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To: DDA Board of Directors  
From: Austin Colson – Community and Economic Development/DDA Director  
Date: November 21, 2025  
RE: DDA Owned Parcel – 27907 California Dr.

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## Background

Staff communicated the DDA's initial offer for the sale of the DDA-owned parcel located on California Drive. The prospective buyer was asked to review the offer and provide a response by Wednesday, November 19<sup>th</sup>, allowing time for discussion with her business partner and continued due diligence.

## Applicant Response

The prospective purchaser provided a detailed written response indicating that the offered price is beyond the financial capacity of her business. Suburban Sown is a mission-driven urban farming operation with a small revenue structure, and the applicant highlighted significant upfront investment needed for land improvements prior to activating the site.

The applicant stated that she will not be submitting a counteroffer because the price is outside the range her business can reasonably support. She did, however, express continued interest in exploring alternative partnerships that could activate public space and support nature-based programming aligned with community goals.

A key excerpt from her response summarizes her position:

"I want to be transparent that this number is unfortunately far beyond what my business can realistically sustain... Before any planting or programming can begin, the site requires substantial land improvements that stretch far beyond my current capacity at the offered purchase price."

She also expressed appreciation for the City's communication and collaborative approach, and reiterated her commitment to working with the City and DDA in some other form should the Board be interested.

## **Purpose of Discussion**

Given the applicant's decision not to counteroffer—and in light of the unique nature of the proposed use—staff recommends the Board enter closed session to:

1. Review the applicant's response and discuss whether the Board wishes to modify, reaffirm, or withdraw the initial offer.
2. Evaluate potential alternative pathways, including partnership models, temporary activation concepts, leasing arrangements, or re-marketing the parcel.
3. Consider the broader community and redevelopment goals for the site, as established in the DDA Plan and the City's long-term economic development strategy.
4. Provide direction to staff regarding next steps in communication with the applicant.