



27400 Southfield Rd
Lathrup Village, MI 48076
(248) 557 - 2600
www.lathrupvillage.org

MEMORANDUM

To: LVDDA Board of Directors
From: Austin Colson, CED/DDA Director
Date: July 19, 2024
RE: Department/Director Report

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

- Oakland County's Family Market Days: July 18th, 9am – 2pm (Location: Oak Park)
- Oakland County's Family Market Days: July 20th, 8am – 1pm (Location: Waterford)
- Collective Chamber Alliance Mixer & Business Expo: July 25th, 4:30pm – 6:30pm (Location: Novi)
- Diversity Business Expo: July 30th, 4pm – 6:30pm (Location: Royal Oak Farmers Market)
- LV Music Festival: August 10th, 12 – 9 m
- Business Beautification Workshop: September 25th, 5 – 7pm (Location: Oak Park)
- Oakland County Community Showcase: October 18th, 7:30 – 10am
- Succession Planning Workshop: November 14th, 8:30 – 10:30am (Location: Lathrup Village)
- Holiday Business Mixer: December 4th, 4 – 6pm (Location: Oak Park)

Past DDA Events

- Morning Business Mixer: May 14th, 8 -10am (Location: Southfield)
- Plant Swap: May 18th, LV Pavilion
- Southfield Road Corridor Clean-up: June 8th
- Juneteenth Celebration: Unity in the Community, June 14th/15th Social Media/Marketing

Commercial Business/Property Updates

- 18230 11 Mile Road – New driveway
- 26400 Southfield Road (Brine's Refrigeration) – Renovation to employee breakroom.
- 26730 Southfield Road – Interior buildout for new coffee shop.
- 26727 Southfield Road (BP Gas) – Additional wall sign approved by ZBA.



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- 27651 Southfield Road – Interior buildout for new restaurant.
- 28001 Southfield Road (Aesthetics and Beyond) – New wall sign.
- 28821 Southfield Road (Sam’ Alterations) – New wall sign.

Infrastructure

- Alleyway & approach work has been completed.

Miscellaneous

- A recent review of property records has revealed that a vacant lot, located at 27907 California Drive, is owned by the Downtown Development Authority (DDA). This discovery presents an opportunity for the DDA to evaluate potential uses for the property in line with our strategic goals.
- During the music festival the DDA will have a booth at the entrance of the concert area. We want to utilize this prime location with an engaged audience to showcase the businesses in the DDA to attendees. Asking businesses in the DDA to pledge products and services to be raffled off to attendees of the Lathrup Village Music Festival.
- Volunteers to assist during the Lathrup Village Music Festival to work the DDA booth selling t-shirts and signing attendees up for the raffle of DDA products and services.