

memorandum

DATE: April 13, 2026

TO: Lathrup Village Planning Commission

FROM: Eric Pietsch, Jill Bahm, and Hannah Prins, Giffels Webster

SUBJECT: Comprehensive Plan Update –Transportation Study Session & Economic Development Kickoff

We will use our meeting on April 21 to further discuss the topic of Transportation at the 6:00 P.M. study session with the Planning Commission. A representative from the Road Commission for Oakland County is will be present at the meeting to provide information and answer questions about the future of Southfield Road as well as transportation in the region. The study session will be followed by the kick off for this month's discussion on economic development at 7:00 P.M.

Please note our progress for the 2026 Comprehensive Plan **Visioning phase:**

- ✓ **Surveys.** We have continued to add to the established hub website for the project so that the public may view planning & zoning documents, see the progress of the plan and how they can participate, and submit input and feedback.

Four surveys are now live: Housing, Transportation, Economic Development, and Parks and Recreation. All four surveys are available on the hub website on the Join the Conversation page. We encourage city staff and commissioners to continue to leverage community communication channels and collaborate on spreading the word about the surveys, activities, and events for the comprehensive plan update.

The surveys are open until May 31, 2026, but so far, each survey has:

- Housing – 200 responses
- Transportation – 67 responses
- Economic Development – 41 responses
- Parks and Recreation – 38 responses

Preparation for the study session on Transportation:

- **Review the 2021 Comprehensive Plan.** Particularly the Transportation and Complete Streets chapter from pages 81-87 and the Transportation Network action strategy on page 98.
- **Review the previously provided data on transportation in Lathrup Village.**
 - About the datasets: In most cases, we have gathered U.S. Census Data from the American Community Survey 5-year estimates. If you would like to learn more about this dataset you may visit:
 - <https://www.census.gov/programs-surveys/acs/about.html>
 - <https://www.census.gov/programs-surveys/acs/guidance/estimates.html>

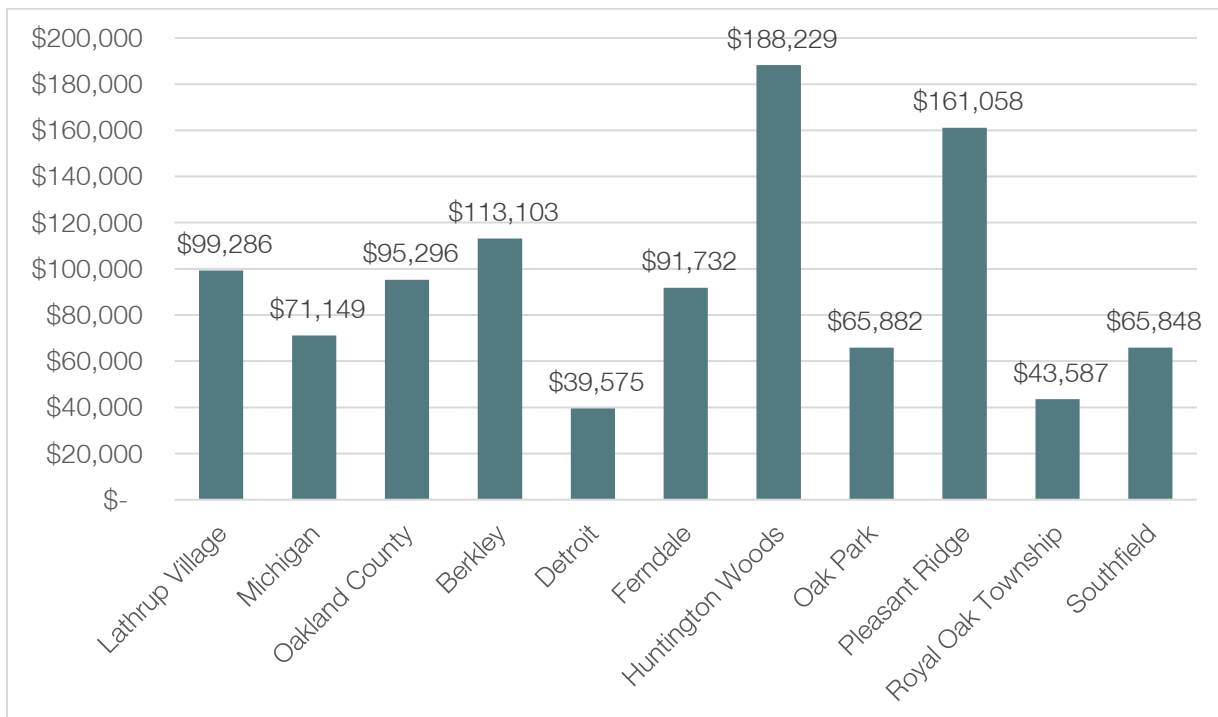
- **Review the previously provided transportation resources packet.** (Note: resource packets can be found at <https://giffelswebster.sharefile.com/public/share/web-s42042d07105041df8f9e34fdc3d5e6d2>)
- **Prepare questions you may have or any resources or data you would like to have.**

Preparation for the regular meeting on Economic Development:

- **Review the 2021 Comprehensive Plan.** Particularly the Future Land Use chapter from pages 43-46, the Commercial Corridors/Downtown Plan chapter from pages 63-80, and page 95-96 for the Commercial Development action strategy.
- **Review the following data and information on economic development in Lathrup Village.**
- **Over the next month, review the provided resource packet on economic development topics for the study session in May.** (Note these resources are also now available on the 2026 Comprehensive plan website under the economic development tab).
 - The selected resources are meant to spark conversation, illustrate actionable strategies, and point to successful models that communities can consider for local adaptation. The packet is not a complete collection—further materials addressing other topics or deeper dives may be introduced as community needs evolve.

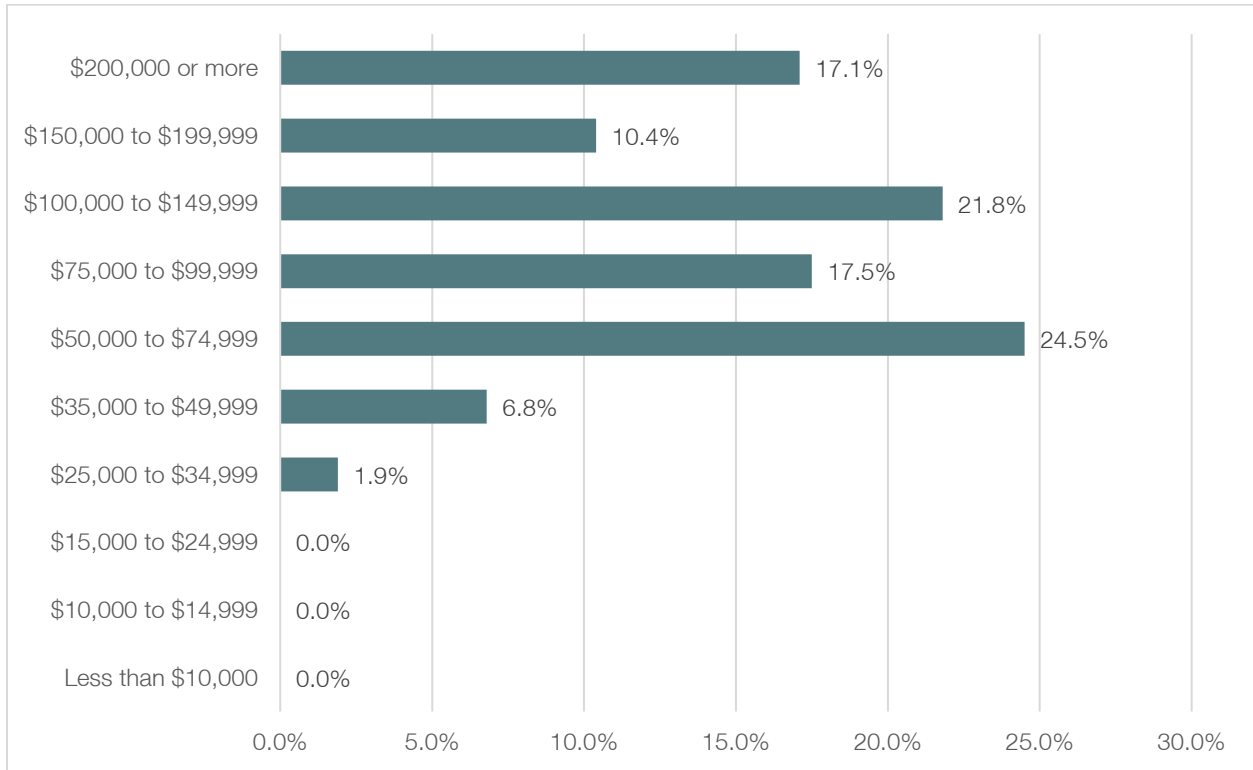
Economic Development in Lathrup Village

Median Household Income. The Median household income for Lathrup Village is approximately \$99,286. This is slightly higher than the county median and is higher than several other nearby communities including the City of Southfield which it is completely enclosed by.



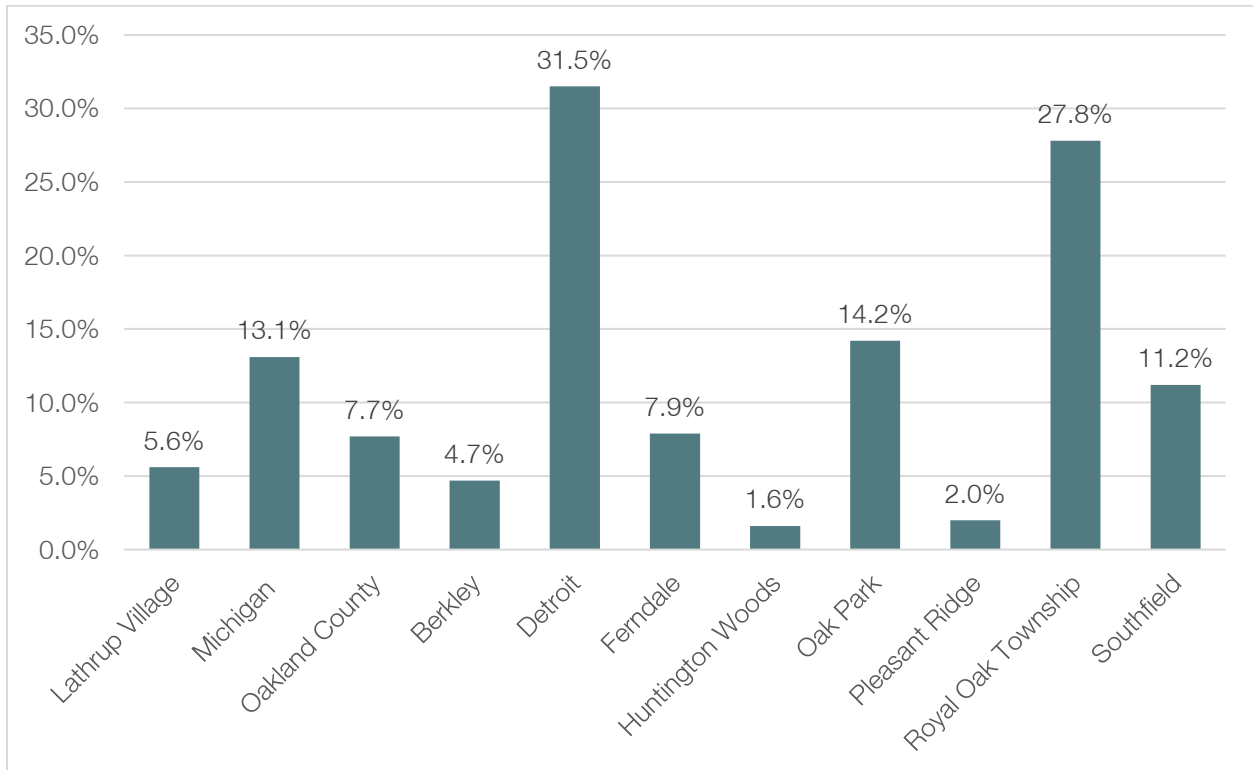
Source: Table DP03 ACS Selected Economic Characteristics 5-Year Estimates for 2023

Household Income. Most residents (63.8%) in the City of Lathrup Village have a reported income between \$50,000 and \$150,000. Notably, nearly a third of the population (27.5%) has an income of more than \$150,000.



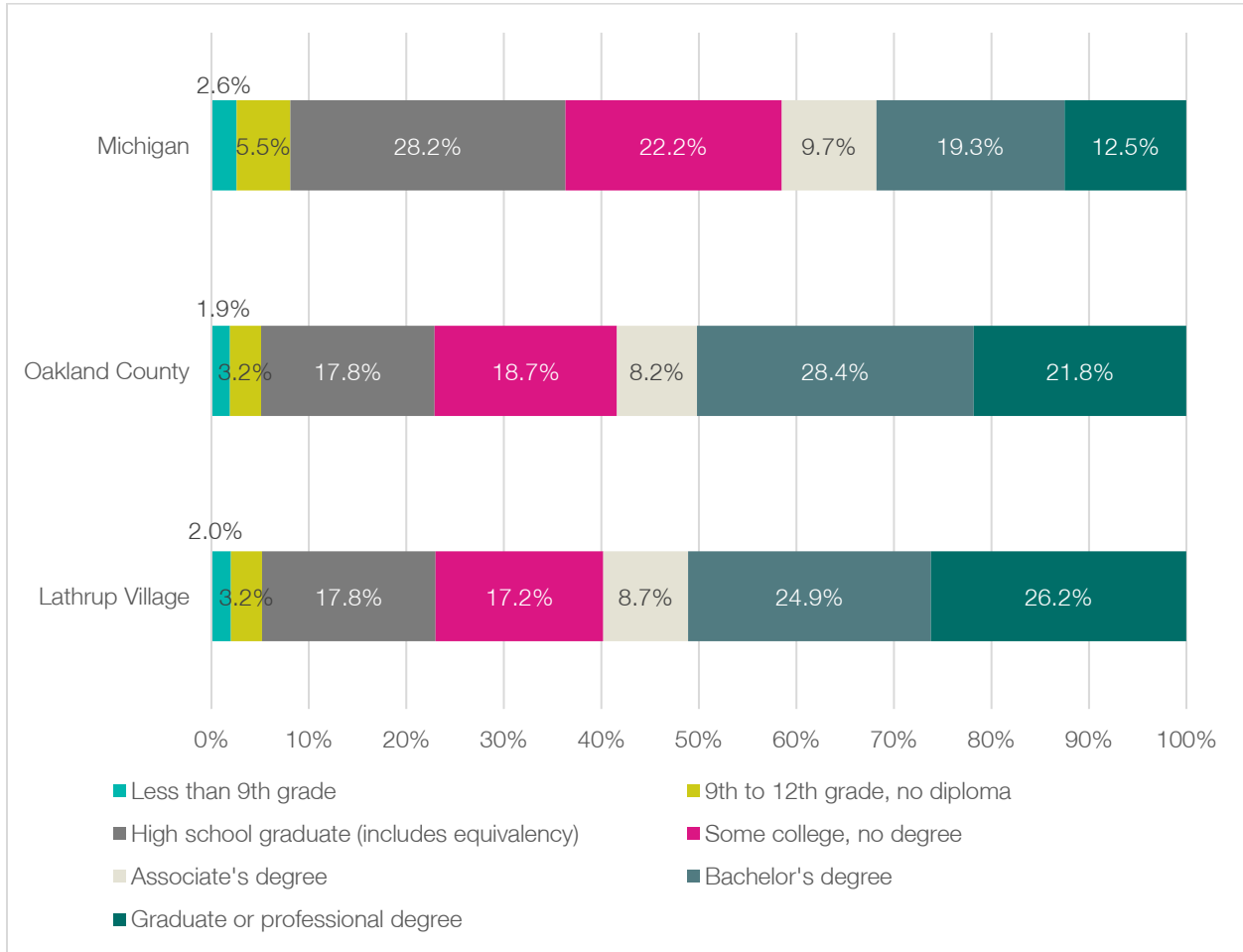
Source: Table DP03 ACS Selected Economic Characteristics 5-Year Estimates for 2023

Poverty. About 5% of residents have an income below the poverty level which was an income of \$18,900 for a family of 2 in 2023. (Weighted entries from the U.S. Census Bureau, Current Population Reports, Series P60-252, Income and Poverty in the United States: 2022, Washington, D.C., U.S. Government Printing Office, September 2023, p. 19.).



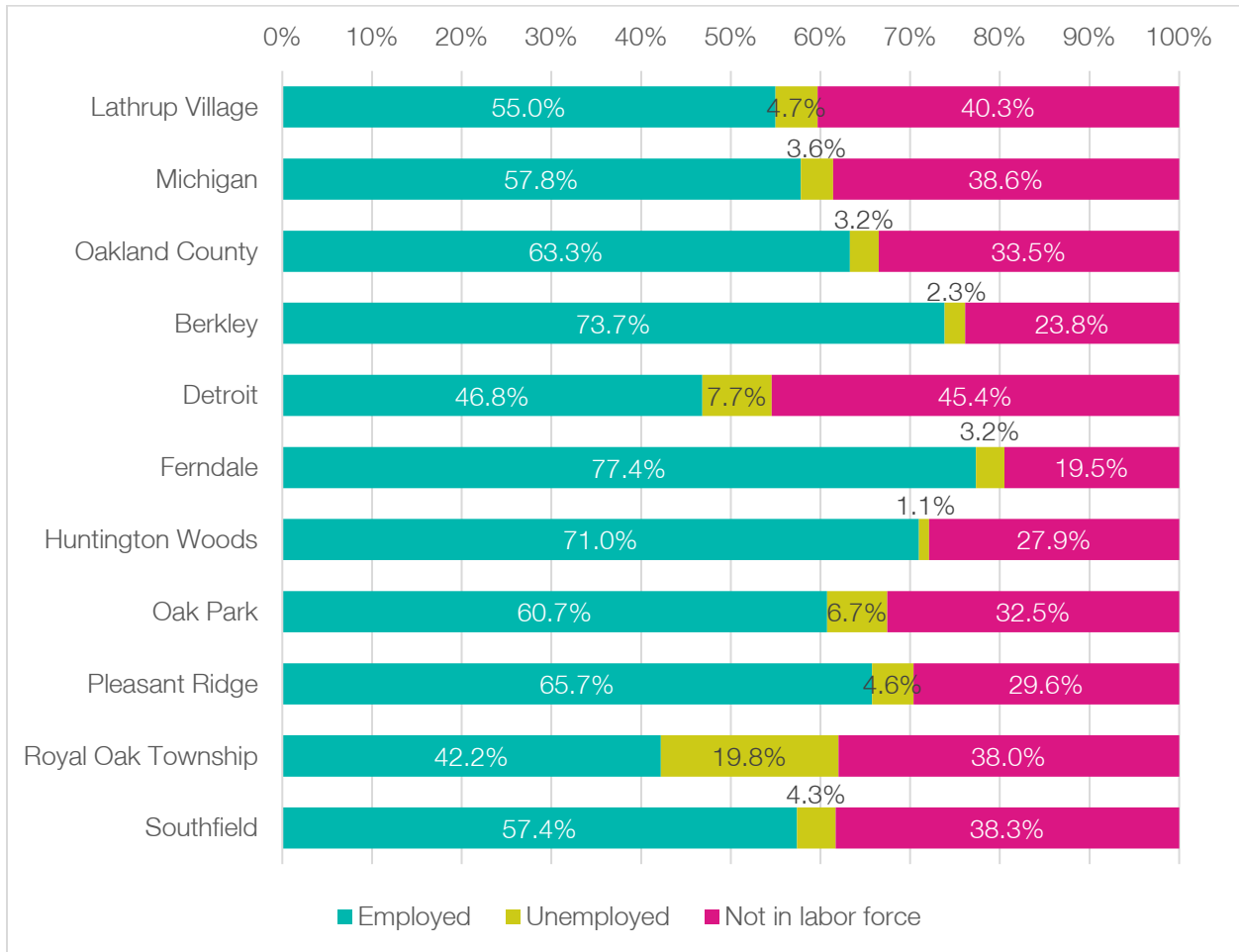
Source: Table DP03 ACS Selected Economic Characteristics 5-Year Estimates for 2023

Educational attainment. Lathrup Village has a higher proportion of residents with advanced or professional degrees than the state and Oakland County overall, indicating a highly skilled resident population and reinforcing the city’s role as a primarily residential community with strong regional employment ties in management, business, science, and arts occupations.



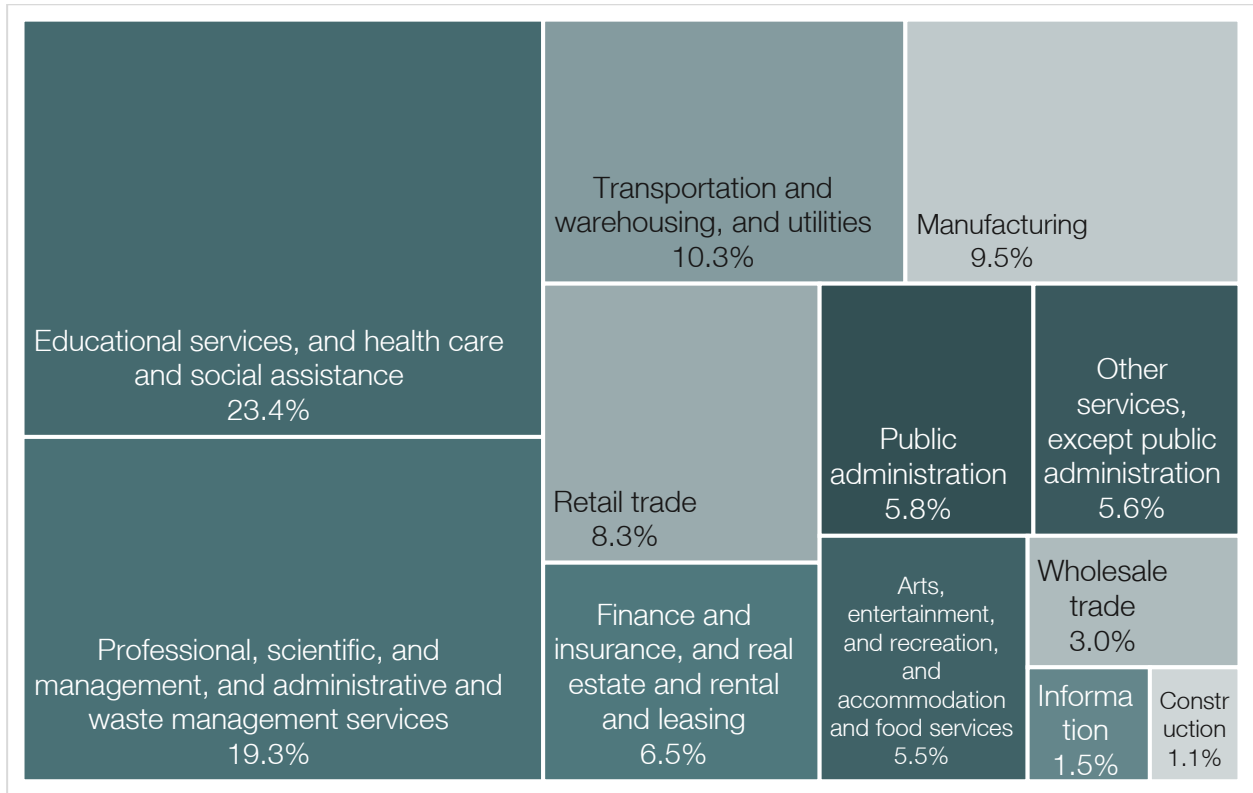
Source: Table DP03 ACS Selected Economic Characteristics 5-Year Estimates for 2023

Employment status. Just under 5% of residents in the community are experiencing unemployment which falls within a typical range that is slightly higher than the state overall. Notably, a greater share of residents are not in the labor force than surrounding communities and than Oakland County (33.5%) overall. People not in the labor force include retirees, full-time students, stay at home caregivers, people with disabilities, and people are not working but not seeking work.



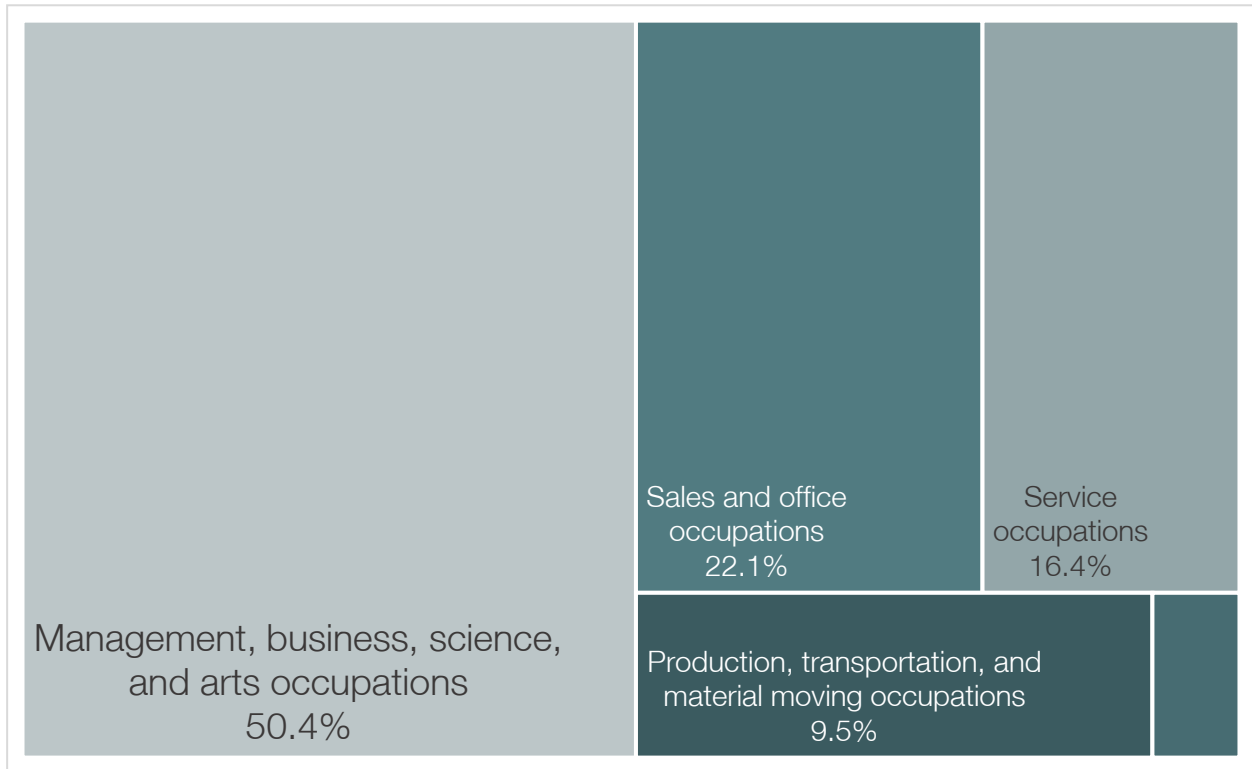
Source: Table DP03 ACS Selected Economic Characteristics 5-Year Estimates for 2023

Employment by Industry. Residents in Lathrup Village are primarily employed in educational services, health care, and social assistance (23.4%) and also in professional, scientific, management, administrative, and waste management services (19.3%). Notable shares of the population work in transportation, warehousing, and utilities (10.3%) and in manufacturing (9.5%) and retail trade (8.3%). It should be noted that while industry describes the category of one's place of work in terms of the goods and services their business produces, it doesn't necessarily indicate the type of job that person performs.



Source: Table DP03 ACS Selected Economic Characteristics 5-Year Estimates for 2023

Employment by Occupation. Historically, Lathrup Village has come to be known as a bedroom community where residents live but primarily work elsewhere in the region. The occupation distribution compared to the land use in the city reflects this narrative. A majority of residents in Lathrup Village primarily work in management, business, science, and arts (50.4%) followed by sales and office (22.1%). This data illustrates a scenario where local services and retail are an important part of local quality of life but residents are not necessarily financially dependent on jobs in the area. As the community is already built out, focussing on adaptive reuse of land and supporting existing and future neighborhood-serving businesses will be critical.



(Natural resources, construction, and maintenance occupations account for 1.6%)

Source: Table DP03 ACS Selected Economic Characteristics 5-Year Estimates for 2023