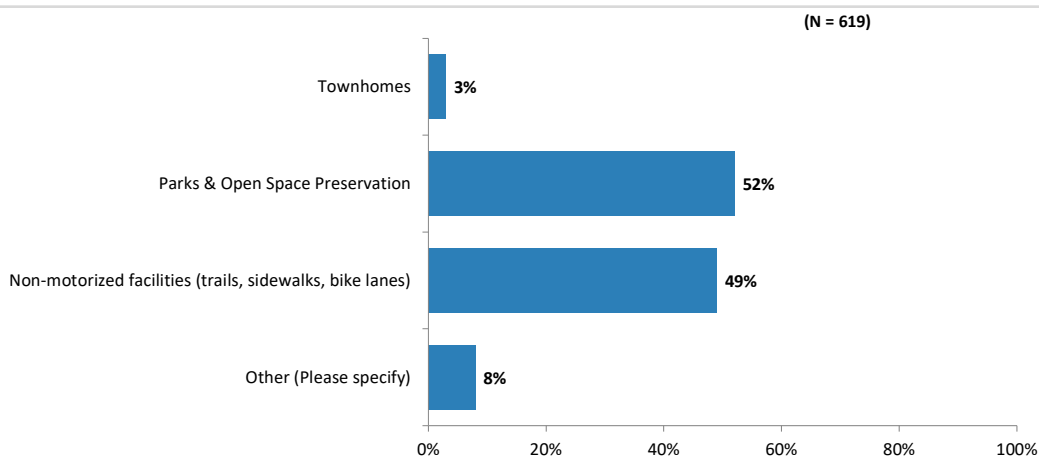
9. What do we need more of in the City of Southgate? Please rank your top three (3) choices



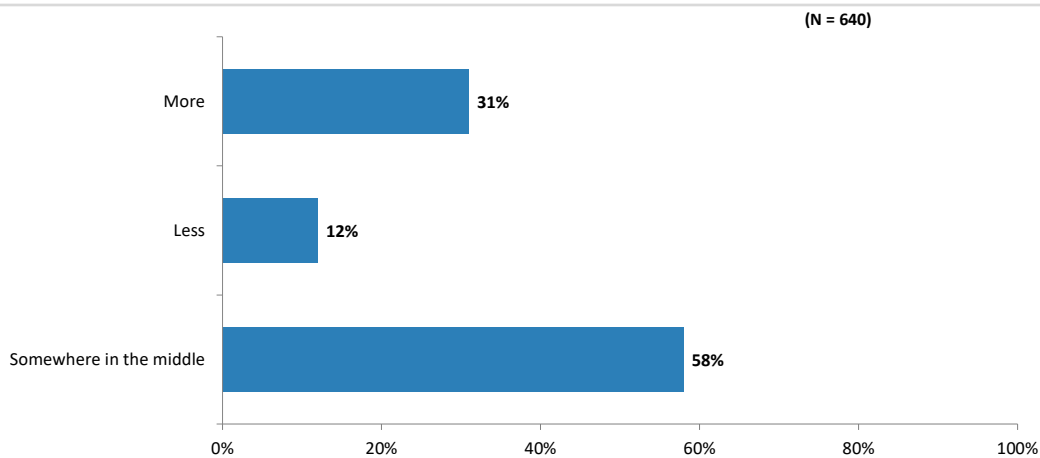
10. What type of development do you want to see in the City of Southgate? Please choose up to three (3) items from the list below.



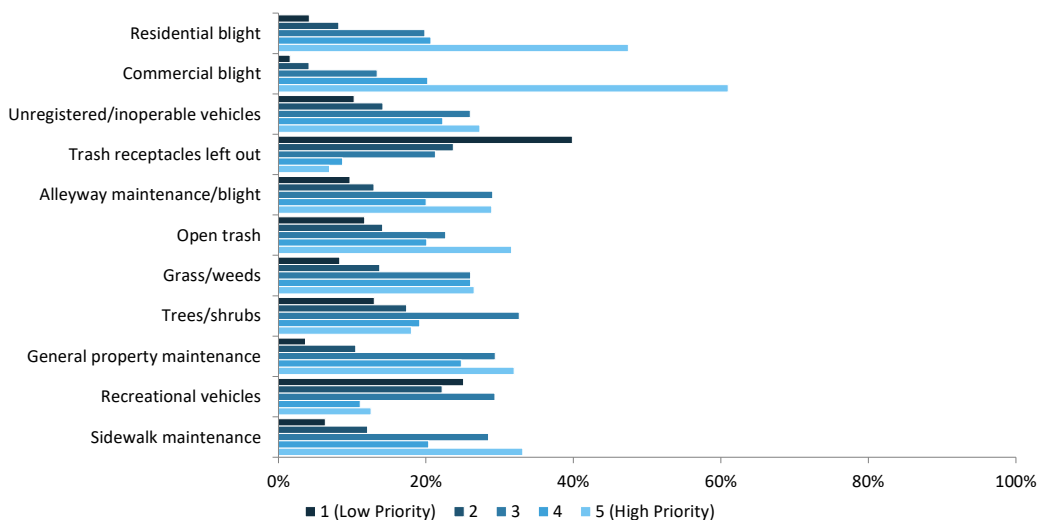
What type of development do you want to see in the City of Southgate? Please choose up to three (3) items from the list below. (Continued)



11. Do you think there should be more or less code enforcement in the city?



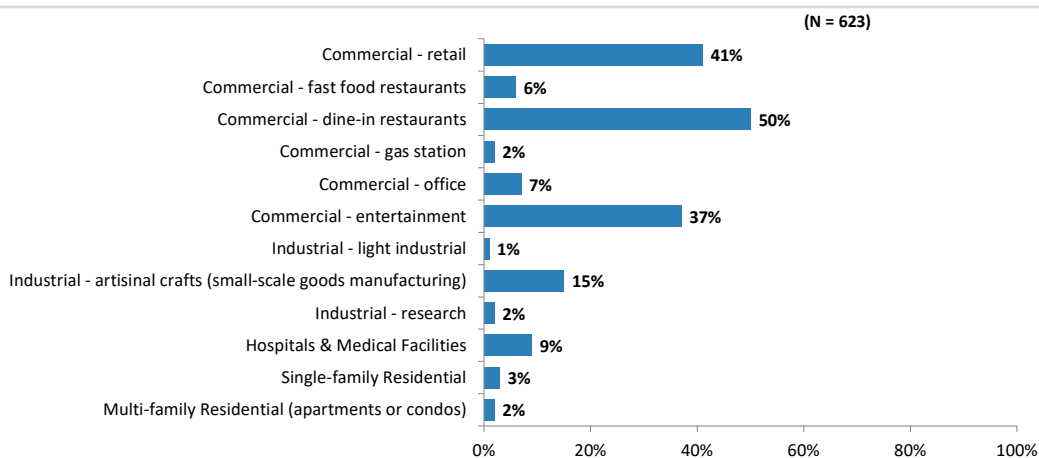
12. Please rank what you feel should be the highest and lowest priorities for Code Enforcement, with a 1 being at the bottom (least important) and a 5 at the top (most important).



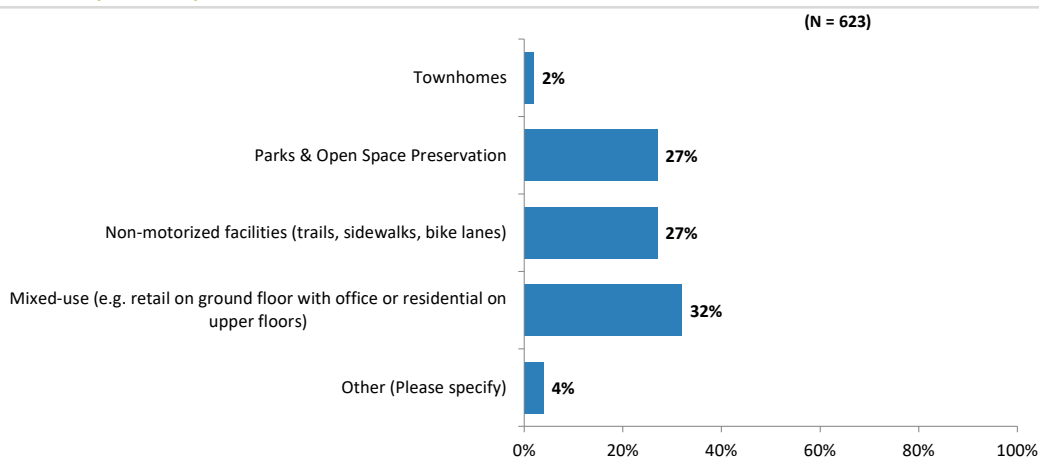
13. If there are any areas or concerns that were not covered with Code Enforcement, please write them below:



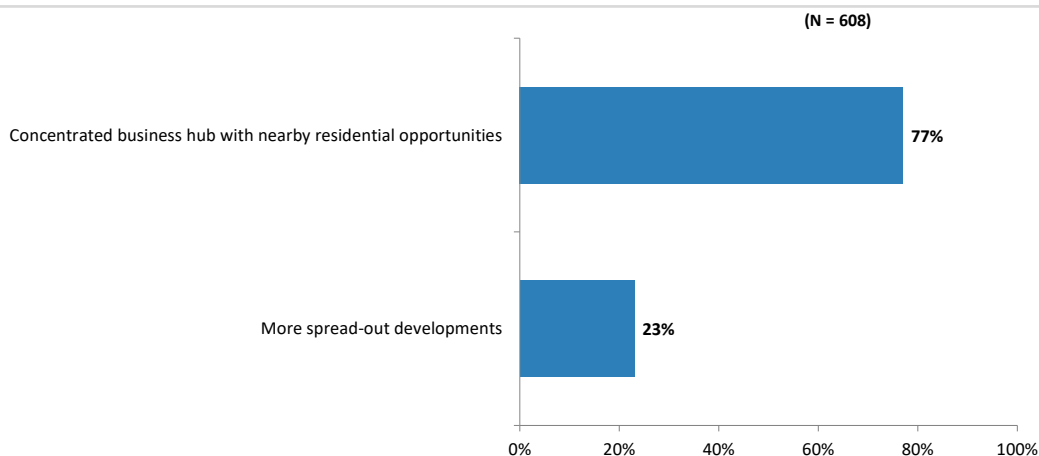
14. What type of development do you want to see along the Eureka Road Corridor? Please choose up to three (3) options from the list below.



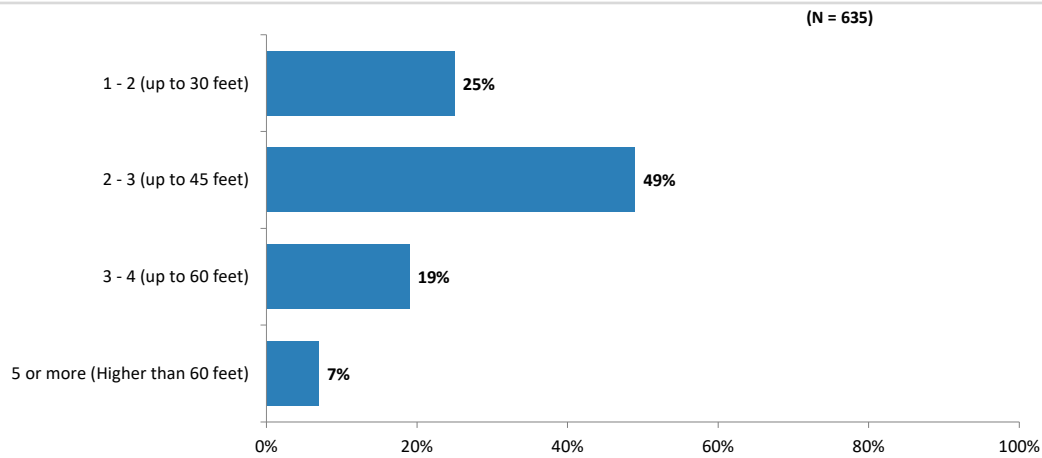
What type of development do you want to see along the Eureka Road Corridor? Please choose up to three (3) options from the list below. (Continued)



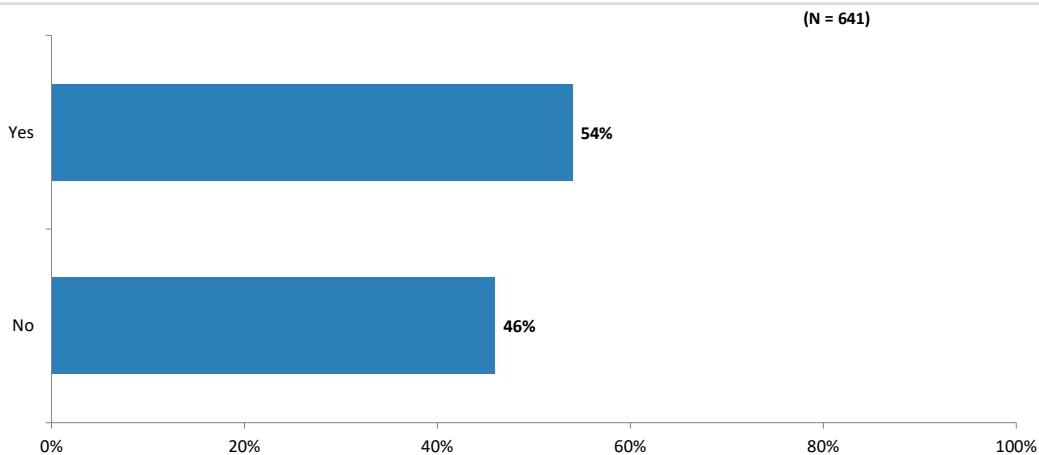
15. What kind of development would you like to see along the Eureka Road Corridor?



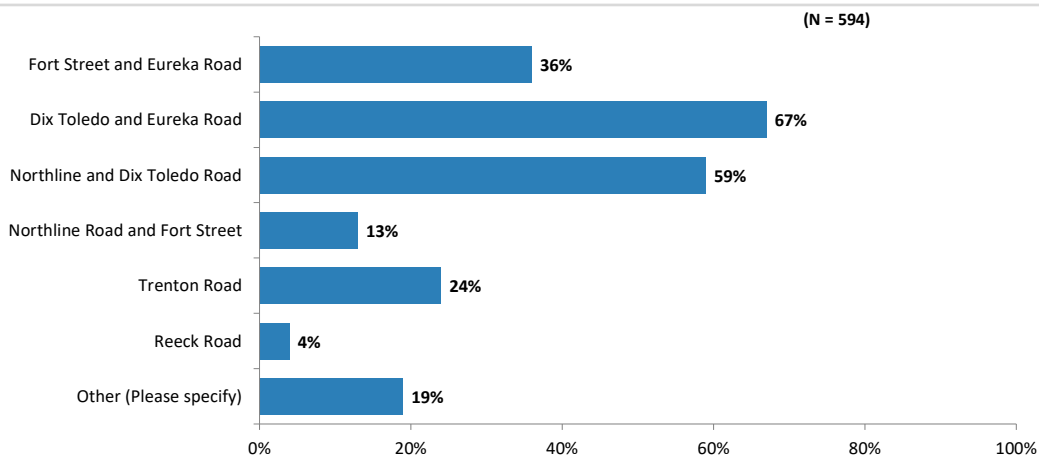
16. How many stories should buildings have along the Eureka Road Corridor?

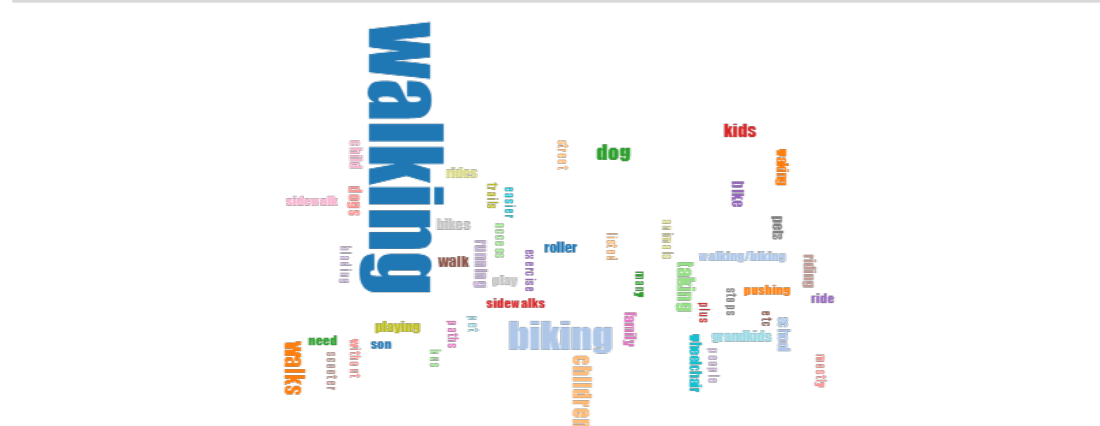
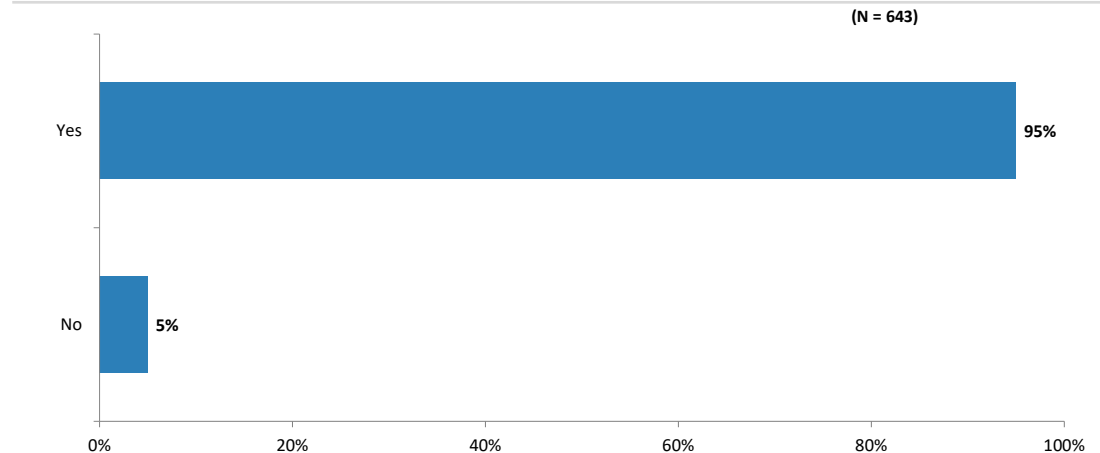
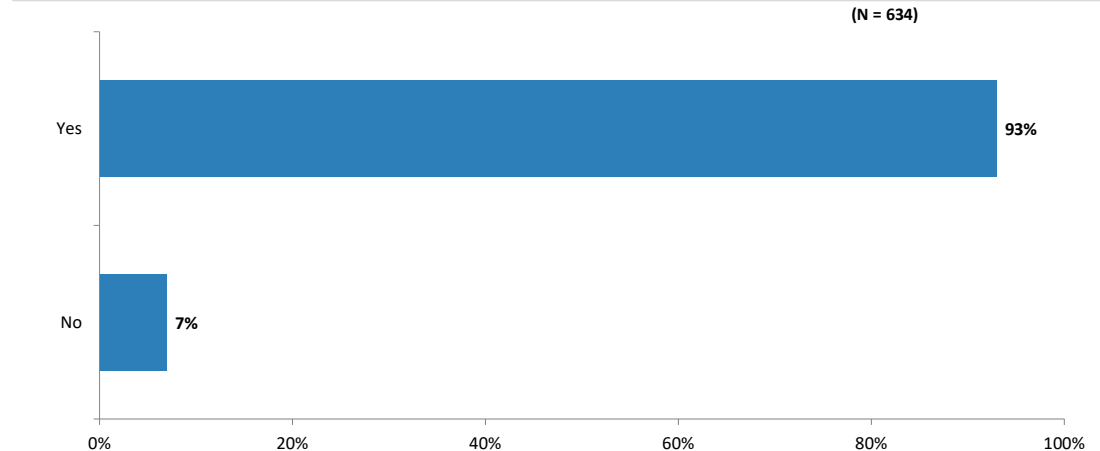


17. Is traffic congestion and traffic safety a problem in the City of Southgate?

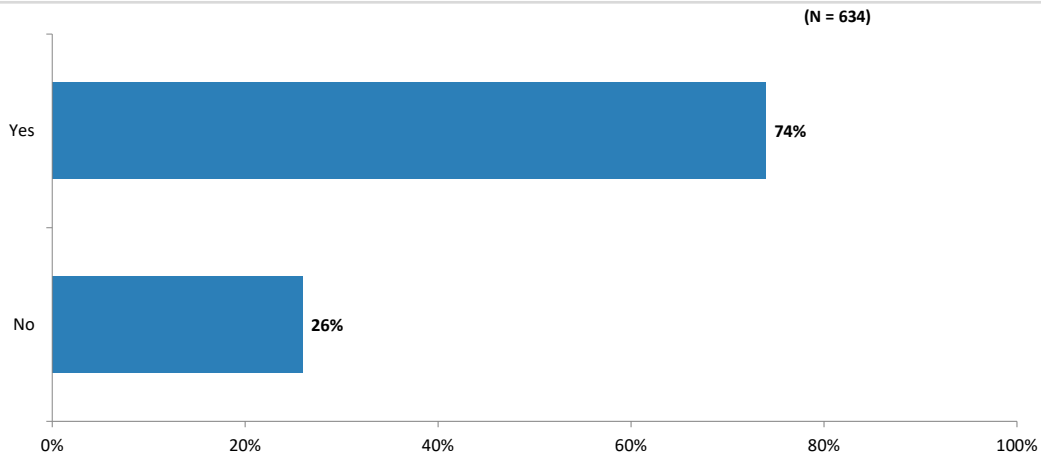


18. Where are traffic-related issues the most problematic? Please select up to three (3) areas that you think are especially problematic.

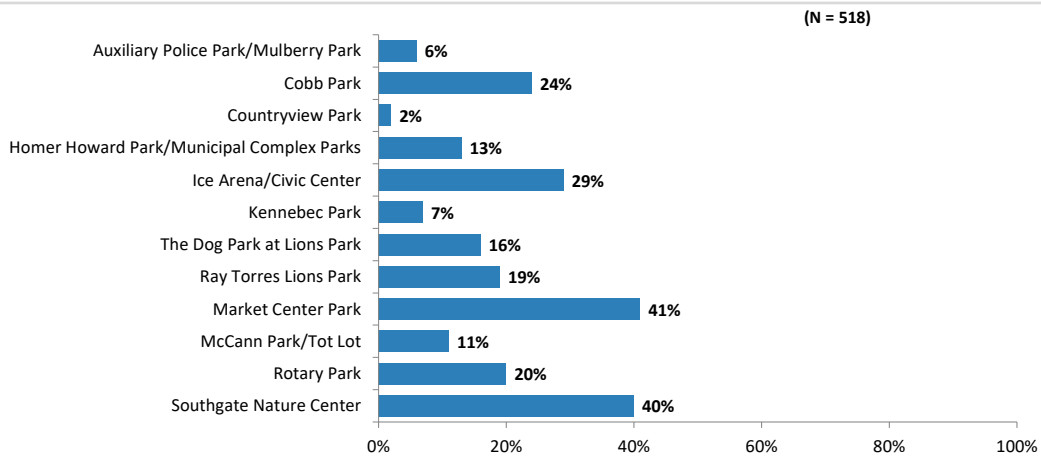




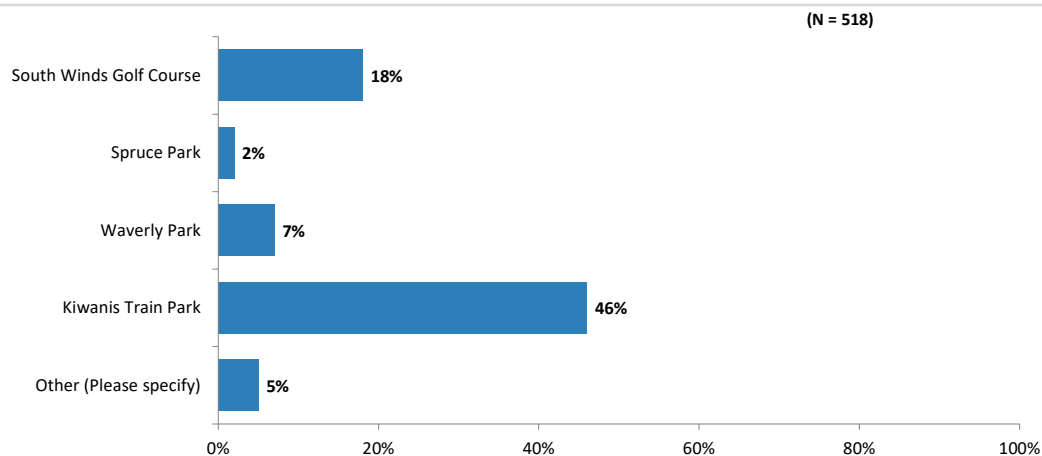
25. Do you use parks and recreation facilities in and around the City of Southgate?

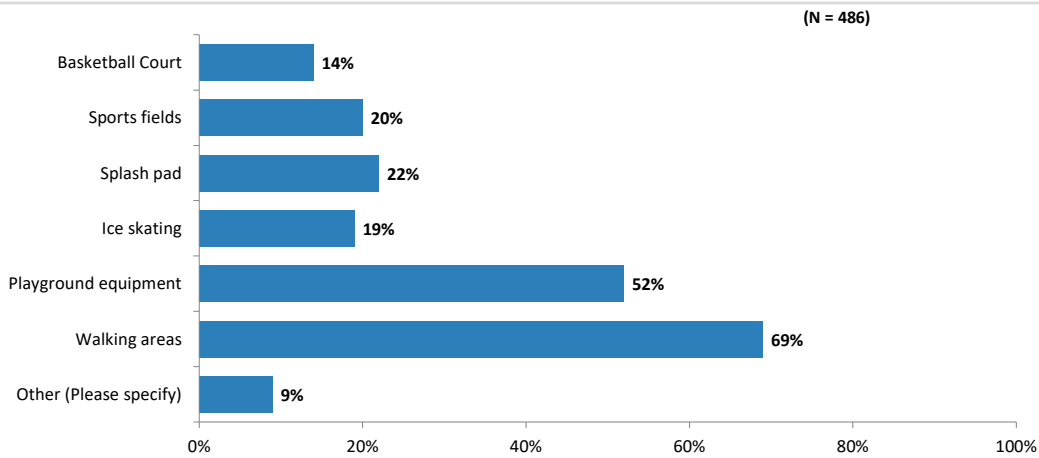


26. Which facilities do you use? Choose all that apply.



Which facilities do you use? Choose all that apply. (Continued)







Appendix - Resolutions, Minutes, Public Notices, Letters of Transmittal

southgate



City of Southgate

CELEBRATE THE DREAM