



27400 Southfield Rd.  
Lathrup Village, Mi 48076  
(248) 557-2600  
[www.lathrupvillage.org](http://www.lathrupvillage.org)

## MEMORANDUM

To: LVDDA Board of Directors  
From: Austin Colson, CED/DDA Director  
Date: November 21, 2025  
RE: Department/Director Report

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In an effort to provide consistent updates to the DDA Board of Directors, City Administrator, and City Council the following monthly report is submitted for your review.

### Upcoming DDA Events

- *Small Business Social – Strategic Planning & Networking Sponsored by Oakland Thrive*  
– Saturday, November 29, 2025, 11am-1pm. (The Event House, Lathrup Village)
  - Join the Southfield Area Chamber of Commerce and Oakland Thrive with a Small Business Social designed to help you create a clear strategic plan for 2026. Connect with peers, share ideas, and walk away with tools and inspiration to grow your business in the new year. Registration at [southfieldchamber.com](http://southfieldchamber.com)
- *Lathrup Village Winter Festival* – Friday, December 5, 2025, 6-8pm in the Community Room inside City Hall. (27400 Southfield Road)
  - *Join the DDA and many of our community partners for a cheerful evening of holiday fun for all ages. Activities will include cookie decorating, holiday crafts and ornament making and photos with Santa.*
- *Boys2Men Youth Mentoring: Christmas Toy Drive* – Thursday, December 18, 2025, 5-8pm at Lathrup Village City Hall (27400 Southfield Road):
  - Boys2Men Youth Mentoring is hosting its annual Christmas Toy Drive, and we're inviting the Lathrup Village community to join us in giving a little joy this season. Toys can be dropped off at City Hall or 28050 Southfield Rd., Suite 170 until December 12<sup>th</sup>.



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### **Past DDA Events**

- Developing a Business Plan: August 19th, 10am-12pm (Location: Community Room)
- Lathrup Village Third Annual Music Festival: September 13th, 12pm-9pm (Municipal Park)
- Resources to Boost Holiday Sales Seminar: September 17th, 8:30am-10:30am (Oak Park)

### **Business/Property Updates**

- 27000 Southfield Road (Discount Tire) – Interior buildout of updates to showroom are ongoing.
- 26780 Southfield Road (Holy Burger) – Business license application for new burger restaurant received and is under review.
- 27651 Southfield Road (Middle Eats) – Received site plan approval at the November Planning Commission meeting to expand their dining room by 1,900 sq. ft. into the adjacent tenant space.

### **Infrastructure**

- Ongoing installation of two electric vehicle (EV) charging stations in the City Hall parking lot.
- Installation of HAWK (high-intensity activated crosswalk) on Southfield Road between Kilbirnie and Margate Streets is ongoing.

### **Miscellaneous**

- Staff is currently drafting a grant application proposing traffic-calming improvements along 11 Mile Road at the intersections of Lathrup Boulevard and Southfield Road through Main Street America's "*GM on Main*" grant program. These improvements are intended to increase pedestrian safety, support walkability, and strengthen the overall function and appeal of the City's downtown corridor. The "*GM on Main*" Street Grant Program aims to enhance downtowns through transformative and innovative road-safety initiatives in communities located near General Motors facilities
- The DDA, in partnership with the Boys 2 Men Youth Mentoring Program, is collecting toys for local children this holiday season. Donations can be dropped off at Lathrup Village City Hall or at 28050 Southfield Road, Suite 170 through December 12<sup>th</sup>.