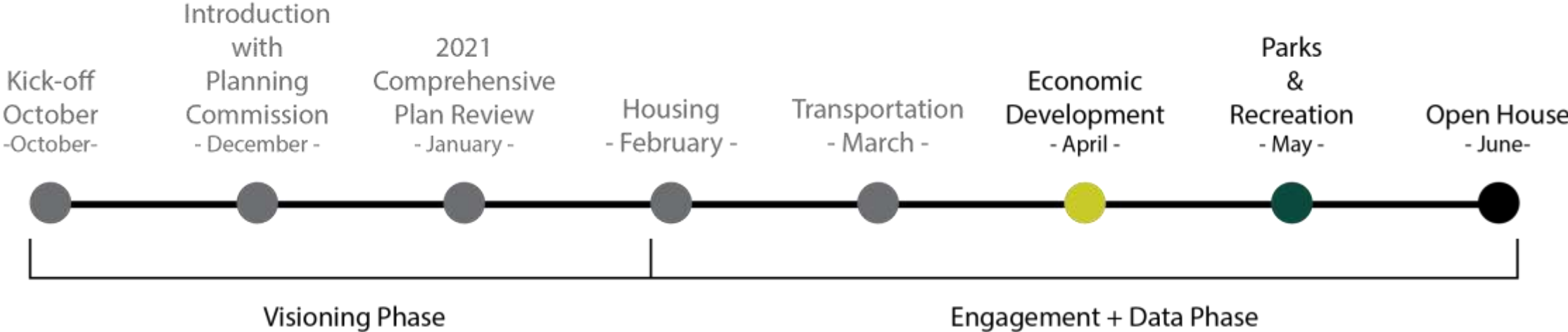


# Lathrup Village 2026 Comprehensive Plan Update | Economic Development

April 21, 2026

# Comprehensive Plan Spring Timeline



## Survey Updates

- Housing survey: 193 responses
- Transportation survey: 65 responses
- Economic development survey: 39 responses
- Parks and recreation survey: 32 responses

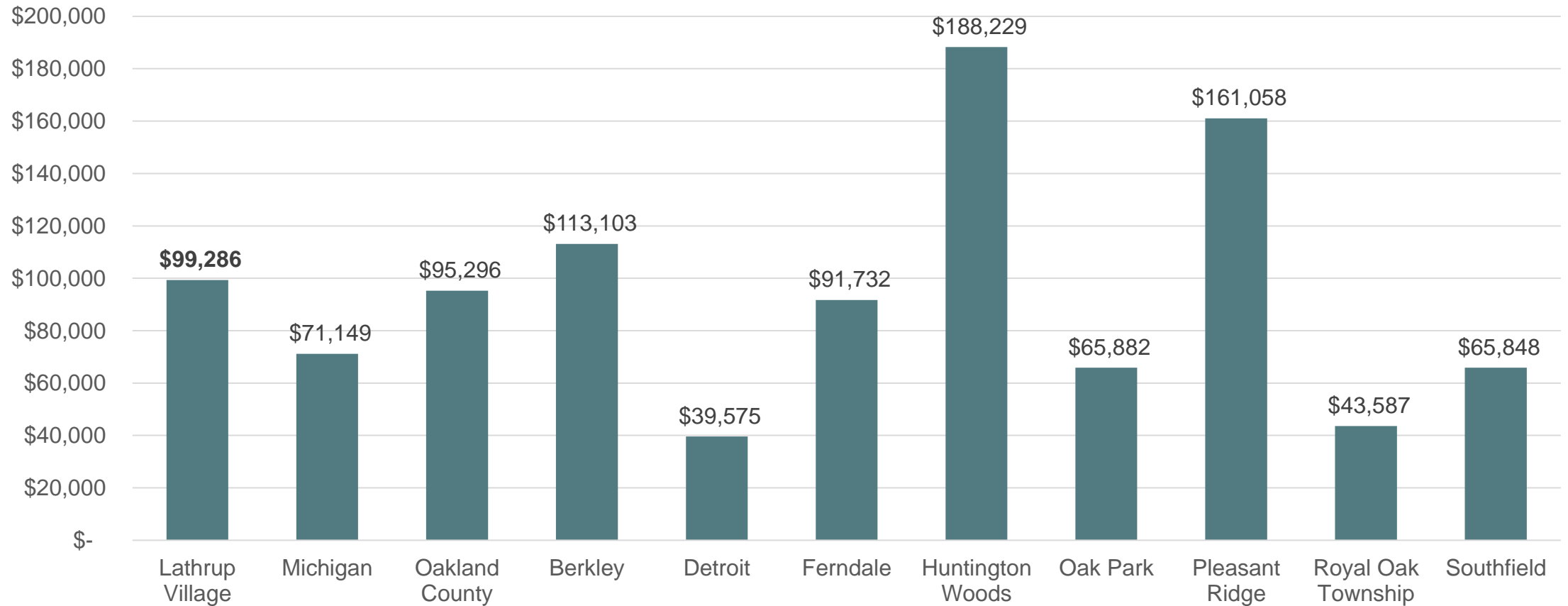
## Overview

- Existing Conditions
- Economic Development & Planning
- Existing Goals & Objectives
- Discussion & Questions

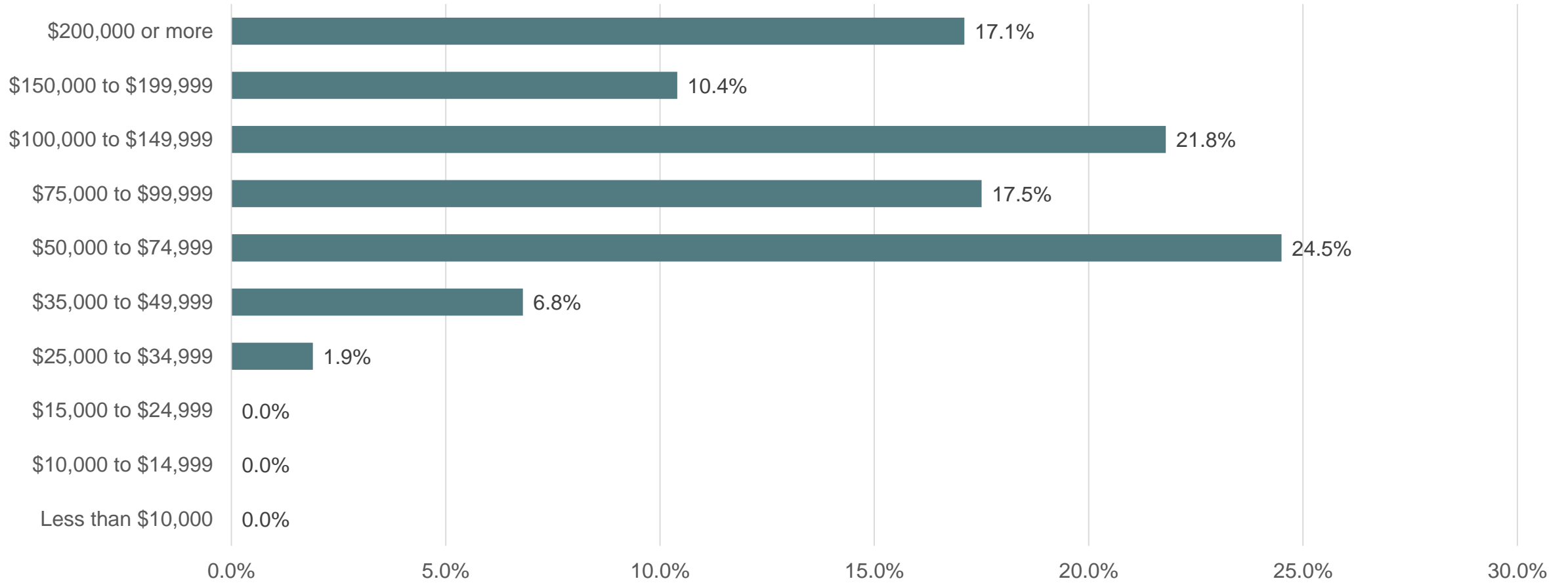


Existing  
Conditio  
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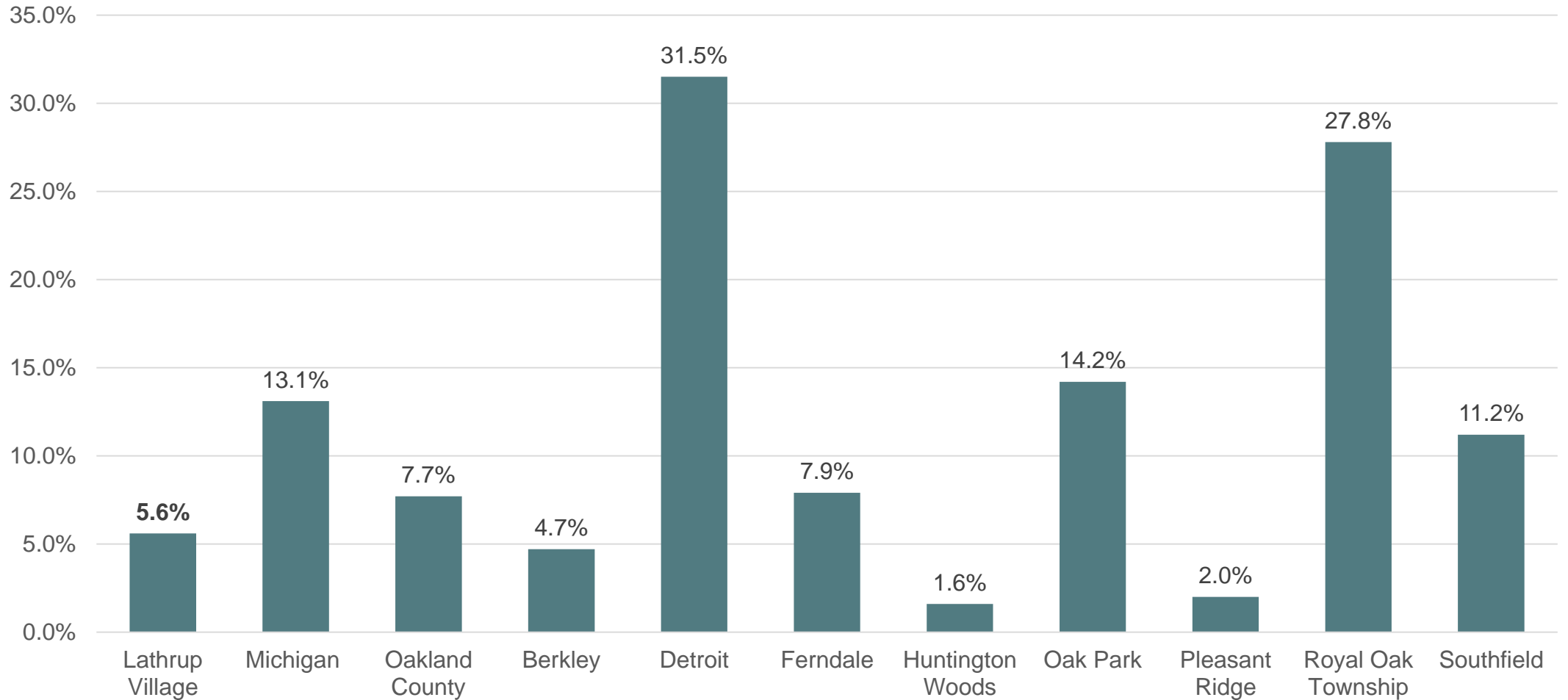
## Median Household Income



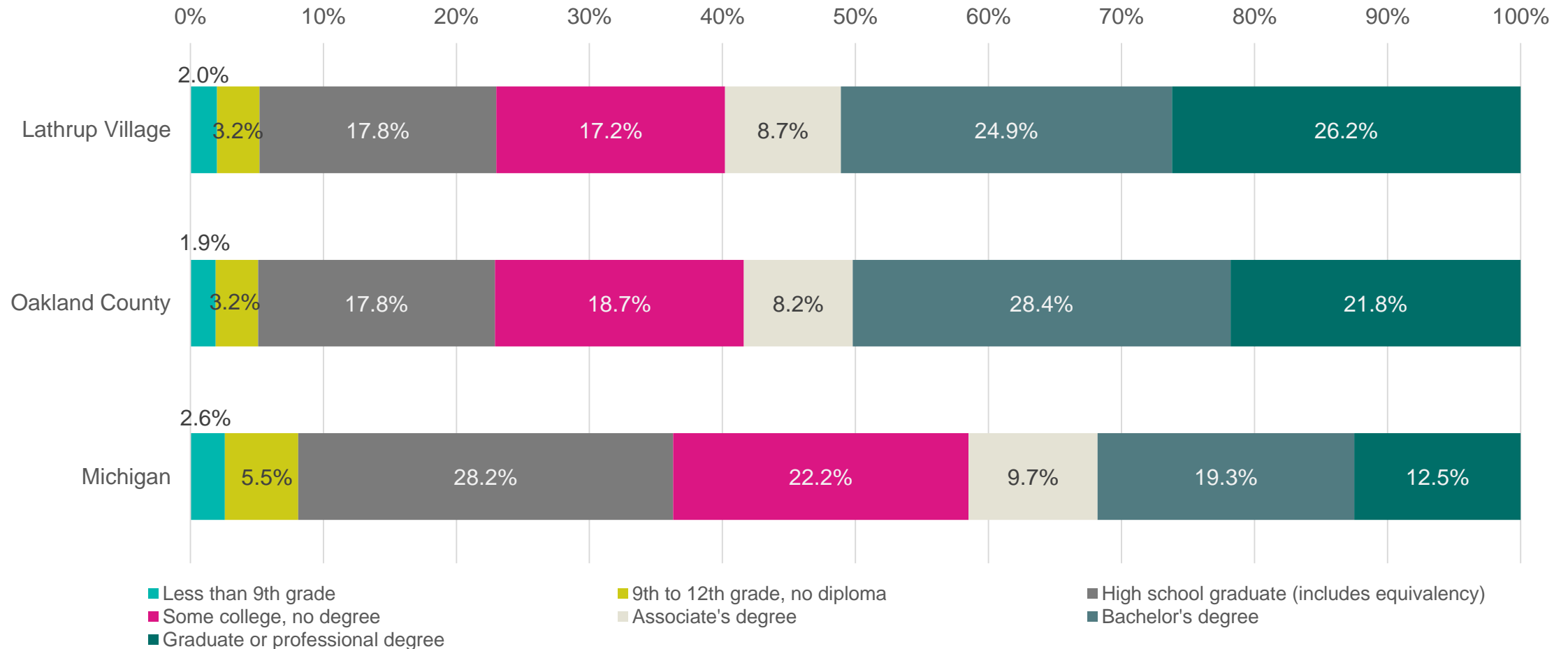
## Household Income



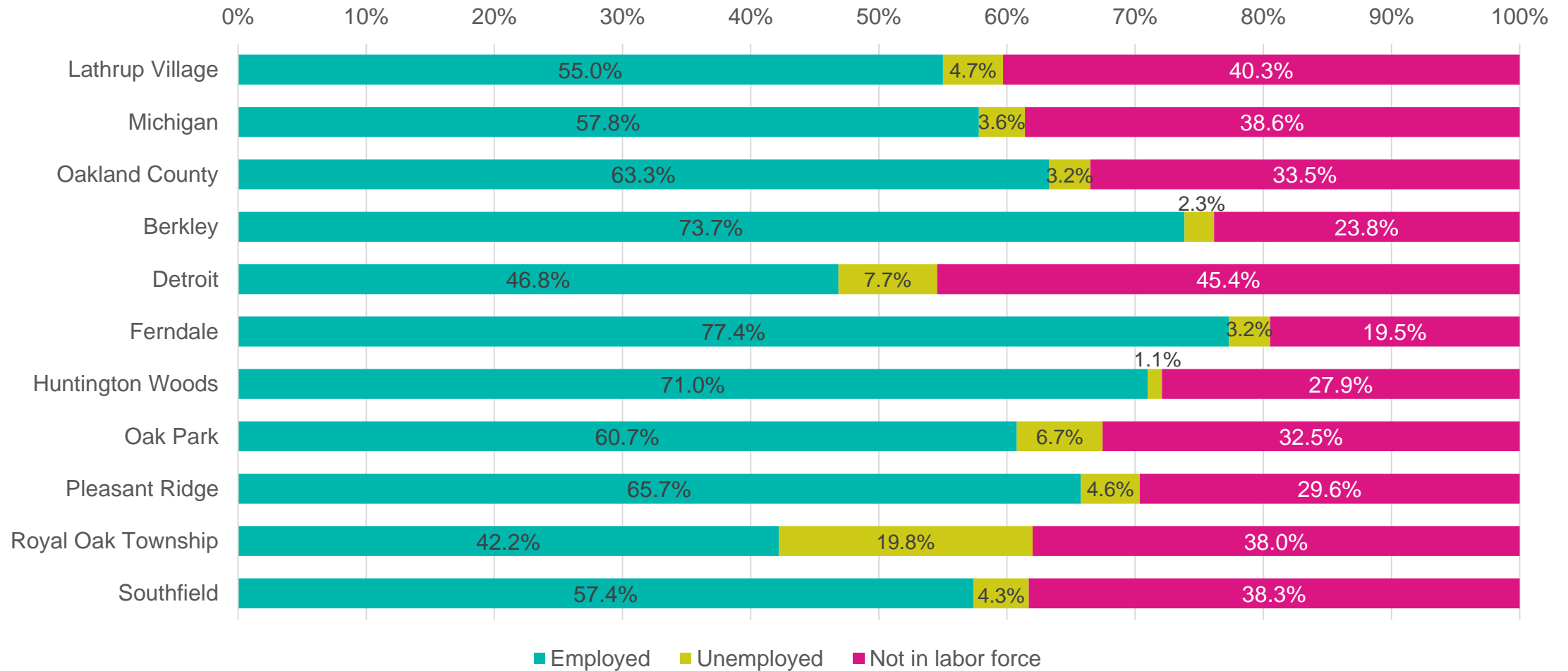
## Poverty Rate



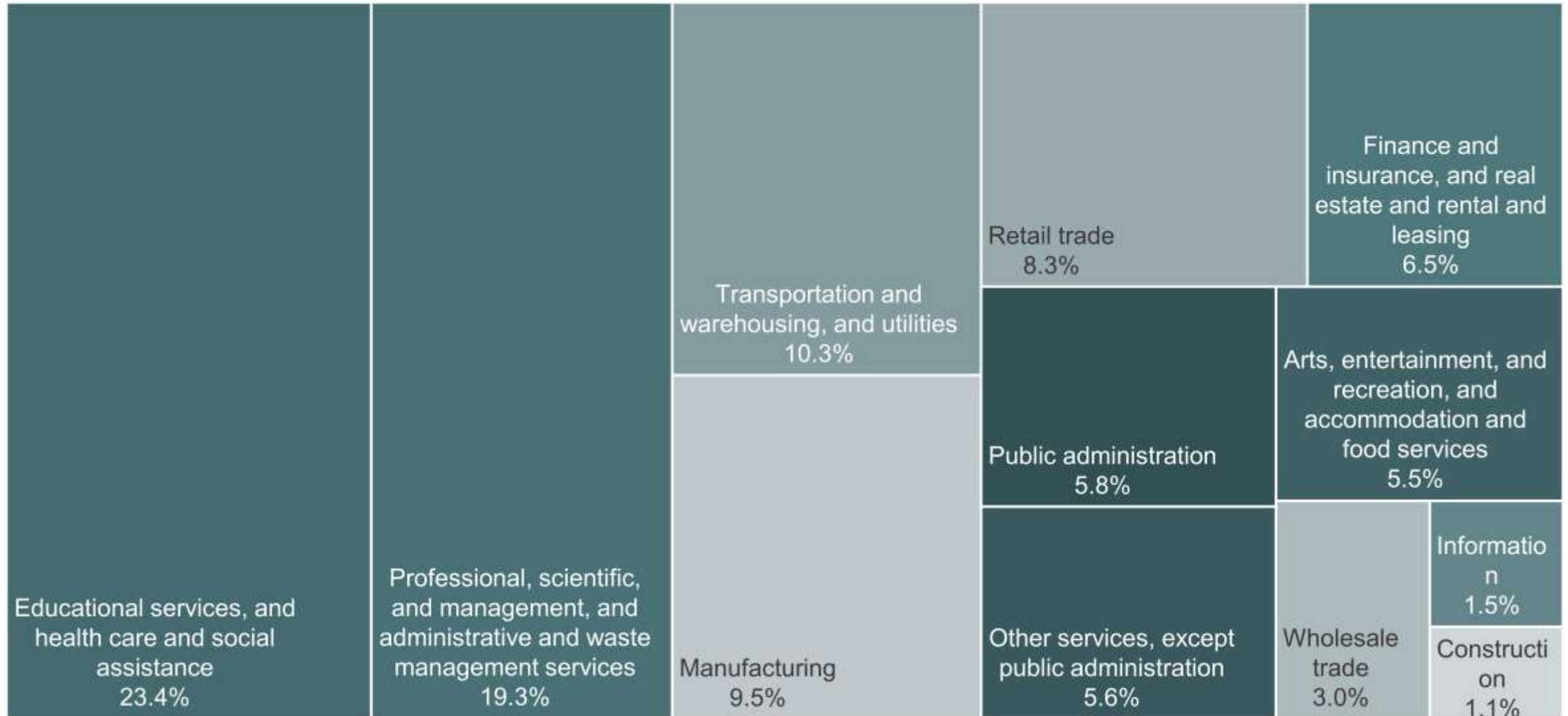
## Educational Attainment



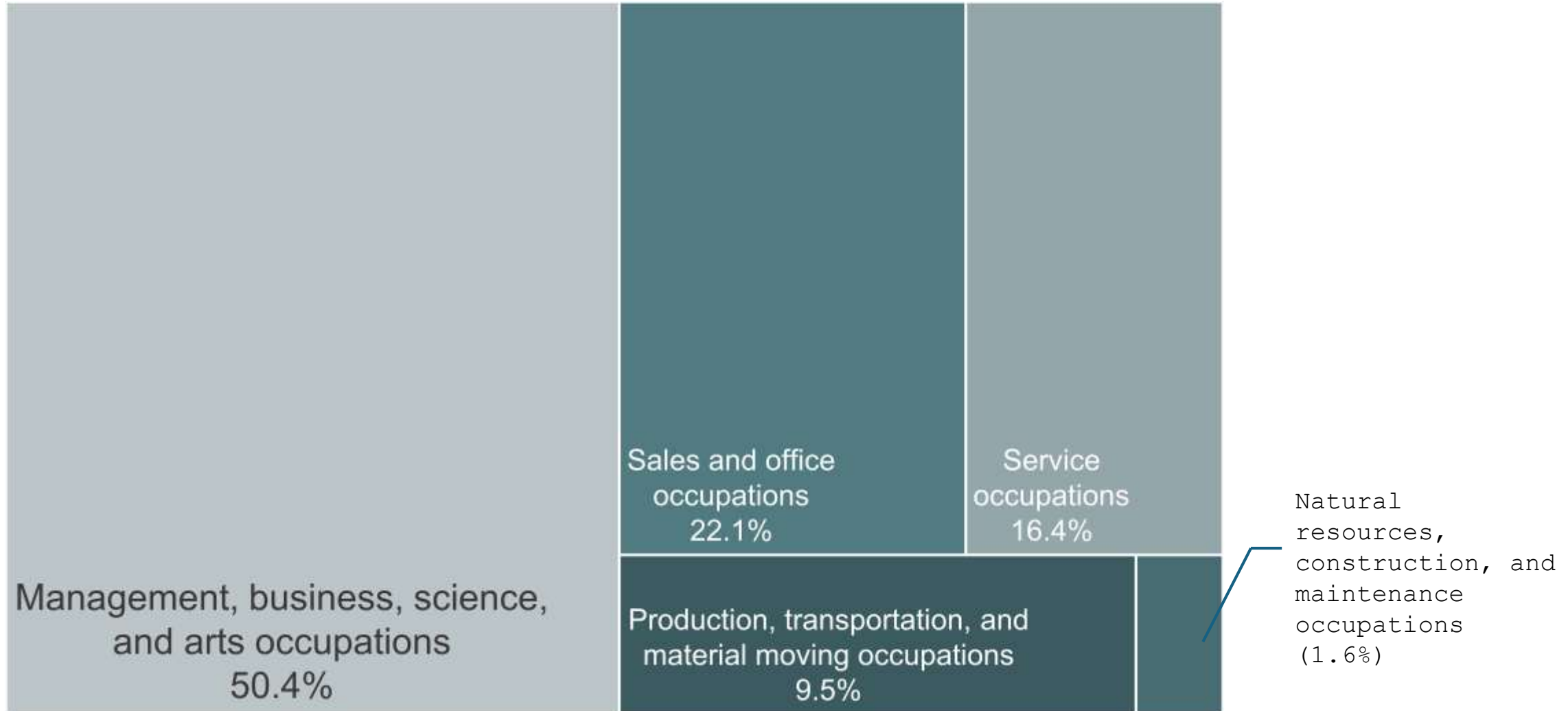
## Employment Status



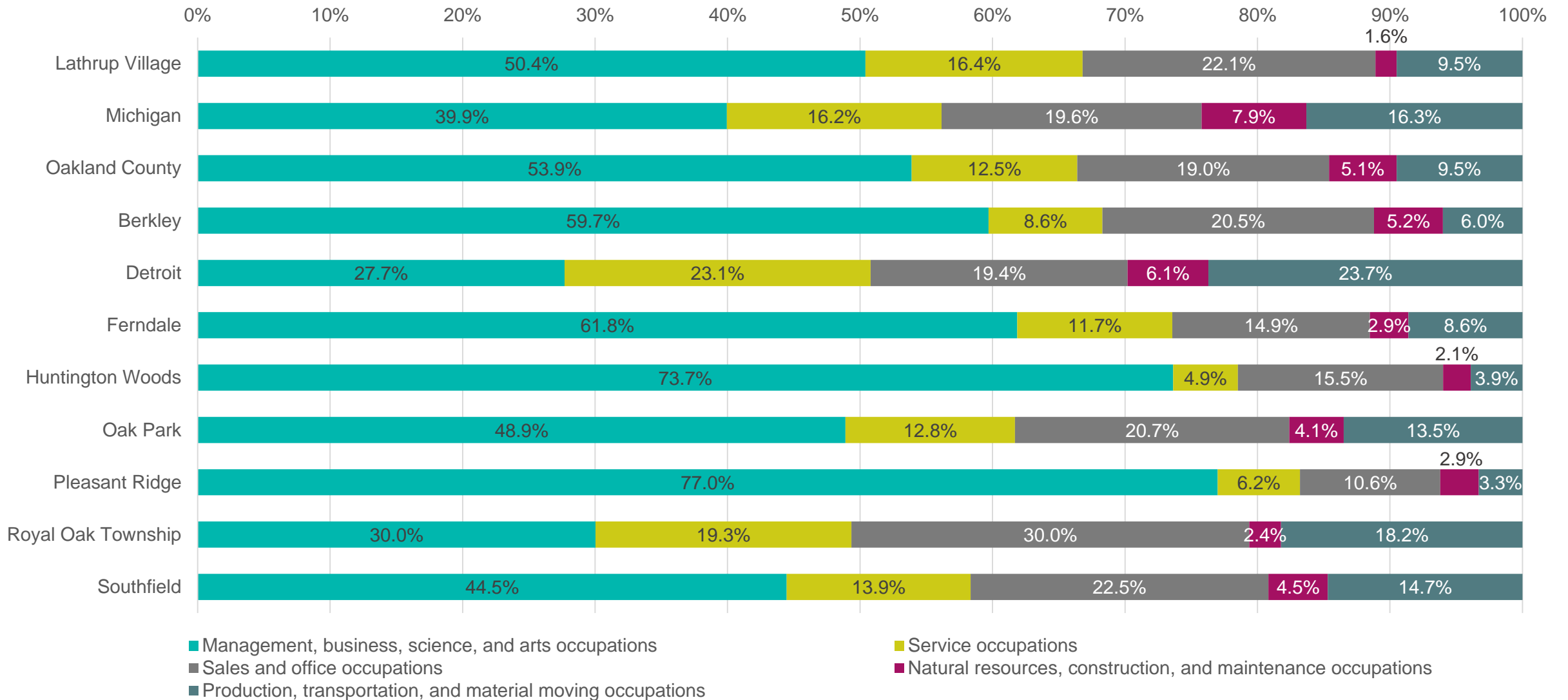
## Employment by Industry



## Employment by Occupation



## Employment by Occupation | Area Comparison





# Economic Developme nt & Planning

## Previous Planning Efforts

**The 2020 market study** included a survey of residents (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



## Trends in Commercial & Office

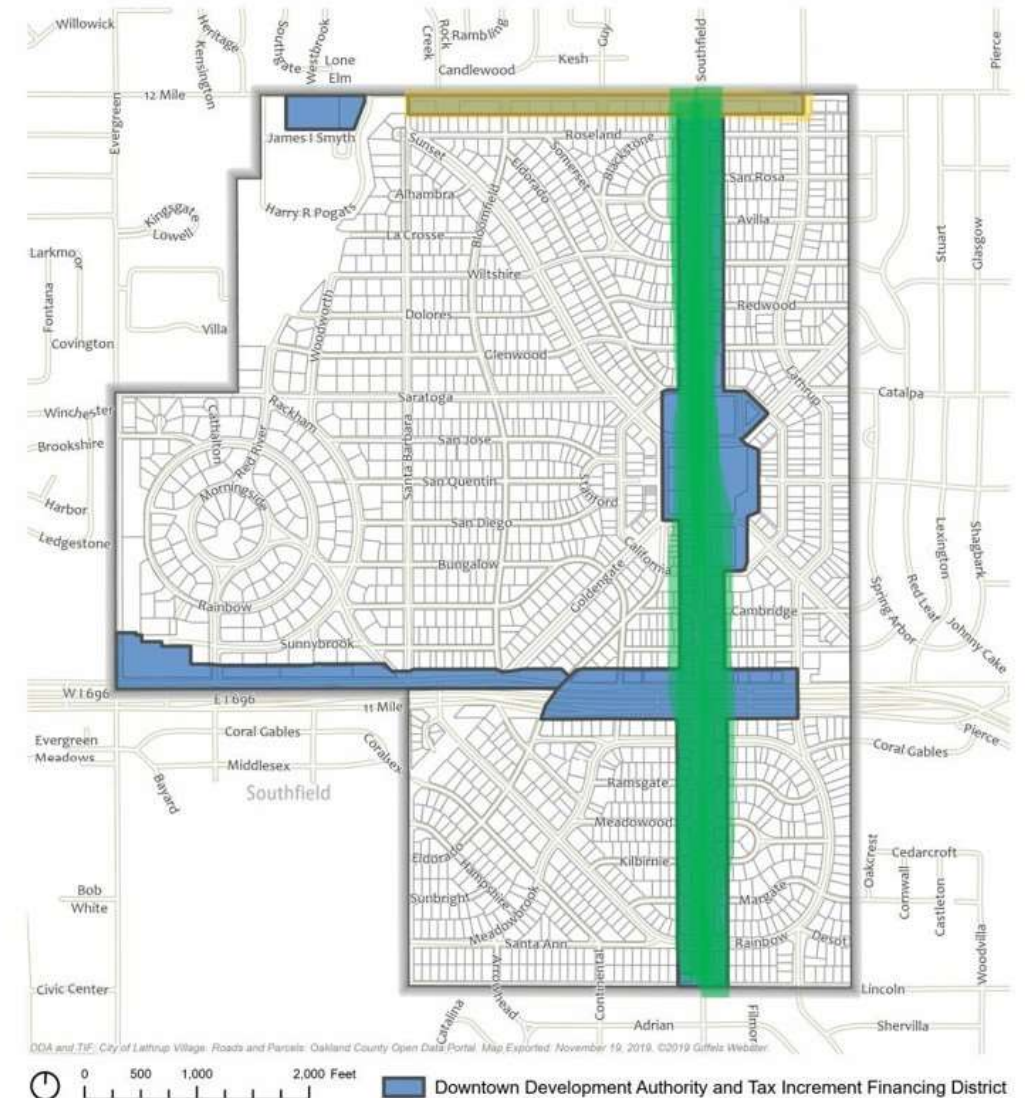
- Adaptive re-use of existing buildings
- Makerspaces and shared spaces for smaller vendors and businesses.
- Shift towards hybrid work and work from home means less office space needed.
- Live/workspace.
- Co-working spaces and business incubators.

## 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 and the DDA board have provided insight and offered new approaches for the business district.
- Discussions have also led to internal decisions on business support programs, and led to partnerships and relationships with local business support entities (financial institutions, business support, community builders, etc.).

## DDA Corridor's Map

- 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.



## 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.
- It's supposed to act as a form of guide.
- 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 SCM.

## Business Support

- This program works better with a level foundation.
- DDA staff have identified that most businesses, both new and existing, need financial support in some way.
- We have partnered with local financial institutions, local business advocate groups, the chamber of commerce, and with Small Business Administration to expand our Business Support Network.
- We are expanding our Development Grants (pending approval from the DDA Board).

## Business

# Current Business Support Webpage

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 institutions and organizations 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.



# 2021 Goals & Objectiv es

## 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.