

What we did:

PLANNING Parks and Recreation Planning Public Engagement

Communities for real life.

## Parks and Recreation Master Plan

CITY OF SOUTHFIELD, MICHIGAN

With plans to redevelop the Northland Mall and City Centre campus, the City of Southfield sought to update its Parks and Recreation Plan. The City emphasized its overall desire to garner a cross section of public opinion through varying methods of community engagement from an online survey to a Field Day event in which residents could express a free-flow of ideas for the future of community parks.

Southfield residents were most interested in redevelopment plans for the Northland Mall site. The Plan highlights designs for an urban plaza, a greenfield promenade, as well as development for paved pathways for walking and running, outdoor family concerts, and children playground equipment.

The planning process revealed that there are several undeveloped City-owned properties that could be designed for the enjoyment of community residents and visitors. By utilizing several methods of public outreach, the City was able to develop a Plan that would benefit all residents of Southfield.



©2017 McKenna