



School of  
Planning,  
Design and  
Construction



CITY OF  
**WESTLAND**  
MICHIGAN



## Reimagining Westland Mall

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By MSU Students: Maggie Huntley, Wesley Kouza, Marah Maaita, Lejla Poljak, Kevin Wen  
Guest: Mohamed Ayoub, Westland City Planner

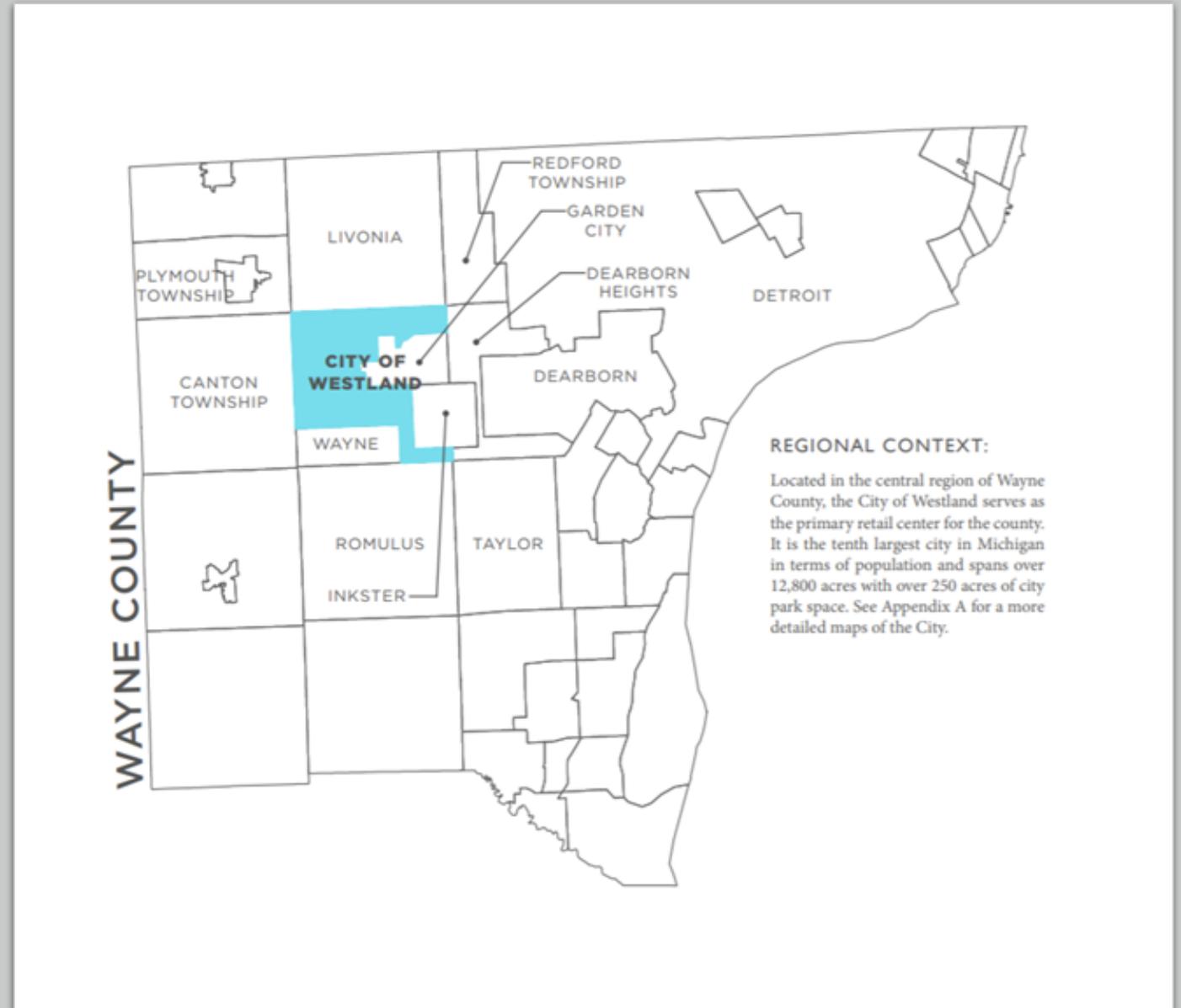
# Capstone Practicum

- Graduating Students
- Student-led, Faculty-guided
- Bridge Transition from Classroom to Professional
- Practical Engagement with Communities
- Service Learning
- Real World Situations
- Prepare Professional Quality Reports/Materials



# Westland, MI

- Located in Wayne County, MI
- Originally Nankin Township
- Population of about 81,938 (2019)



# Demographics

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## Median Age

**40.2 (2019)**

Increase by 3.08% since 2015

## Race Distribution

**71.37% White Alone**

41.6% increase in Hispanics or Latinos, 6.89% in Asians alone, and 11.8% increase in American Indian or Alaska Native since 2010

## Age Distribution

**25-29 years (8.2%) & 55-59 years (7.4%)**

Major decline is for ages 20-24 by 16.1% and the greatest increase in distribution is for the ages 70-74 at 23.1% increase

## Housing Units

**Decrease in single-family residential units**

3 to 4 units and 5 to 9 units have increased in Westland by 13.1% and 11.3%, respectively

## Median Rental Costs

**\$894 (2019)**

The most affordable rental housing in Westland are studios and 1-bedroom units at \$813 and \$719 a month, respectfully (2019)

## Median Household Income

**\$47,816**

(2018)

# Westland Mall

- Namdar Realty Group
- 60% Vacant
- Disrepair/Disinvestment
- Big Boxes
- Zoning





# Assessment & Site Visit



Central City Parkway

Sears Auto Center

Los Amigos

sears

188,772 SF

★ macy's

354,568 SF

ASHLEY'S BEER & GRILL

jcp

177,115 SF

KOHL'S

89,926 SF

LONGHORN STEAKHOUSE

Panera BREAD

Nankin Blvd.

Wayne Rd.

Warren Road



sears

VICTORIA'S SECRET

JCPenney

macy's

Target

KOHL'S

Starbucks

TARGET

Burlington

35700 Warren Rd  
3 Acres or  
30,000  
SQ. FT.  
Available

ON THE BORDER

BED BATH & BEYOND

petco

Party City

Great Clips

McDonald's

Central City Pkwy

Parkview Pl

Nankin Blvd

Water Rd

Hamilton St

Webster St

Galeville St

Lewis St



JCPenney

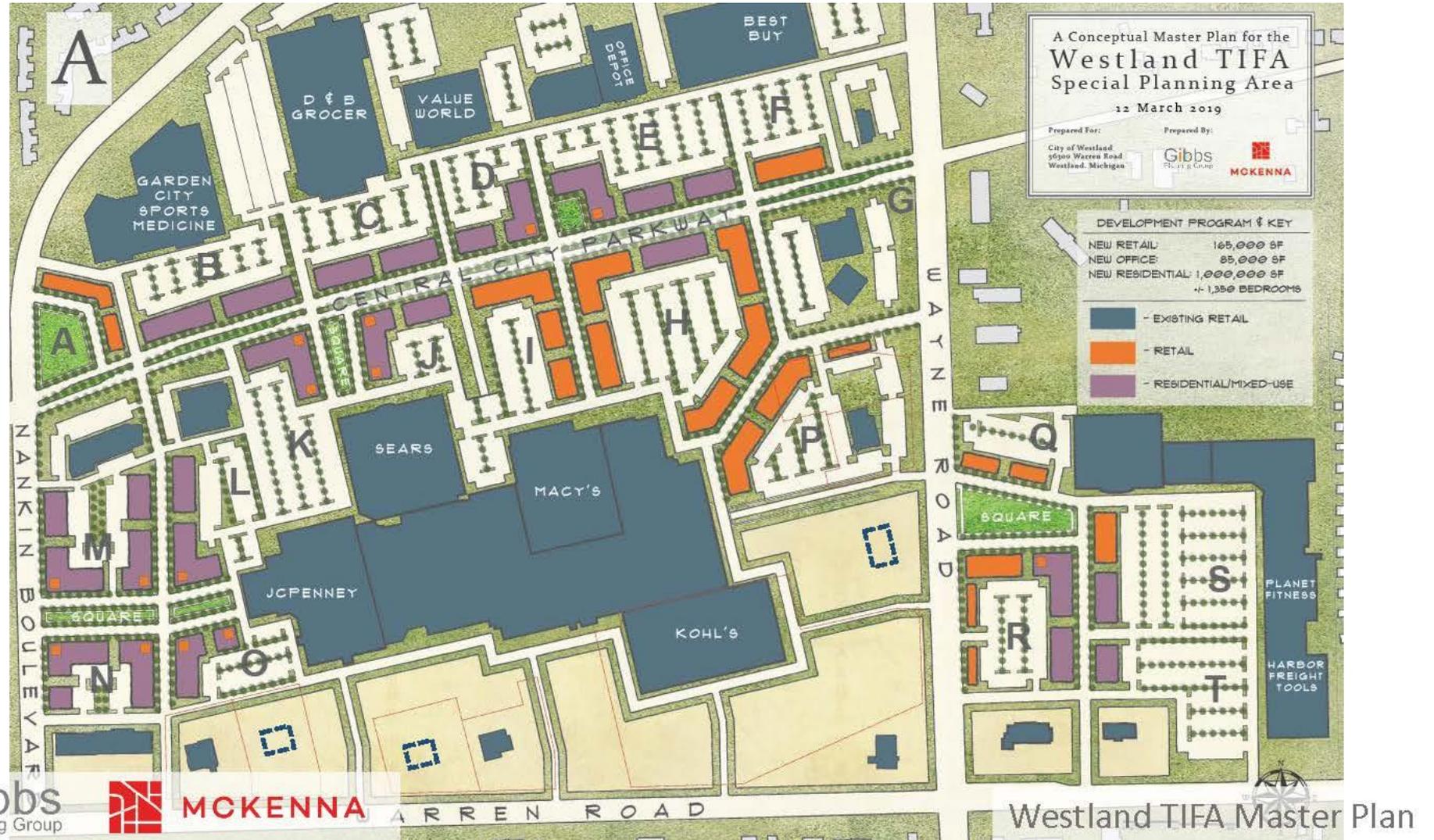
verizon

KOHLS





# TIFA Master Plan



# MSU Practicum Project Goal

- Address growing rate of vacancies.
- Create recommendations which envision demolition.
- Mixed-use town center.

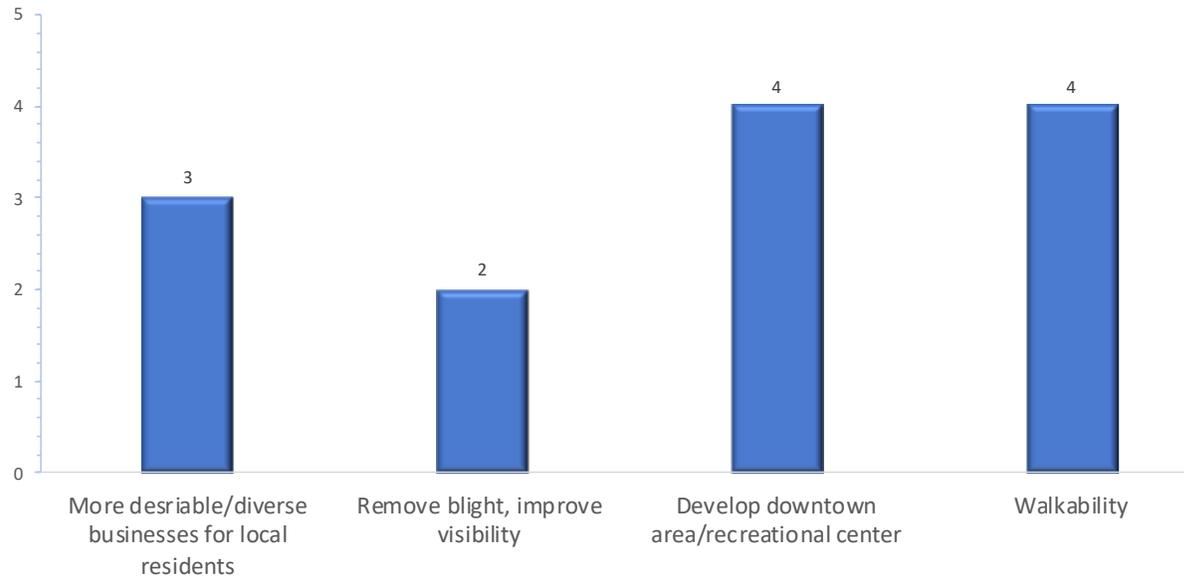


# Stakeholder Outreach

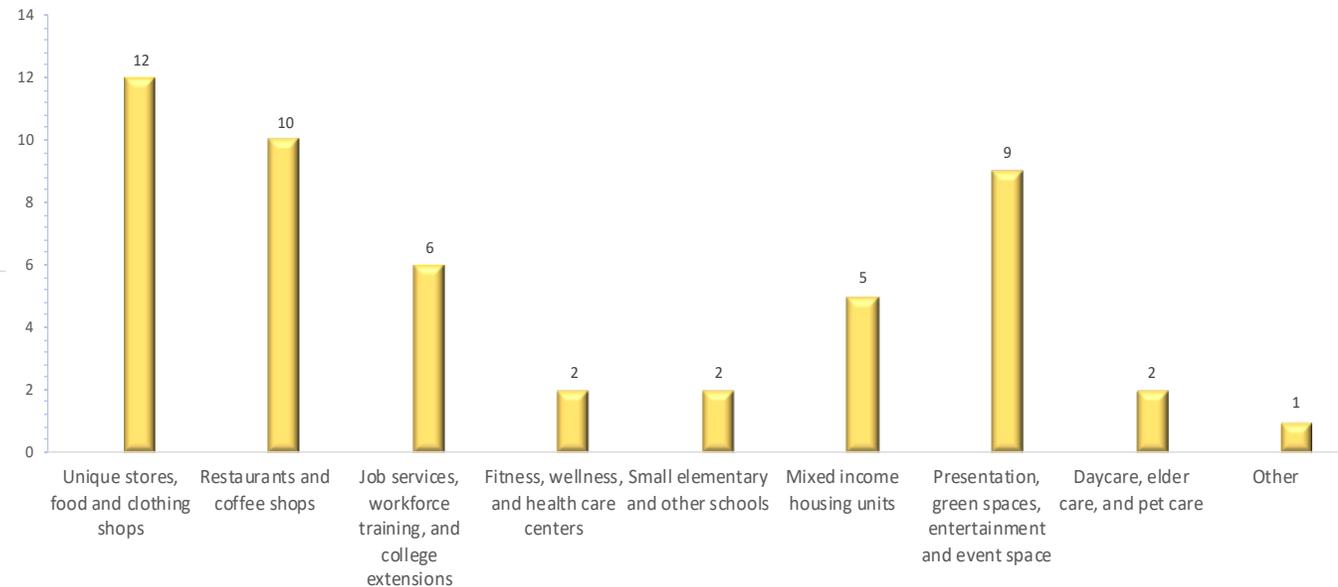
*"I think the malls as we know them are a thing of the past. There will be opportunity to develop the site into something different that will benefit the community. A small downtown area with some amenities to attract a wide variety of people. Have a focal point being a nice park setting with some water features to draw people in and then have restaurants for people to go to"*

– Westland Community Leader

Participants' Recommendation for Business Success



Recommendations for Westland Mall



# SWAR Analysis

## Strengths

- Investment in long standing retailers such as Kohl's
- Large parcel, prime for redevelopment/revitalization
- People come back to Westland after business day is finished
- Located along major roads
- City of Westland is part of metro Detroit
- Lot of empty space designated for parking
- There is available sidewalk around the property

## Weaknesses

- Surplus of parking space (excessive parking requirements)
- Decline in foot traffic for the mall
- Lack of maintenance to the mall structure
- Pandemic (COVID-19) effects on businesses which are not service based
- Vacant retail space leads to decline in taxable income
- Lack of connectivity to the property aside from personal automobiles

## Aspirations

- Planning support for mixed-use, boutique retail, and residential development
- Potential for:
  - o Fitness, wellness, and health care centers
  - o Job services, workforce training, and college extensions
  - o Educational Institutions
  - o Daycare, elder care, and pet care
  - o Mixed income housing units
  - o Unique stores, food, and clothing shops
  - o Restaurants and coffee shops
  - o Presentation, green spaces, entertainment and event space

## Results

- Support from residents and city staff for revitalization for the area
- Survey conducted by MSU team shows residents support our suggested potential uses
- Confirming the anticipation of anchor store closing (contract clause)
- City Government already purchased adjacent land from mall property
- Approval of demolition and rezoning property to incorporate mixed-use development

# Case Studies

- The economic woes faced by the Westland Mall are common all throughout the country's malls
- With the Covid-19 Pandemic exacerbating the issue of the evident permanent closure of the mall
- Cloverleaf, Lakeside, and Belmar as examples

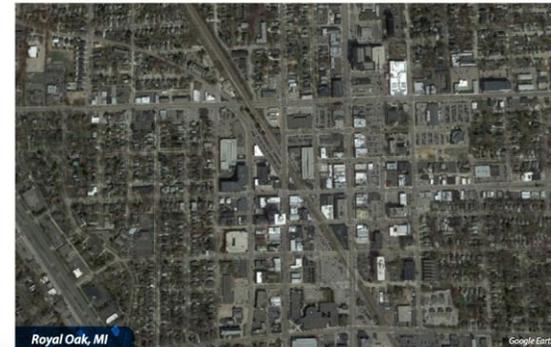
# Cloverleaf

- Closed in 2008, demolished 2011
- The Stonebridge project would be developed in 4 phases
- Phase 1 was the development of the Kroger Marketplace
- Phase 2 consisted of developing the circumjacent smaller retail shops and outparcels
- Phase 3 was the development of a 13-acre parcel for retail space and restaurants
- Phase 4 was a 12-acre parcel development for office space



# Lakeside

- Ideas taken from the transform Lakeside Mall into a mixed-use town center or urban district plan
- Walkability, connectivity, green space, establish a block structure, create recreational assets, and new economic development opportunities





Lakeside Mall



Downtown Birmingham, MI

# Belmar

- Example of Belmar mall in the suburbs of Denver went from a deserted place to a sprawling city center for Lakewood, Colorado, the fifth largest city in the state





# Recommendations

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# Phase I: Conceptual Planning

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- 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



# Phase II: Design & Development

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- Transform mall into urban district
- Create opportunity for long 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 surround by mixed use
- Large developments on the NE side would include hospitality and medical facilities





# Phase III

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- 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
- Finalize site plan and development agreements



- URBAN MIXED USE
- RESIDENTIAL
- OFFICE
- RETAIL
- INSTITUTIONAL
- HOSPITALITY
- MEDICAL
- PARKING

Conceptual plan designed by Practicum Team;



# REIMAGINING WESTLAND



Marah Maaita, Wesley Kouza, Margaret Huntley, Kevin Wen, Lejla Poljiak

## 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



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Regional Economic Innovation



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- REI - Regional Economic Initiative

Questions?