



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 18, 2025
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

- Southfield Chamber of Commerce Economic Vitality Breakfast: August 6th, 9am-10:30am (Location: Plum Hollow Country Club)
- Networking luncheon and public art exploration: August 12th, 10:30am-1pm (Location: Meet at the "SFLD" letters in front of Southfield City Hall)
- Developing a Business Plan: August 19th, 10am-12pm (Location: Community Room)
- Lathrup Village Third Annual Music Festival: September 13th, 1pm-9pm (Municipal Park)
- Resources to Boost Holiday Sales Seminar: September 17th, 8:30am-10:30am (Oak Park)

Past DDA Events

- End of School Summer Bash: June 13th, 4:30pm-7:30pm (Location: Municipal Park)
- MSOC Main Event: June 12th (Location: The Roxy – Rochester)
- Business Resources Training: May 28th (Location: Oak Park)
- Tree Committee - Arbor Day Planting: April 26th, 11am-1pm (Location: Municipal Park)
- Succession Planning Training: April 30th, 10am-12pm (Location: Community Room)

Business/Property Updates

- 26600 Southfield Road (Holbrook Auto Parts) – Exterior remodeling has been completed. Requesting variance regarding size of signage.
- 27310 Southfield Road (Lush Nails) – Wall sign installed.
- 27320 Southfield Road (Modern Suits & Clothing) – Wall sign installed.



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- 27330 Southfield Road (Vapor Shoppe) – Retail buildout has begun.
- 28309 Southfield Road (Mara Greens) – Installation of golf simulator equipment has been completed. Preparing to open soon.

Infrastructure

- Concrete work completed surrounding the two High-Intensity Activated Crosswalk (HAWK) signals that have been activated
- Multiyear alleyway repaving project for FY25 & FY26 is complete.
- The resurfacing of Southfield Road overpass at 11 Mile Road has been completed.

Miscellaneous

- Please plan to attend the August 19th meeting to elect our Vice-Chairperson, Secretary, and Treasurer. In advance, kindly consider your nominations for each position.
- We are currently in the process of revising the City's parking requirements in the commercial districts and are actively seeking input from business and property owners. Your feedback will help guide updates that better reflect current needs and support future growth. If you're interested in participating or sharing your thoughts, please reach out to the DDA office.