



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

What does the DDA do?

The mission of the Lathrup Village Downtown Development Authority is to create an accessible village center that fosters economic vibrancy in our diverse community. 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. To help achieve these goals, the DDA adopted the Main Street Four-Point Approach in 2013 and is currently in the process of growing and managing its downtown.

Main Street Lathrup Village

Lathrup Village is a Main Street Community. The National Main Street program is a nation-wide movement dedicated to main street development and revitalization that relies on existing assets in the community and volunteer effort. There are four points of the Main Street program, serving as the strategic pillars of the model. The four points are Economic Vitality, Organization, Design, and Promotions.

DDA Committees

Downtown Development Authority DDA Board

The DDA is tasked with developing and implementing the downtown development plan to maintain and grow the vibrancy of the downtown district. The board consists of nine (9) members and meets on the 3rd Friday of the month at 12 noon. There are also four (4) sub-committees that help articulate the goals of the board and district. A minimum of 50% of the members must consist of commissioners that own or manage commercial property in the downtown and one member who lives within the DDA district.

DDA Economic Vitality Committee

The Economic Vitality Committee is tasked with learning about the district's current economic condition and identifying opportunities for market growth. Strengthening existing businesses and recruiting new ones; identifying new economic uses for traditional Main Street buildings; developing incentives for building rehabilitations and business development; and monitoring the economic performance of the district. The EV committee meets on the first Friday of every month via Zoom.



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DDA Promotions Committee

The Promotions Committee is tasked with promoting the events, programs, and activities of the DDA. This includes thinking broadly, understanding changes in the marketplace, identifying the district's assets and what makes it unique, and developing new marketing campaigns/activities/events that will bring people into the district. The Promotions Committee meets on the third Thursday of every month via zoom.

DDA Beautification Task Force

The Design Committee is tasked with helping to shape the physical environment of the district through education, good design, quality improvements, and development of planning standards to promote the future growth of the community. The DDA Beautification Task Force meets every third Monday of the month.