



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

## MONTHLY DDA DIRECTOR REPORT

To: LVDDA Board of Directors  
From: Austin Colson, CED/DDA Director  
Date: February 20, 2026  
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

- *Build Ready: Black Business Resilience* – Thursday, February 12<sup>th</sup> 6-8:00 PM Southfield Public Library (26300 Evergreen Rd., Southfield, MI 48076)
  - Hosted by Oakland Thrive- join founders, business operators, and ecosystem leaders for an engaging panel discussion focused on building resilient, sustainable Black-owned businesses. The program will explore practical strategies for navigating economic shifts, accessing capital, scaling responsibly, and recovering from setbacks. Panelists will share real-world insights on leadership, infrastructure, mindset, and community support, along with tools and resources to help businesses remain prepared in uncertain times. Doors open at 5:30 PM.
- *The Magic of Customer Service – With a Twist!* – Tuesday, February 24<sup>th</sup> 10–11:30 AM (Southfield Public Library Auditorium, 26300 Evergreen Road, Southfield)
  - The Tri-Cities Business Support Team will host an engaging customer service workshop featuring Anthony Grupido, blending magic, humor, and practical insight to reimagine how businesses approach customer service. Participants will learn strategies to turn everyday interactions into positive service moments, strengthen customer engagement through a resilient mindset, and use unexpected experiences to create lasting impressions.
- *International Placemaking Week* – June 24-26 (Detroit: Venue TBD)
  - Hosted by *Project for Public Spaces* in partnership with the *Downtown Detroit Partnership*. Detroit has been selected as the host city for the *5th International Placemaking Week*. This global gathering brings together placemakers, community leaders, planners, and practitioners from around the world to share strategies and best practices for creating vibrant, people-centered public spaces. The three-day event will feature plenary sessions, breakout discussions, mobile workshops, networking receptions, and site visits to public spaces throughout Downtown Detroit and across the city. The event further highlights Detroit as a national leader in creative placemaking and community-driven redevelopment.



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### **Past DDA Events**

- Holy Burger: Grand Opening Celebration – Thursday, January 22, 2026, 1:00 PM (26780 Southfield Road, Lathrup Village)
  - Join City officials, staff, and community members as we welcome Holy Burger, the newest restaurant in Lathrup Village. The grand opening will include a brief ceremonial welcome and an opportunity to meet the owners and staff while showing support for this new addition to the local business district.
- *Live2Lead 2026: Choices That Matter* – Friday, January 30, 2026, 9AM–2PM (Southfield, Lawrence Technological University)
  - Join leaders from across the region for a dynamic half-day simulcast event designed to elevate personal and professional growth. Live2Lead 2026 features world-class leadership experts sharing time-tested principles, actionable strategies, and personal development techniques to help attendees create meaningful change. This high-impact, four-hour experience equips participants with renewed focus, practical tools, and a clear action plan to accelerate their leadership journey in the year ahead.
- *BellViso Global Aesthetics: Grand Reopening Ceremony* – Wednesday, January 7, 2026, 1:00 PM (28801 Southfield Road, Lathrup Village)
  - A permanent makeup studio and training facility originally established in 2009 in London, UK, and based in Lathrup Village for the past seven years. The ceremony marked the business’s continued growth and welcomed the community into an inviting space focused on expertise, empowerment, and exceptional service.

### **Business/Property Updates**

- 28919 Southfield Road (Dairy Fairies) – The applicant received site plan approval from the Planning Commission at its February 17<sup>th</sup> meeting for a change of use, contingent upon obtaining a variance from the Zoning Board of Appeals (ZBA) related to the off-street parking requirements established in the Zoning Ordinance. The requested parking variance is scheduled for consideration by the ZBA at its February 23<sup>rd</sup> meeting.
- 27700 Southfield Road (Former School Building) – The applicant is awaiting a financing decision from MSHDA and has requested a twelve (12) month extension of the site plan approval granted on April 15, 2025. The Planning Commission recommended approval of the extension at their February meeting, which will be considered by City Council at its February 23<sup>rd</sup> meeting for final approval.



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### Infrastructure

- **Capital Improvement Plan (CIP):** The FY26-31 CIP was presented to the Planning Commission at its February 17<sup>th</sup> meeting. The Commission is expected to make a motion at its March meeting to recommend the plan to City Council for final approval.
  - **Monument Welcome Signs:** The DDA has requested inclusion of a project in the City's Capital Improvement Plan for the installation of two (2) new monument welcome signs along Southfield Road to enhance corridor identity and strengthen visual entry points into the district's north and south gateways.
  - **Wayfinding Signage:** The DDA has also requested inclusion of a wayfinding signage project to direct visitors to free public parking located in the northeast section of the DDA district along Southfield Road, improving accessibility and awareness of available parking resources.

### Miscellaneous

- **GM on Main Street Grant – Traffic Safety Improvements:** DDA staff has submitted a grant application to the GM on Main Street Grant Program to fund enhanced roadway striping and pavement markings aimed at improving traffic flow and safety within the DDA district. The proposal focuses on high-conflict intersections associated with I-696, the 11 Mile Service Drive, and cross traffic from Lathrup Boulevard. The proposed improvements are intended to reduce vehicle conflicts, improve driver awareness, and enhance pedestrian safety. Main Street America has indicated that grant recipients are expected to be notified by late April.
- **Recast Leaders Program:** Lathrup Village has been selected as one of six Southeast Michigan communities to participate in the Recast Leaders program. Administered by *Recast City* in partnership with the *Michigan Municipal League*, this competitive initiative provides no-cost technical assistance over a 10-month period to support development of actionable economic development strategies focused on revitalizing our main street corridor, activating vacant storefronts, and supporting small-scale makerspaces and local entrepreneurs. A kickoff meeting with the program director and participating communities is scheduled for Tuesday, February 24<sup>th</sup>. Staff will continue to keep the Board informed as the program progresses.



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- **MEDC Redevelopment Services Team Visit & RRC Recognition:** Staff from the Michigan Economic Development Corporation (MEDC) will be onsite Monday from 2:30–4:30 PM for a Redevelopment Services Team consultation and tour of three to six priority development sites within the City. The visit will focus on discussing future transformation opportunities, identifying potential barriers, and reviewing best practices associated with Lathrup Village’s Redevelopment Ready Community (RRC) certification. Planned discussion sites include the future readaptation of the former school building, DDA owned triangular parcel, vacant commercial lot north of Lincoln Drive, and the long-term vision for transitioning the Office District along 12 Mile Road into a mixed-use district. MEDC staff will also attend the City Council meeting that evening to formally recognize Lathrup Village for regaining its RRC certification. All DDA members are welcome and encouraged to attend.
- **Fraud Prevention Workshop – Chase Bank & LV Police Department:** Representatives from Chase Bank, in coordination with the Police Department, will host an educational workshop on common and emerging fraud schemes on April 29<sup>th</sup> at 10:00 AM in the Community Room at City Hall. The session is designed to help residents and business owners identify scams, recognize warning signs, and better protect their personal and financial information.