



REIMAGINING WESTLAND



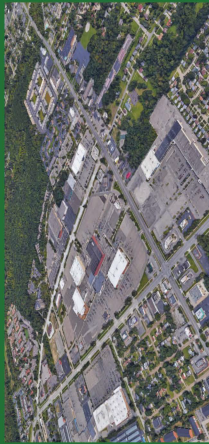
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INTRODUCTION

The City of Westland, Michigan engaged Planning Practicum students at MSU to create a vision plan for the Westland Mall, a shopping center and immediate surrounding area. The mall was once thriving, however like many malls across the country it is now struggling to keep tenants because of changes in retail shopping practices.

EXISTING CONDITIONS

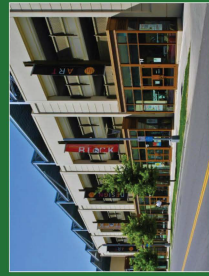
The Westland Mall is an indoor shopping space, it was built by J.L. Hudson in 1965 which is prior to the establishment of the city and is tied with the city's identity. Currently, the mall is managed by Namdar Realty (Mason Asset Management) which is a real estate investment and advisory company which manages over 120 shopping centers, including 45 regional malls, totaling over 30 million square feet.



Source: Google Earth

METHODOLOGY

Multiple data sources were utilized to understand the needs of Westland and provide the best recommendations for reimagining the Westland Mall. Information collected included a socio-economic profile, retail marketplace reports, case study research, a literature review, and existing conditions survey.



Case study photo examples



The conceptual design to the right was created by the practicum team, it incorporates 3 or 4 main parks/squares with many other small green spaces in-between the other developments as well as small parking structures surrounded by mixed use development.

RECOMMENDATIONS

Conceptual Planning

Phase I

- ▶ Create a plan which is walkable, connected, has green infrastructure, streamlined design, affordable housing, economic development opportunities, efficient land use, establishes block structure, and creates new recreational assets
- ▶ Create two conceptual redevelopment plans:
 - ▶ Plan 1: Keeps existing anchor stores and demolishes interior sections
 - ▶ Plan 2: Complete demolition of the entire structure

Design and Redevelopment

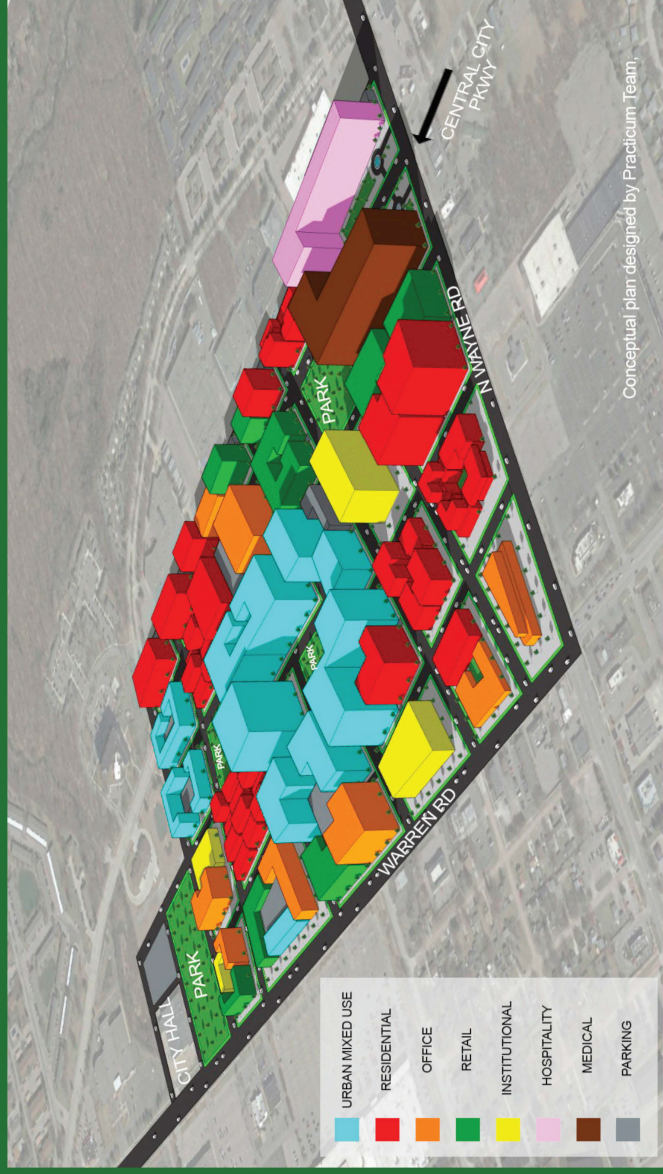
Phase II

- ▶ Transform mall into urban district
- ▶ Create opportunity for long term and/or short term value by selling plots to third party developers
- ▶ City to set design standards for approval of development reflecting human scale, encompass grid style block structure, parking limits on surface lots, ensure public realm is comfortable, clean, and safe
- ▶ Dedicate park and public space
- ▶ Include central park/square which acts as a city center surrounded by mixed use
- ▶ Larger developments on the north east side should include hospitality and medical facilities

Redevelopment Strategy

Phase III

- ▶ City issues request for proposal from developers
- ▶ Each development team have their own ideas for how to implement the master plan
- ▶ Developers bring varied capacity and unique experiences from other projects which are encouraged to be evaluated in public meetings and/or the development committee which created the master plan
- ▶ Developers must agree to the development standards outline in the master plan
- ▶ Select best development partners which best fits the community's vision for the redevelopment



Conceptual plan designed by Practicum Team.