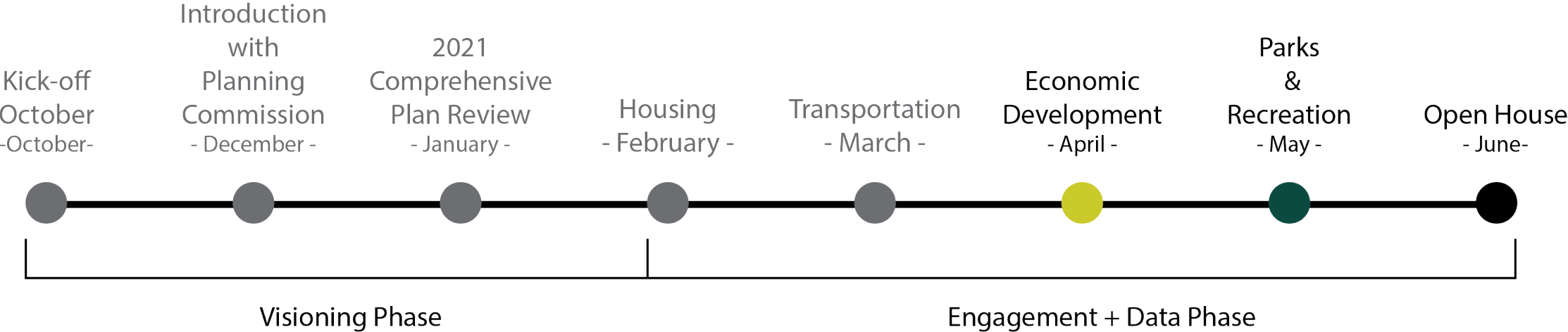


Lathrup Village 2026 Comprehensive Plan Update | Economic Development

April 21, 2026

Comprehensive Plan Spring Timeline



Engagement Updates

- Housing survey: 205 responses
- Transportation survey: 67 responses
- Economic development survey: 43 responses
- Parks and recreation survey: 42 responses
- How do people visit the hub website?
 - 10% from social media (Facebook)
 - 24% City Website
 - 66% Direct link (flyers or QR)

Overview

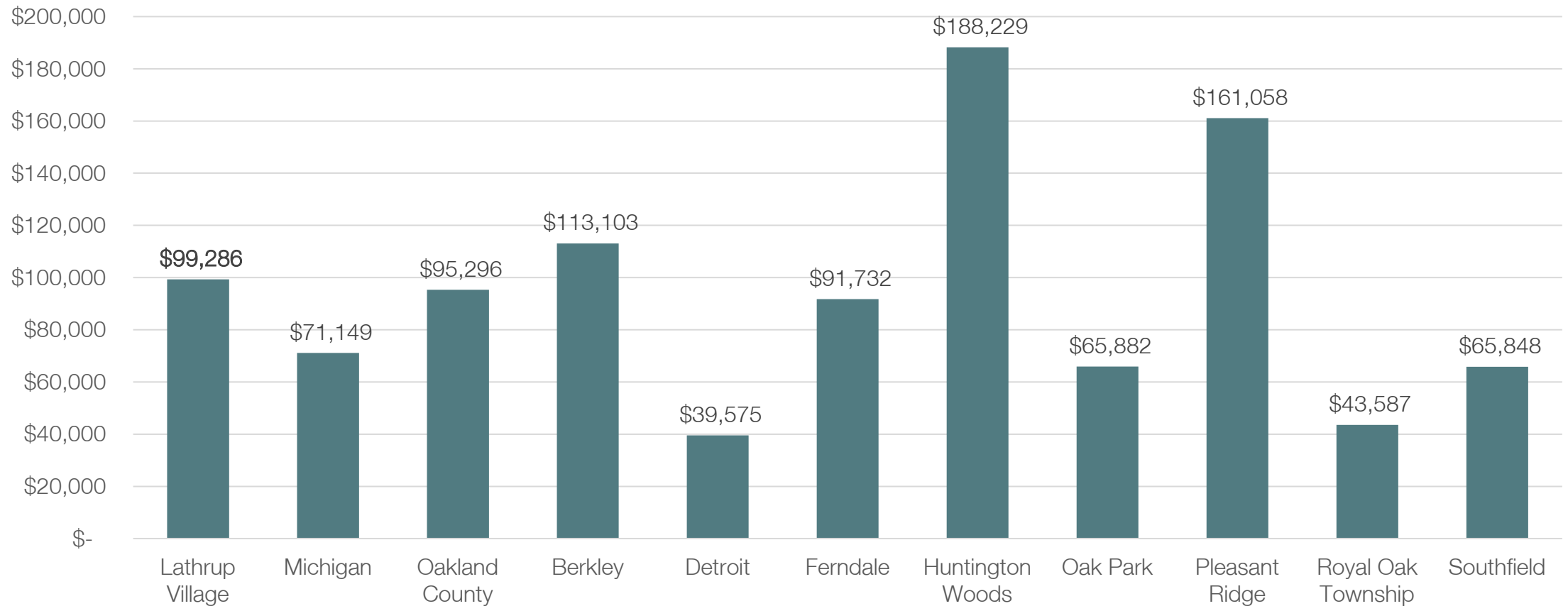
- Existing Conditions
- Economic Development in Lathrup Village
- Economic Development & Planning
- Existing Goals & Objectives
- Discussion & Questions



Existing
Conditions

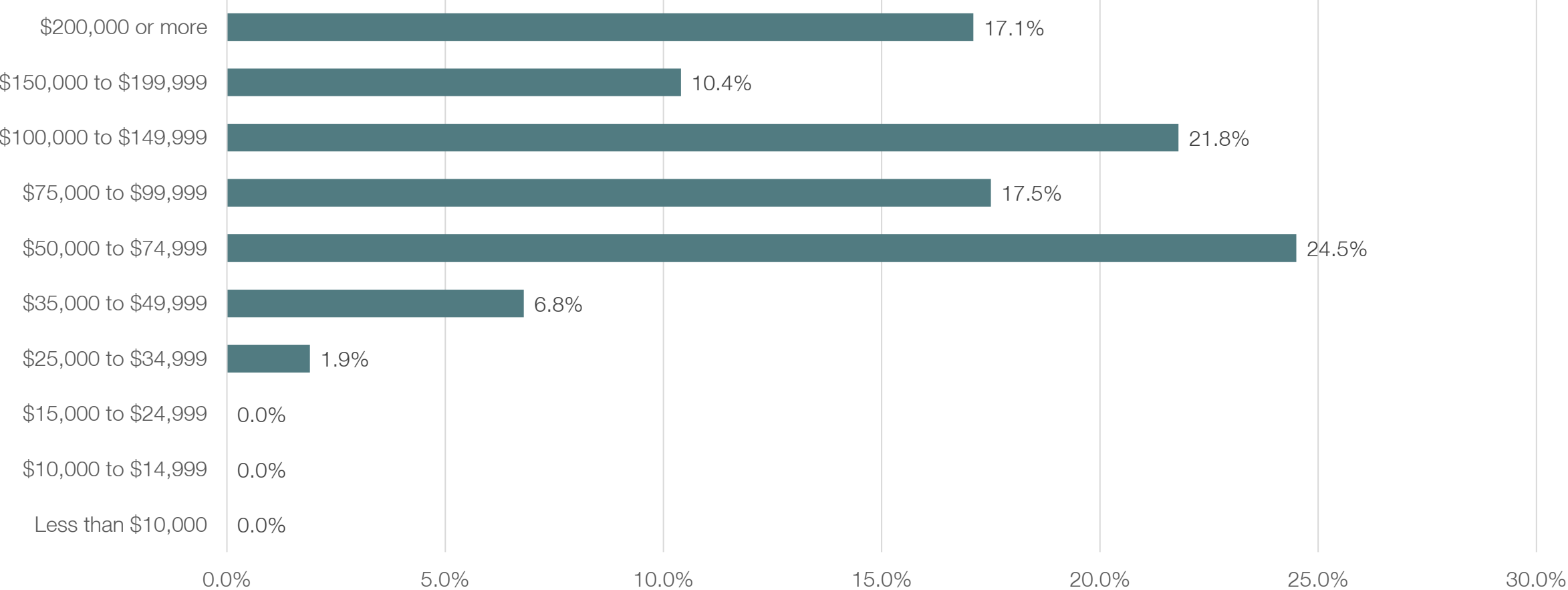
Existing Conditions – Social and Economic Characteristics

Median Household Income



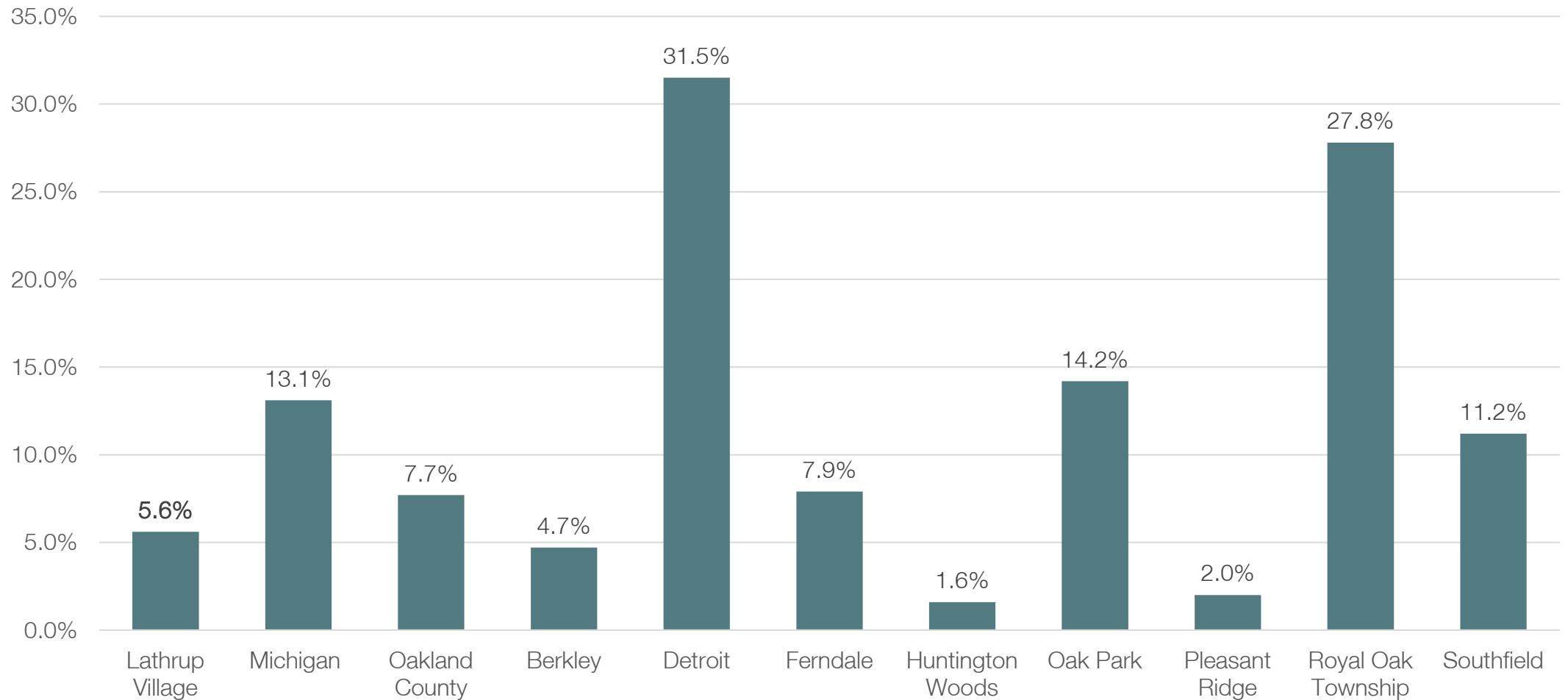
Existing Conditions – Social and Economic Characteristics

Household Income



Existing Conditions – Social and Economic Characteristics

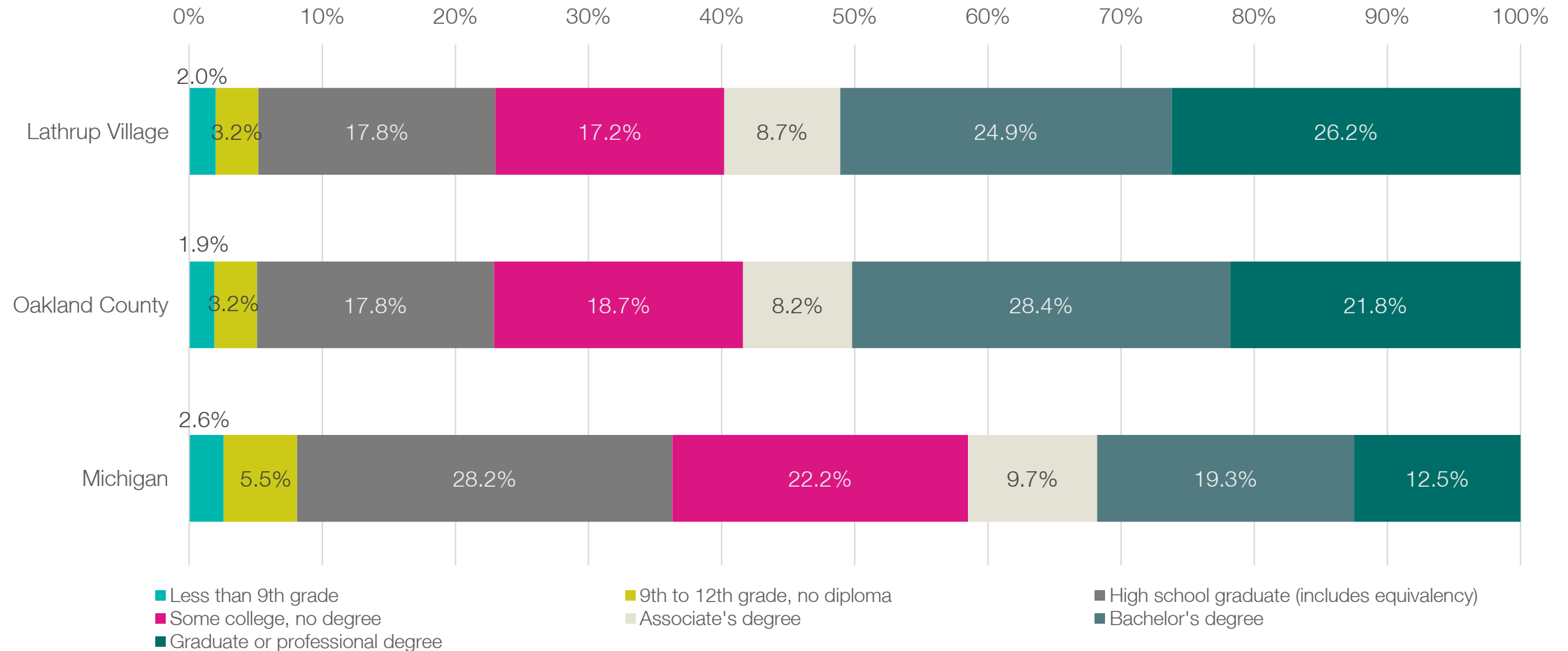
Poverty Rate



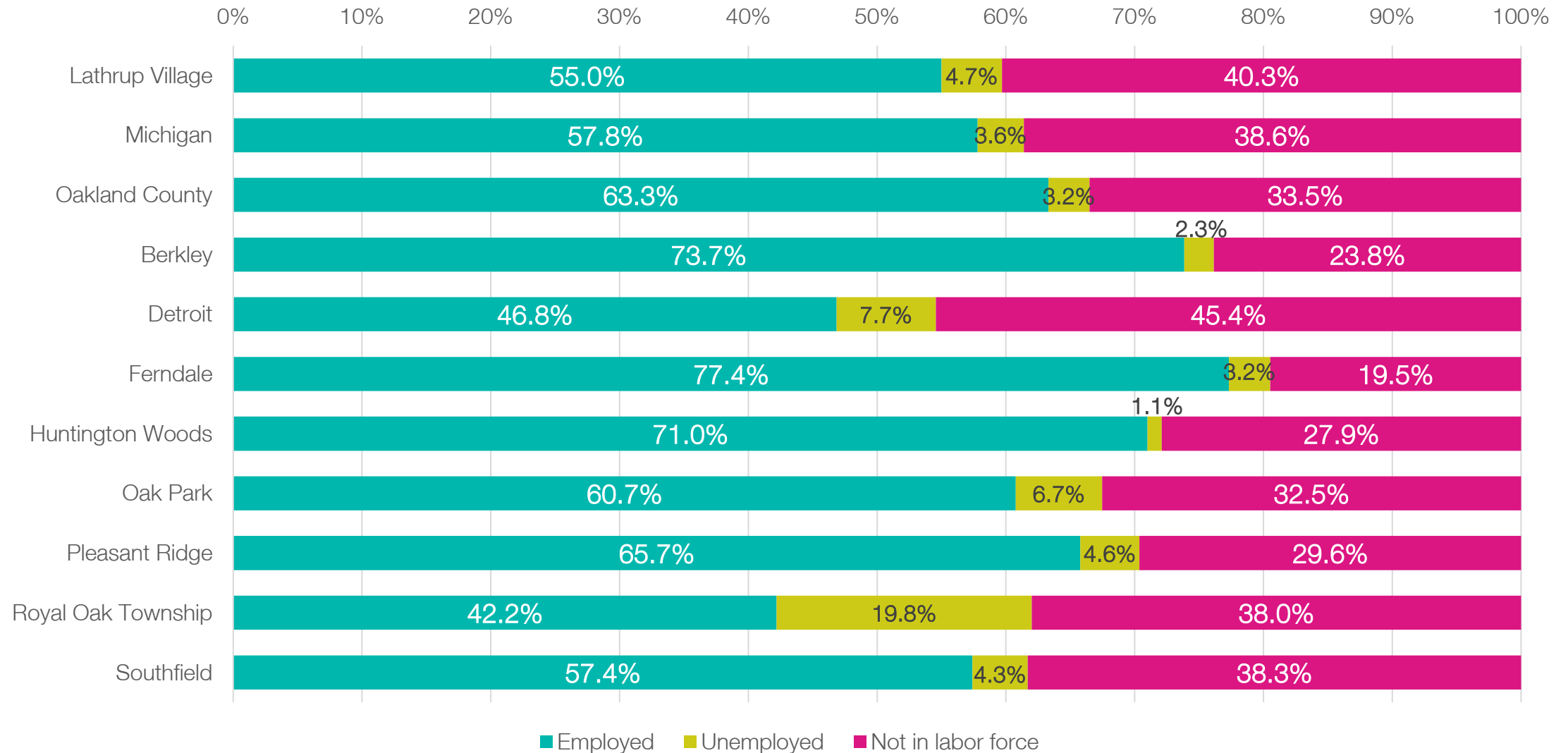
*The federal poverty threshold in 2023 was \$30,000 for a family of 4 and \$19,720 for a family of 2

Existing Conditions – Social and Economic Characteristics

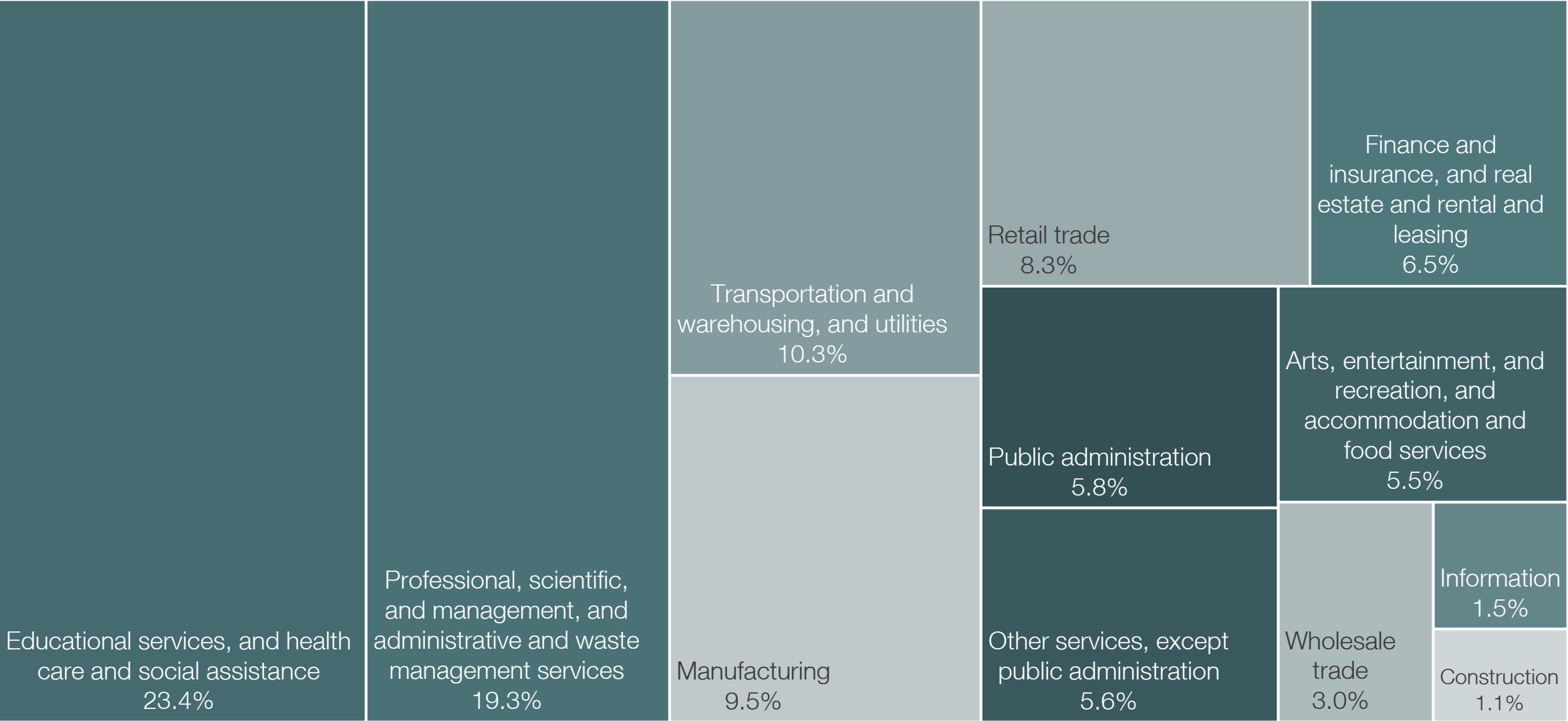
Educational Attainment



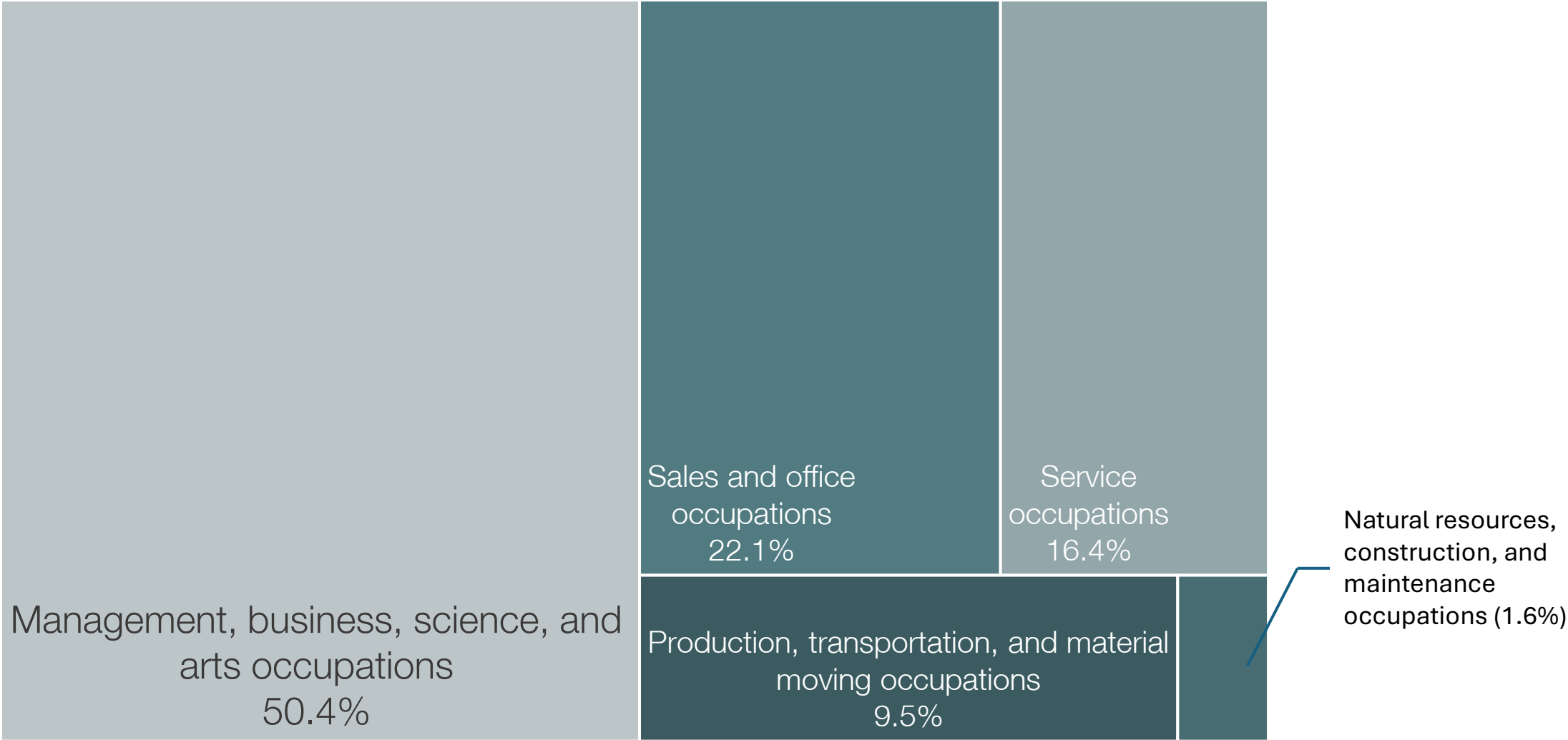
Employment Status



Employment by Industry



Employment by Occupation





Economic Development in Lathrup Village

Previous Planning Efforts

The 2020 market study

- Included a survey of residents to study local conditions and shopping habits (about 90 residents responded).

Village Center District

- The concept for the Village Center was first established in the 2009 Master Plan.
- It included a conceptual illustration and precedent images from developments across the US and was intended to help the community, property owners, and developers understand what the Village Center could potentially become.

Redevelopment Sites

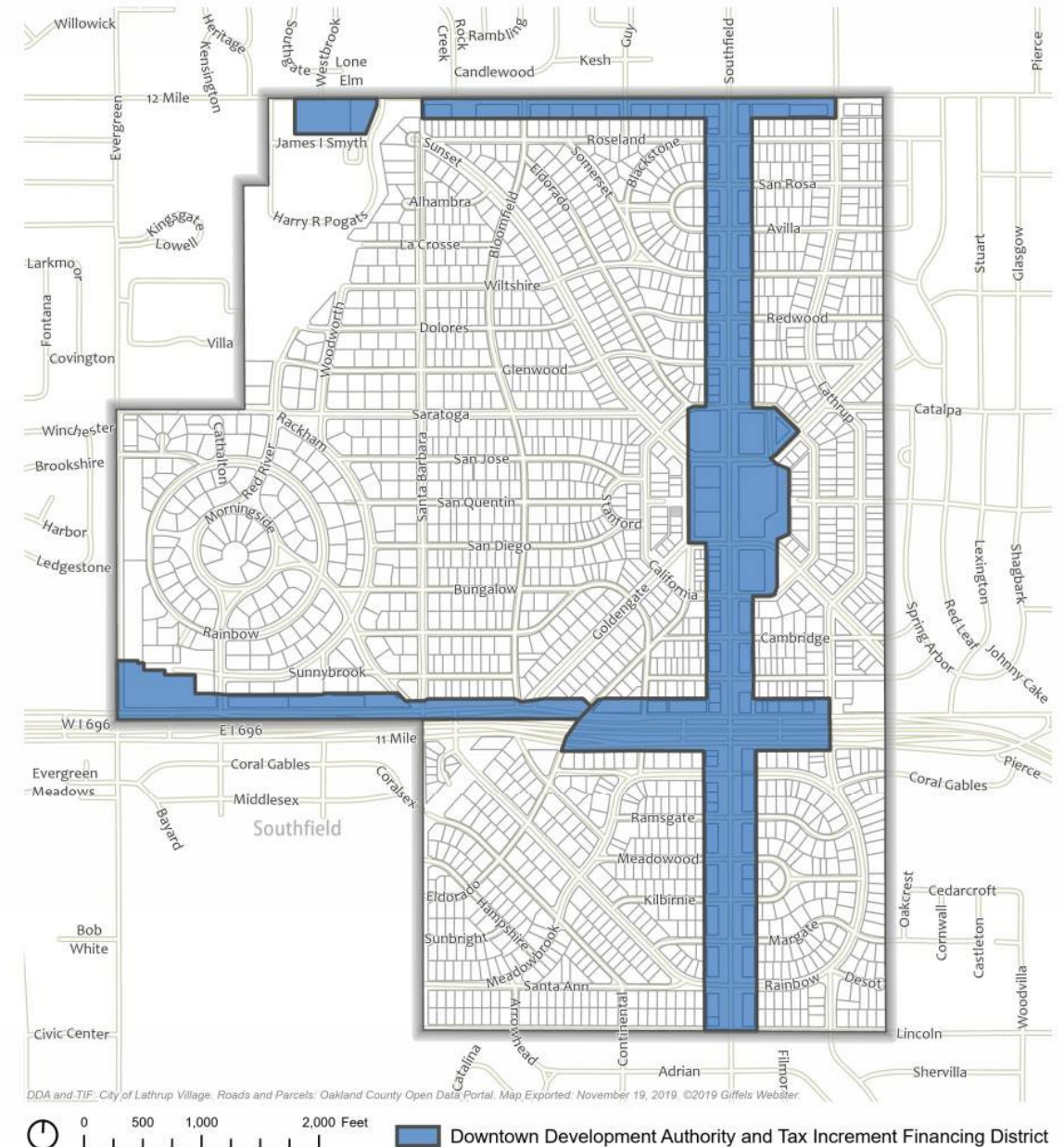
- Annie Lathrup School
- 26026 Southfield Rd. (between Rainbow and Margate)
- House in the Woods

DDA/TIF Area

The Lathrup Village Downtown Development Authority (DDA) was created by the City Council on January 12, 1998. The DDA district is generally described as incorporating all public and private real estate along 11 Mile Road, 12 Mile Road, and Southfield Road including public rights-of-way and alleys.

Benefits to the DDA are broad and include:

- Business owners from increased traffic
- Property owners from increased property values
- Area residents from increased dining, shopping, and cultural opportunities and, often, increased property values
- Lathrup Village from increased property values and reputation as a destination.



Post Pandemic Shifts

- The Covid-19 pandemic accelerated remote work due to improved technology.
- The office market declined throughout the region and nationally.
- Today, many businesses have evolved into a hybrid program.
- Along with this hybrid work plan, businesses started downsizing their space needs.
- Office users seeking updated amenities.

Trends in Commercial & Office

- Adaptive re-use of existing buildings
- Makerspaces and shared spaces for smaller vendors and businesses.
- Shift towards hybrid work and work from home means less office space needed.
- Live/workspace.
- Co-working spaces and business incubators.

A Major Shift in Business

For a downtown or corridor context, the practical takeaway is that older office buildings without amenities are under the most pressure, while smaller commercial spaces suited for food, service, experiential retail, maker uses, and mixed-use redevelopment are generally more competitive today.

- Office Vacancy remains a major local issue for the Southfield-Area market, with Office Buildings seeing over 23% vacancy rates.
- Classifications of Office Spaces:
 - Class A: Amenities, Modernized, up-to-date, well-positioned in a metro area.
 - Class B: Few amenities, Surface Parking, Older Structure (10-30+ yrs), small to midsized.
 - Class C: 30-50+ years old, no amenities, basic infrastructure, older building systems.

A Major Shift in Business

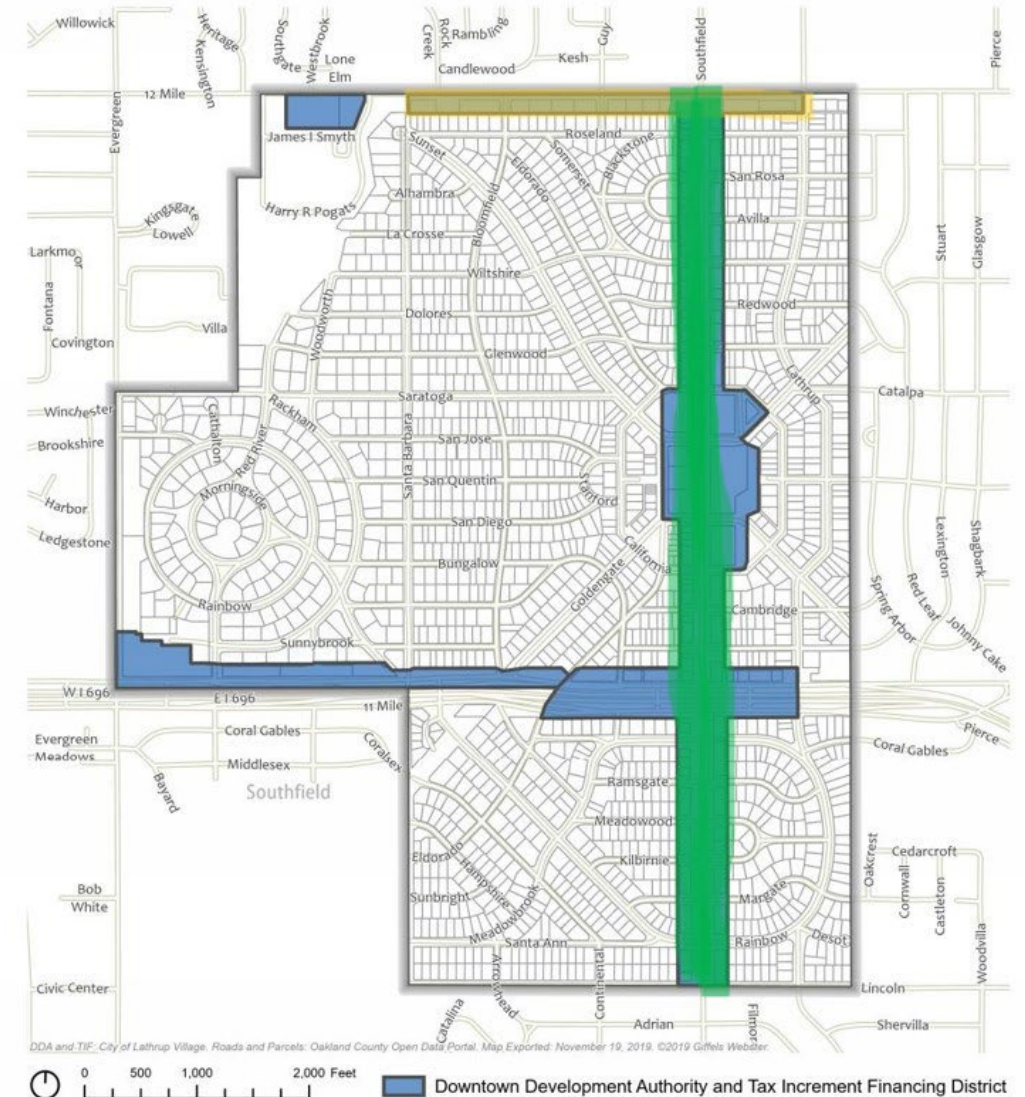
- Devika Gopal, in a 2000 MIT Master in City Planning Thesis, reported how during the 1950's – 1990's, malls centralized business within their locations, leading to long-term economic downturn due to loss of revenue and clientele for downtown businesses.
- There is a major shift identified in urban planning research over the past 20–25 years, and our efforts are described as “reversal of retail decentralization” or post-mall urban retail restructuring.

The “New” Strategy

- Recast City Cohort has opened channels of discussion and promotion of Lathrup Village in recent weeks to outside groups and businesses.
- Internal discussions amongst DDA staff, the DDA board and the Cohort have provided insight and offered new approaches for the business district.
- DDA Staff have had discussions with external stakeholders to expand business support programs and partnerships to create an ecosystem for small-scale producers, makers, and existing businesses to thrive.

DDA Corridor's Map (Tentative)

- One discussion led to new Corridor Designations, part of the cities Wayfinding Efforts within the Capital Improvement Projects.
- Yellow Corridor: 12 Mile; The Design District
- Green: Southfield Road; The Maker's Mile*
(*Not actually 1 mile)
- Project's focus area is the Village Center



Corridor Intentions

- Redesignating or redefining these corridors are only to act as a guide- they will not affect current/existing businesses down the respective corridors.
- Instead of randomly putting a maker space in a parcel within the business district, we instead have a more direct plan that organizes businesses into clusters where they are more likely to succeed.
- Design District: For Engineering/Drafting Businesses + 3D print companies and businesses utilizing CNC machinery.
- Maker's Mile: Artisan Crafts, Maker Spaces, certain small-scale production.

Business Support

- This program works better with a level foundation and a holistic perspective to business support. DDA staff have identified that businesses, both new and existing, need financial support.
- We are discussing with local financial institutions, local business advocates, the chamber of commerce, and the Small Business Administration (SBA) to expand our Business Support Network (BSN).
- We are expanding our Development Grants and Economic Development tools.
 - Met with Oakland County Neighborhood and Housing Development department staff regarding the use of CDBG funding to provide as grants to convert obsolete office space into multi-family housing in the DDA District.

Support webpage can be found at: <https://www.lathrupvillage.org/page/business>

CITY OF LATHRUP VILLAGE // BUSINESS

Business

The City of Lathrup Village is a great place to locate a business whether it's in a commercial district or your very own home. Why Lathrup Village? Well, as the old real estate adage goes- location location location! Conveniently located at the major transportation hub of I-696 and Southfield Road Lathrup Village is one of the easiest communities to get to in Metro Detroit. No other community can offer you unparalleled exposure to existing and new clientele.

Beyond Lathrup Village's geography, this highly visible community offers progressive zoning that creates vibrant live/work/play opportunities along areas formally designated for commercial space only. Embracing this change puts our community in an elite league of Cities.

Our Downtown Development Authority and City Staff are ready and willing to go the extra mile to make sure you find yourself here. We have collected some information and links to help you go from brainstorming to a storefront. Please also see our guide to Starting a Business in Lathrup Village for step-by-step instructions on our process.

Available Properties

Check out the opportunities for investment in Lathrup Village. This list is always being updated as new information becomes available. Contact DDA Director Austin Colson for more information.

Choose Lathrup

Lathrup Village is a historic residential community that is upwardly mobile, culturally diverse, well-educated, and part of a populous and economically significant region of the country. The vision that this economic development plan sets out to achieve and embraces a new urban character, demographic diversity, and economic variety while establishing the city as a regional economic hub.

Business Licensing

All businesses in Lathrup Village need to be licensed with the City. This not only keeps us informed about which businesses are operating in the City but also allows us to tailor our business development services to meet the needs of the business operators located here. Click on the above link to find out more.

Development Grants

The Downtown Development Authority has programs designed to assist businesses and property owners in improving the look and utility of the Downtown District.

Downtown Development Authority

The mission of the Lathrup Village Downtown Development Authority is to create an accessible village center that brings life to our vibrant, diverse community, supporting economic development. The DDA functions to assist businesses and property owners in the District by combining public and private resources to provide an attractive and pedestrian-friendly environment where residents and visitors enjoy a welcoming, attractive community. **The DDA sends out quarterly Business eNewsletters to LV Business and Property Owners, to view previous issues or sign up, click [here](#).**

Starting a Business

After the great idea comes figuring out how to create a successful business around it. Learn how to create a business plan, seek financial sources, and other small business resources with our Starting a Business page.

A Proactive, Corridor-Based Approach

From partnering with business support organizations to connecting with local institutions who can help us recruit businesses, to leveraging our vacancies and our Redevelopment Ready status, we are tackling an age-old problem Lathrup Village has had with a strategy that:

- Embraces modern technology,
- Promotes entrepreneurs,
- Focus on targeted (re)development,
- Forms long-lasting partnerships with community and business-focused groups/organizations.



Economic Development & Planning

What does this mean from a land use and zoning perspective?

- Planning and zoning strives to ensure that adjacent land uses are harmonious and compatible.
- Considerations include but are not limited to:
 - Noise
 - Pollution and odors
 - Light pollution
 - Traffic and distribution/delivery needs
 - Outdoor storage
 - Vibration and movement
 - Aesthetics

Example Zoning Language

4.38 Artisan manufacturing/galleries

- A. Artisan manufacturing/galleries may be permitted in the CR-district after special land use approval, subject to the following requirements:
 - 1. Hours of operation:
 - a. There shall be no retail activity on the site between 8:00 p.m. and 8:00 a.m.
 - b. When located adjacent to a residential use, activities shall be conducted completely within a building between the hours of 10:00 p.m. and 8:00 a.m.
 - 2. There shall be no sound, odor, light, smoke, or other nuisances beyond that which would be expected in a residential district.
 - 3. One parking space for each employee outside of the home owner shall be provided in an off-street parking area.
 - 4. No outdoor storage of materials is permitted.
- B. In the West Gate district (WG), artisan uses are permitted only if the business includes a retail sales component or is open to the public for classes, lessons and similar instructional activities.



Bread, by Crispelli's
Royal Oak MI



Ophema Farms + Juicery,
Clawson MI



Epiphany Glass, Pontiac MI



Makerspace District - Knoxville, TN







2021 Goals & Objectives

2021 Goal on Economic Development

“Thriving local businesses and an employed workforce; a convenient selection of goods and services; and a diverse tax base with a resilient economy.”

Objectives:

- Encourage entrepreneurship and growth for diverse businesses of all sizes to promote a balanced local economy.
- Provide incentives and flexible zoning mechanisms for commercial property owners and tenants to upgrade existing commercial and industrial sites.
- Promote the mix of commercial and office uses in a way that fosters collaboration and business growth, while creating a desirable environment for the local workforce.
- Promote walkability by ensuring sufficient local destinations for goods and services.