

Our understanding of the City's needs:

- Explore how factors such as population shifts, economic changes, and recent development in the City and surrounding area may require updates to land use, recreation, and commercial corridor plans.
- Updated plans for future land use, recreation, and the commercial corridor are needed to guide decisions that impact land use, capital spending, economic development, and quality of life.
- A comprehensive plan will continue to illustrate the physical, social, and economic connections between where and how residents of the city live, work, and play.
- Strategic implementation actions will help the city identify priority improvements and plan for wise future investment of financial and human resources that will leverage quality private investment.
- Public participation is critical to the planning process. Our team offers a variety of public participation approaches in this project.

Work Program

Task 1 Kick-off: Base map, notices, and meeting.

- Kickoff meeting.** Meet with city staff to refine the scope as needed and establish meeting dates. Create a social media plan, consistent with the City's Public Participation Plan, to notify the public of meetings and opportunities for involvement and to make planning documents available for review and comment. Discuss how to use the neighborhood
- Plan Preparation Notices.** Coordinate with city staff to prepare and distribute public notices of the City's intent to update the Master Plan as required by State law.
- Public Input Website.** Create an online platform to gather input from the community about the land use, potential redevelopment sites, recreation needs and wants, and ways to improve the image of Lathrup Village.
 1. Recreation Survey. Launch Recreation Survey through this platform
 2. Business Survey. Launch survey of businesses in the community to obtain current trends and patterns, issues and investment opportunities from the existing operations.
- Data collection & Inventory.** Compile data and images of the following, to be analyzed in following task elements:
 1. Update and assess demographic data to understand current community makeup as well as understand future projections.
 2. Update maps to illustrate land use and assess data as it relates to geography

Timeline: 1 month

Meetings:

- Staff (1)
- Planning Commission (1)

Deliverables:

- Social media plan
- Required legal notices for Plans
- Base maps as described above
- Public input website

Task 2 Market Analysis.

Update the 2019 Market Analysis to help guide and support the land use map, master plan, and economic development strategies. Using the best available data, as well as a consumer spending survey, our partners at The Chesapeake Group will:

- A. Assess the trade area population & spending potential as well as the location of competing centers and their business mix
- B. Assess the regional trends and related commercial and housing development.
- C. Incorporate the findings of public participation as outlined above.
- D. Assess residential and non-residential property trends, including sale price and other factors.
- E. Assess research and development and emerging technology arenas to enhance tax revenues, development, employment, and entrepreneurial niches without negatively impacting either the current or future environment. Identify those with the greatest promise, based on compatibility, competition, and other factors.
- F. Assess the goods and services market using two approaches to define economic opportunities: a cluster analysis using gap methodology and demand forecasting.
- G. Assess the city's residential market to understand demand for style, type, and size of housing.
- H. Identify marketable opportunities for the future based on the economic and physical factors derived from the above analysis and the results of previous tasks noted above.

Timeline: 3 months

Meeting:

- Joint meeting (1). Facilitate meeting of the Lathrup Village City Council, Planning Commission and Downtown Development Authority to review the summary of the above noted analyses and confirm plan goals and objectives.

Deliverables: Summary of survey findings and market analyses

Task 3 Plan Preparation:

Our team proposes to incorporate the following chapters and sub-chapters into one consolidated document:

- A. **Comprehensive Master Plan.** The Comprehensive Master Plan Update will include the following:
 - 1. **Goals & Objectives.** Based on the existing conditions overview and public input received through the planning process, our team will assist the Planning Commission in updating the Master Plan goals, policies, and objectives.
 - 2. **Future Land Use Plan Map and supporting recommendations** based on the existing conditions analysis, public input, and goals and objectives. A narrative of the intent of each land use category will be provided in tabular form. The Complete Streets Plan will be updated as necessary. Graphics and implementation details illustrating specific proposals will be included as appropriate.
 - 3. **Implementation Strategies.** The Comprehensive Master Plan should be a living document, one that provides guidance and direction for short and mid-term action plans. Realization of the community's vision, as identified in the Master Plan will only come to fruition through decisive actions that result from an implementation strategy.
 - a. **Action Items Summary Table:** an easy-to-use checklist for prioritizing implementation strategies. Identify a Champion and Partners for each specific action item to ensure implementation success.
 - b. **Zoning Plan:** Prepare a Zoning Plan to guide short-range zoning decisions. Relate current and new districts to each land use category as necessary. Provide direction for zoning changes needed as a result of the Master Plan.

B. **Parks and Recreation Plan.** We will prepare the City's Parks and Recreation Plan per the state of Michigan Department of Natural Resources guidelines. The plan will contain the following:

1. Community Description
2. Administrative Structure
3. Inventory of Existing Parks, Natural Areas and Recreation Facilities
4. Description of the Planning and Public Input Process
5. Goals and Objectives
6. Action Program

Timeline: 6 months

Meetings:

- Planning Commission meetings (4) – Note, it is assumed that these are regularly scheduled meetings (or study sessions ahead of the regular meeting).
- Recreation Advisory Board (2)
- Public Open House: During the plan development process, the public will be invited to attend an open house to review the findings and offer additional input.

Deliverables: Draft Comprehensive Plan & Draft Recreation Plan

Task 4: Public Hearing & Adoption

- A. Assist in preparing for the distribution of the draft plans to surrounding communities and designated agencies and utilities.
- B. Prepare notice of public hearing in accordance with the Michigan Planning Enabling Act and the Michigan DNR requirements.
- C. Present each draft Plan at the public hearing (two if the Master Plan update takes longer than the Recreation Plan, which should be submitted by February 1, 2026). Prepare Resolutions of Adoption.
- D. Assist Planning Commission and City Council with final adoption procedures

Timeline: 3-4 months

Meeting: One public hearing with the Planning Commission

Deliverables: Final draft plan for review and public hearing

Task 5: Plan Prep & Printing

- A. Final draft: Prepare document for printing and/or electronic copies to be distributed by a digital link. Print complete document for distribution.
- B. Transmit Adopted Plan: Transmit the Plans as electronic documents in PDF format. Coordinate with city staff to ensure the adopted Plan is distributed in accordance with State law.

Timeline: 1 month

Deliverable: Final Comprehensive plan as identified above.

Timeline and Budget

Some of the above noted elements may be conducted concurrently. We estimate the above scope of work to take between 12-17 months, depending on the City's meeting schedule and availability, as well as on the required public hearing timetables. The timeline does accommodate completion, adoption, and submittal of the Recreation Plan to the DNR by February 1, 2026, to keep the City eligible for DNR grant opportunities.

We will work with the City of Lathrup Village to refine the work program to meet the needs of the City in the most cost-effective manner possible, while still providing a high quality, easy to read working document. The fee for both plans, broken down by plan is presented below – note the cost savings with the existing conditions assessment and public input for combining this work into one comprehensive planning process.

Plan Element/ Plan Type	Master Plan	Recreation Plan	Comprehensive Plan
Existing Conditions (demographics and land use)	\$4,500	\$1,600	\$4,500
Market Study	\$4,850		\$4,850
Goals/Objectives	\$2,000	\$1,200	\$3,200
Public Input	\$6,500	\$2,300	\$7,600
Plan Content	\$9,500	\$2,600	\$12,100
Action Strategies	\$2,500	\$1,200	\$3,700
Public hearing/adoption	\$2,500	\$900	\$3,400
Cost	\$32,350	\$9,800	\$39,350