

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.

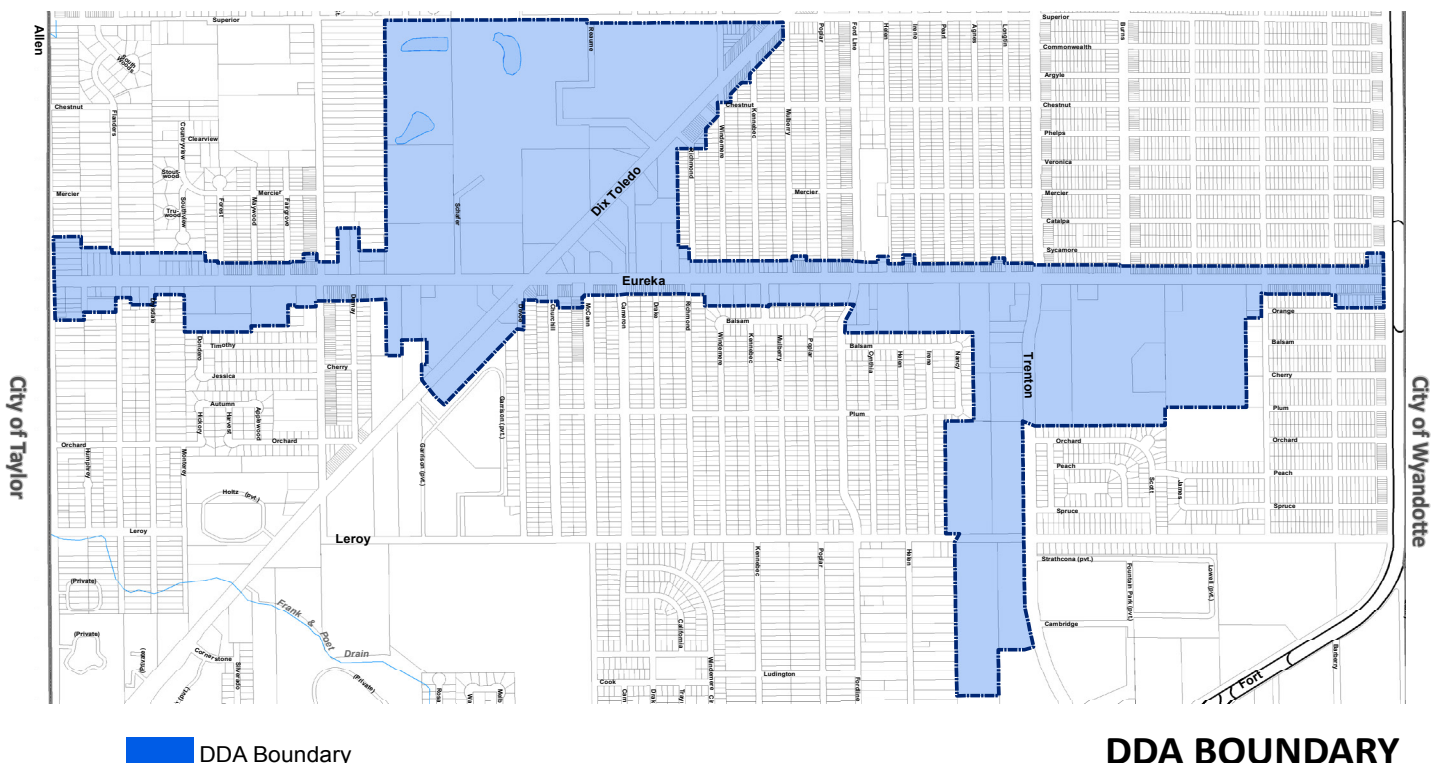
As redevelopment occurs on Dix-Toledo, the City should implement unifying streetscape elements such as landscaping, seating, pedestrian lighting, and others as appropriate, all of which could be made possible if road diet measures are implemented.

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.



DDA BOUNDARY

N
0 800 1,600 ft.

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.



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