



CITY OF LATHRUP VILLAGE

2021 Comprehensive Plan

July 2021

giffels
webster



Acknowledgments

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What is in this Comprehensive Plan?

This Comprehensive Plan includes an updated Recreation Plan, Downtown Plan and Master Plan. Together, these plans address housing, transportation, community development and other community features in a coordinated fashion. The plan establishes a vision of the future, and includes plans to achieve the vision. Implementation of the plan will take place over many years.

THE PLACE

This section describes the City of Lathrup Village and its context locally. It also includes a summary of how land is used as well as information about the population. It is helpful to review this section to understand where the city is today. There are no significant changes to either land use or demographics since the 2015 Master Plan.

THE PEOPLE

This section summarizes public input collected during the planning process. It also outlines the vision, goals and objectives for the long-term future of the city. The format of the goals have changed since the 2015 Plan, but are generally point the city in the same direction.

THE PLAN

The future land use map - an illustrated guide to how land will be used in the next 10-15 years - is included in this section. There are no significant changes since the 2015 Master Plan. There are new sections on resiliency and sustainability as well as neighborhoods to lay the foundation for future action strategies to not only make the city more resilient, but also to tap into the strength of the city's neighborhoods to realize a variety of benefits. Updates to the planning for the commercial corridors (Southfield Road and the mile roads, effectively serve as the Downtown Plan.

THE PROGRAM

This section includes a zoning plan - the roadmap for changes needed to the Zoning Ordinance that regulates development. Action strategies that support the goals of the Plan are included with priorities and leads to move implementation forward.

Comprehensive Plan Chapters

Location/Regional
Setting

Demographics
Existing Land Use

Public Input
Goals and Objectives

Future Land Use
Resiliency &
Sustainability
Housing
Neighborhoods
Commercial Corridor

Zoning Plan
Action Strategies



SUNBRIGHT
HAMPSHIRE AVE.

Introduction

Introduction to the Master Plan

The City of Lathrup Village's Master Plan Update represents an opportunity to affirm the course for new development and redevelopment of the City as identified and described in the 2009 Master Plan and refined in the 2015 Master Plan. This Plan contains the community's vision, goals, objectives, and strategies.

The Master Plan addresses future land use, housing, transportation, and community development and other community features in a coordinated fashion. It portrays a clear statement of community goals and objectives, establishes a vision of the future, and includes plans to achieve the vision. If followed carefully, the Master Plan will have a lasting impact on the built and natural environment. Decisions made when the Plan is developed will likely be implemented over many years.

The Master Plan is long-range in its view and intended to guide development in the City over a period of 10 to 20 years. It is reviewed and/or updated every five years, as required by state law (Michigan Planning Enabling Act of 2008). The information and concepts presented in the Master Plan are used to guide local decisions on public and private uses of land and the provision of public facilities and services. A sound Master Plan promotes a land use pattern that is consistent with a community's goals. It establishes long-range, general policies in a coordinated, unified manner, which can be continually referred to in decision-making.

This Comprehensive Plan includes a Recreation Plan, Downtown Plan and Master Plan. The Recreation Plan is included as a complete document in the appendix to satisfy requirements of the Michigan Department of Natural Resources.

What is Included in a Master Plan Update?

A Master Plan Update considers current demographic data and land use as well as demographic and economic projections to determine what, if any, impact there may be on land use in the community. Important elements for this Update include:

Housing: What is the City's current housing supply? How does it meet the needs of the City's current residents? How might the housing needs of the community change over the next 5-10-20 years? Is the current shape of housing adequate?

Transportation: In 2010, the City prepared an access management plan to understand road safety issues on Southfield Road. The following year, the City created a Complete Streets Plan that defined the City's transportation network and identified strategies to improve that network for all users. During that time and in the years that followed, the Road Commission for Oakland County has been studying how to improve Southfield Road in light of the vision the City of Lathrup Village has for a revitalized commercial corridor and new Village Center. This work continues today. How do current plans for Southfield Road impact the City's transportation network? Are there any updates or refinements needed that should be incorporated in the Master Plan?

Village Center & Commercial Development: the 2015 Master Plan illustrated a new vision for the revitalization of the Southfield Road corridor that centered on the "hub of the wheel" as the intentionally designed, yet unrealized Village Center for the City. Since then, that vision has been refined, Zoning Ordinance standards created, and design guidelines adopted that set up a framework for redevelopment in the Village Center. How do demographic and economic conditions impact this vision today? How does the pattern of development over time and ownership of property today influence when, where, and how revitalization occurs?

Relationship between the Master Plan and Zoning Ordinance

Zoning is a regulatory mechanism for controlling the classification and regulation of land use. It has the force of law. The Zoning Ordinance controls land uses based on today's conditions.

The Master Plan is not an ordinance, it does not change the zoning of anyone's property, and it does not have the force of law. It is a set of policies and strategies to enhance and improve a community over a long planning horizon. While the Zoning Ordinance and Zoning Map regulate current and proposed land use, the Master Plan and its maps and policy statements are intended to guide land use decision-making for 10-20 years. The Master Plan is a community's "vision," while the zoning ordinance governs the path to that vision. State law requires that the zoning ordinance be based on a plan. Therefore, the Master Plan forms the basis upon which zoning decisions are made. With a valid Master Plan in place, zoning decisions consistent with the plan and ordinance are presumed by the courts to be valid.

The Future Land Use Plan Map shows generalized land use and does not indicate precise size, shape or dimension of parcels of land. In addition, the recommendations of the Land Use Plan have a long-range planning horizon and do not necessarily imply that short-range rezoning is appropriate.

The Planning Process

The Master Plan Update process begins with an inventory and analysis of existing conditions. The Planning Commission reviews the City's regional setting, development history, existing land use, and population characteristics. Problems, opportunities, and community assets were identified.

Concurrent with the existing conditions analysis, the Planning Commission gathered public input through a variety of means, both in-person (prior to Covid-19 health restrictions on gatherings) and online. This input, as well as the experience of City officials, helps inform goals and objectives that guide the "Plan" elements of the Master Plan.

Finally, the Planning Commission will update its plan for Land Use, with focus on thoroughfares, housing, and commercial development. Recommendations for plan implementation will be included in each of the Plan chapters.

By working closely with the residents, business owners, planning experts, and surrounding communities, the City of Lathrup Village will develop a plan that attempts to balance the competing interests that affect land use decisions. These include jobs and tax base on one side and protection of quality of life and natural resources on the other. Through careful implementation of the plan, the City can build on its tax base and provide for high-quality new growth, while preserving community character, and protecting the overall health, safety and welfare of its citizens.

Role of City Board and Commissions

There are three main bodies that influence the development and implementation of the City's Master Plan:

- City Council: Legislative body that passes laws and sets policy for the City. The City Council approved the 2015 Master Plan that confirmed a new direction for the Southfield Road Corridor and a new Village Center. The City Council adopts Zoning Ordinances that provide a legal framework for redevelopment as envisioned in the Master Plan.
- Downtown Development Authority (DDA): Implements plans and policies in the DDA district. The DDA funded the Village Center concept plans that refine the Master Plan's direction for the Village Center.

- **Planning Commission:** Recommends policy relating to land use and is the approving body for development and redevelopment. The Planning Commission developed the new Zoning Ordinance and design guidelines to help property owners/developers visualize specific elements and standards for Village Center development. The Planning Commission also prepared a Complete Streets plan that plans for improvements to the City's transportation network.

In August 2019, a Joint Meeting served as an opportunity for the City Council, Planning Commission and DDA to kickoff the Master Plan process by exploring the existing conditions and demographic projections for the City. The results of this joint meeting will help guide the Planning Commission as that body leads the Master Plan Update process. Generally, the members in attendance at the meeting identified the following issues:

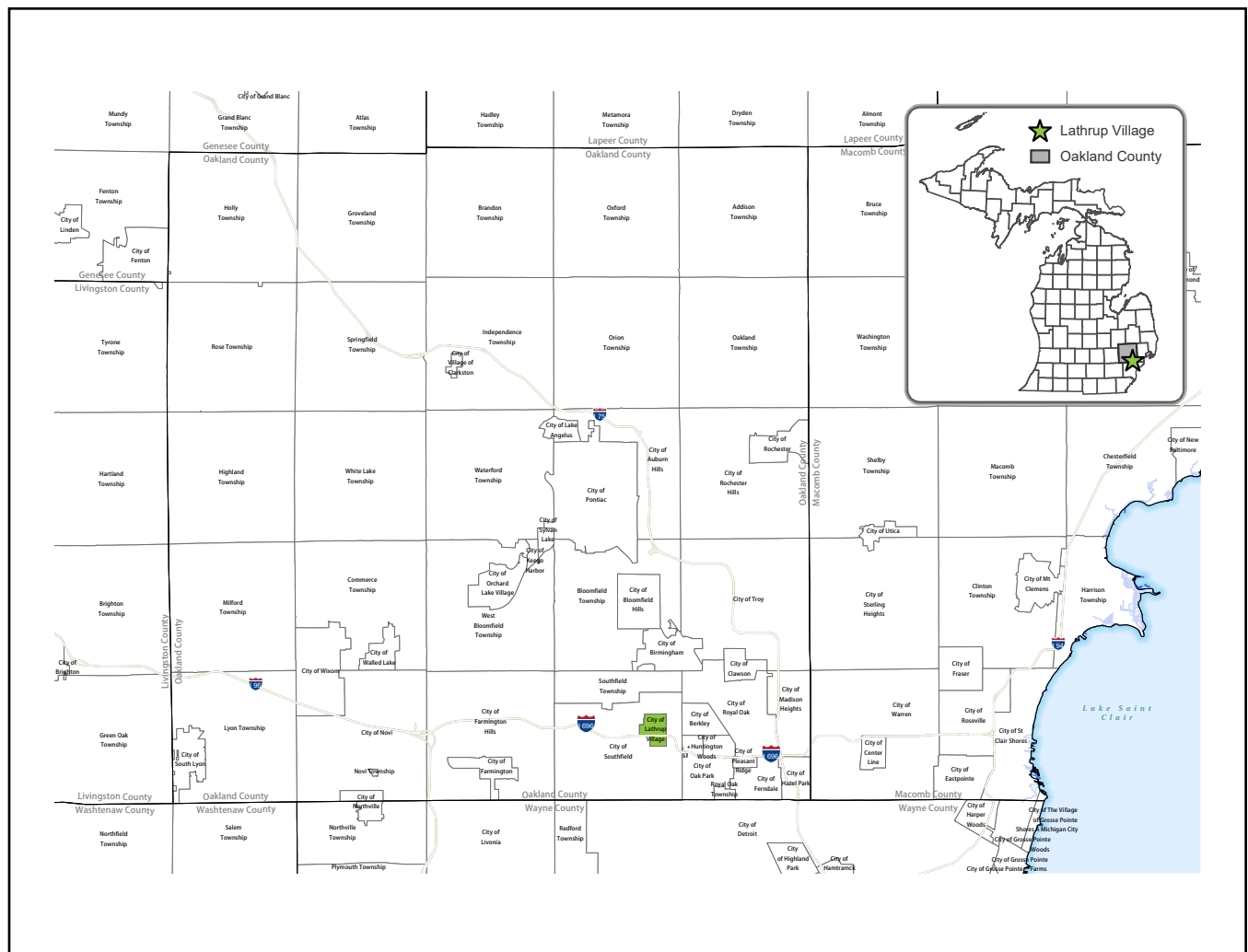
- **Housing:** While the City should give serious consideration to the housing needs of older adults in the community, efforts should also be made to attract younger people and families to the City. The issue of school quality (both perception and reality) is commonly identified as a serious concern for the community.
- **Transportation:** Currently, the regional public transit, the Suburban Mobility Authority for Regional Transportation (SMART) operates in Macomb, Oakland and Wayne Counties. While SMART is supported by federal and state funding as well as fares, its local contributions come through a transit property tax millage from opt-in communities. While the SMART lines run through the City of Lathrup Village, they do not stop in the City. Several members at the joint meeting feel that public transit is a need that the City should begin addressing.
- **Village Center:** The City is doing a good job at making proactive changes to the regulatory framework and procedures that impact development. Additionally, the corridor would benefit from business retention and recruitment activities. New economic opportunities may present themselves as the City's population ages as well.
- **Other issues:** The demographics show that the City is becoming more diverse. The City may wish to explore what impact that may have on local government, community sustainability, and civic engagement, if any.
- **Recreation:** The City is also doing a good job at providing a variety of recreational programs for its residents. There is a concern over "competition" for recreation activities and facilities as well as over funding for long-term operation and maintenance. Through the Recreation Plan (being updated concurrently), the City will explore park upgrades, new technologies and opportunities for connectivity throughout the city.

Location & Regional Setting

Regional Setting

The City of Lathrup Village is situated in southern Oakland County and covers 1.5 square miles. Lathrup Village is completely surrounded by the City of Southfield, which borders the City of Detroit to the north; the city is located approximately 13 miles from Downtown Detroit. Other surrounding communities include Beverly Hills and Bingham Farms to the north, Berkley and Oak Park to the east, and the City of Farmington Hills to the west. Interstate 696, an east-west state highway, runs through the southern portion of the city. Southfield Road, which becomes the Southfield Freeway (M-39), runs north-south through the eastern portion of the city.

MAP 1: REGIONAL LOCATION



Southeast Michigan

The City of Lathrup Village is included in the Detroit Metropolitan Area. The location and access to the city provides people with the opportunity to live in Lathrup Village and commute to jobs throughout Oakland, Macomb and Wayne counties.

Oakland County

Oakland County is located in Southeast Michigan and is among the wealthiest counties in the state with a median household income of \$67,465 in 2017, compared to \$56,124 for all U.S. households. It is the second most populated county in the state, experiencing steady growth throughout the 20th century. The Southeast Michigan Council of Governments (SEMCOG) predicts the population to remain fairly steady with a slight increase through 2040. Oakland County contains both highly developed urban areas, as well as open spaces and rural areas, with diverse topography, rivers, and lakes. According to Oakland County's Existing Land Use data for 2015, 43% of the county was made up of single-family residential areas, followed by park, recreation, and conservancy uses (14%), and open spaces (10%). Oakland County's top employment sectors are knowledge-based services, private education/healthcare, and services to households and firms. The county is a major hub for automotive corporate offices and has one of the highest concentrations of engineers per population in the country.

Economic Growth in the Region

According to SEMCOG, the seven-county regional planning agency that spans the Metropolitan Area, the overall forecast from 2015 to 2045 shows the region emerging from the Great Recession with moderate growth in households and jobs. Overall regional population growth will remain slow at 0.26% per year. Total employment in Southeast Michigan is estimated to grow, on average, only 0.1% per year between 2015 and 2030. (Source: 2017 Economic and Demographic Outlook for Southeast Michigan through 2045).

Aging Population in the Region

According to SEMCOG, in 2016, people aged 45 to 64 accounted for 28.4% of the SEMCOG region's population, compared with 26.2% nationally. The share of the population 65 and older is similar in the region and the nation, 14.8% and 14.9%, respectively.

In comparison, the younger age cohorts, that is, those under 45, constitute a smaller share in the region than in the nation. Those aged 25 to 44 account for only 24.9% of the region's population compared with 26.4% nationally; and those under 25 make up 31.9% of the region's population compared with 32.6% nationally.

The implication is that the share of the over-65-year-old population will grow more dramatically going forward in the SEMCOG region than in the nation.

Planning in Neighboring Communities

In addition to the wider regional influences discussed, planning and zoning efforts in neighboring communities can influence the city's growth and development.

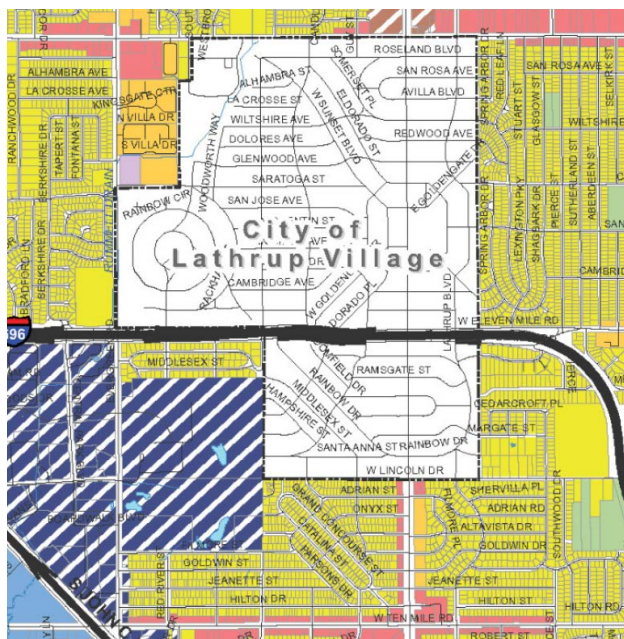
City of Southfield

The City of Lathrup Village is completely surrounded by the City of Southfield. The map below right shows the future land use for areas of Southfield adjacent to Lathrup Village. For the most part, the majority of adjacent future land use is designated "Moderate Density Residential" and includes homes on lots that are 20,000 sq ft or less. This type of development is compatible with the existing and planned land use in Lathrup Village. One other residential land use, "Low Density Multiple Family Residential" abuts Lathrup Village south of 12 Mile Road, east of Evergreen. Southfield indicates this area is for buildings two stories or less in height. One area that could impact Lathrup Village is the area north of the City along Southfield Road that the City of Southfield designates as the "North Southfield Road Subarea." This area is described as a "Unique area that contains a mixture of multi-cultural retail and services." Southfield's current plan notes that the objectives for this area include:

- Establish a land use pattern that characterizes the North Southfield Road Corridor as a unique destination consisting of compatible yet diversified uses.
- Plan for a safe, efficient circulation system that provides sufficient access by all modes of transportation between nodes of activity within the corridor and the adjacent residential neighborhoods.
- Establish open space and beautification efforts to create an identifiable character for the subarea, which will reflect a pleasant, appealing atmosphere for working, shopping and residing in the north Southfield Road area.
- Develop a specific Corridor Overlay Zoning District and consolidate regulations into one concise set of reasonable and consistent standards for new development and redevelopment.

- Maintain the diverse, identifiable character of the corridor, while promoting vitality through private sector investment.
- Encourage the acquisition, demolition and reuse of those properties that, by virtue of their location, condition, or value, no longer function at their highest economic potential.
- Enhance the visual and aesthetic qualities of the corridor through streetscape, landscape, roadway improvements and portals.
- Establish the mechanisms necessary to achieve the recommendations for the North Southfield Road Corridor Subarea. Southfield notes that the land use in this corridor will consist of "concentrated nodes of activity, primarily commercial and office, compact enough to create critical mass of business activity, with ancillary multiple-family residential uses, similar to the Local Mixed-Use designation." Further, Southfield suggests that "the maximum size of retail uses should be limited to 75,000 square feet, or mid box uses such as grocers, electronics, office and clothing stores. Big box uses should not be permitted, except as described below, due to the shallow lot depths, proximity to residential uses, and the need to create a synergy of uses."

MAP 2: CITY OF SOUTHFIELD FUTURE LAND USE MAP



Demographics

Population

Lathrup Village has a population of 4,010 according to the ACS' 2019 data. This is a population decrease of 2% from 2010 (see Chart 1). SEMCOG predicts that the city's population will fairly steadily decrease over the next few decades, with an estimated population of 3,803 in 2045. Comparatively, Lathrup Villages' decline in population is unique in that other surrounding communities, including Oakland County as a whole, have seen an increase in population (See Table 1).

CHART 1: LATHRUP VILLAGE POPULATION TRENDS AND PROJECTIONS

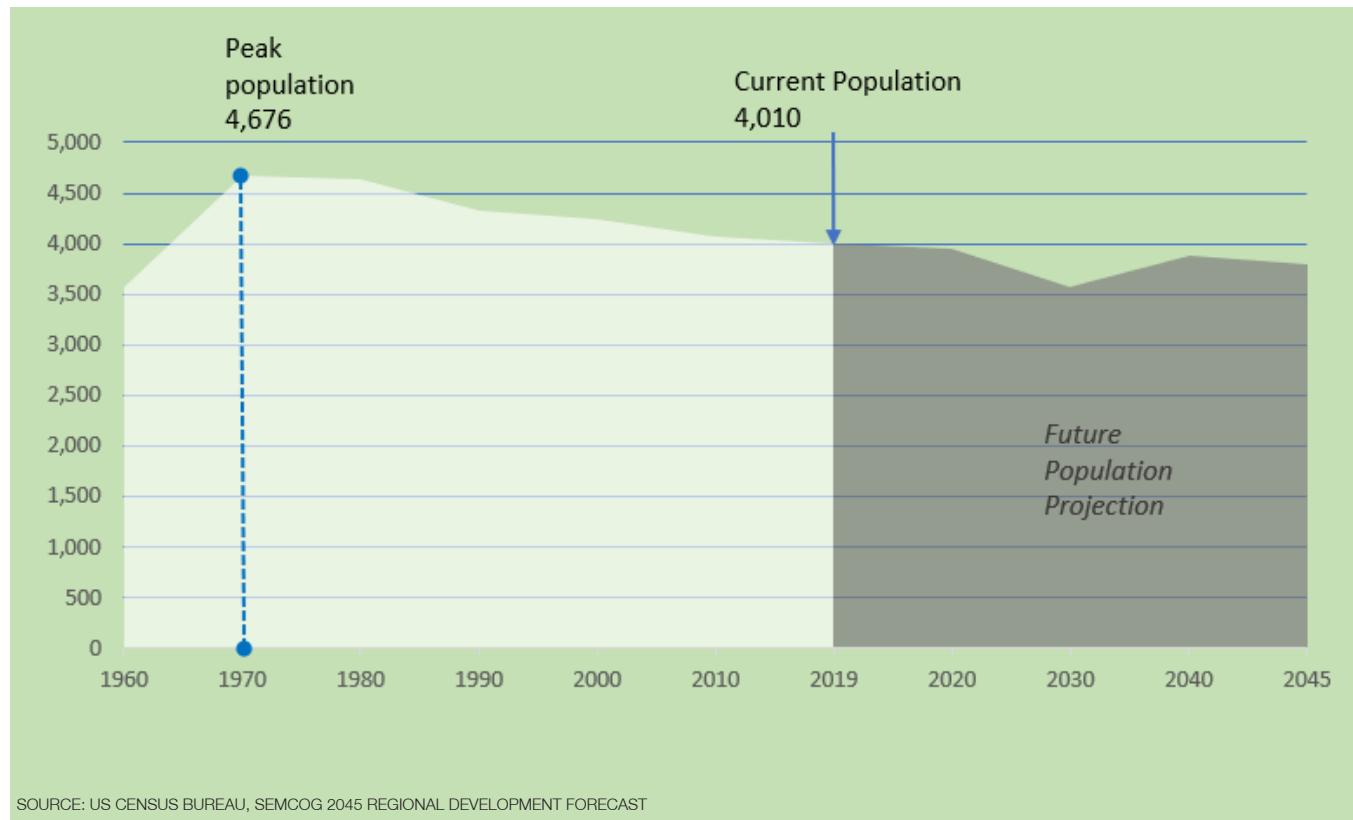


TABLE 1: ADJACENT COMMUNITY POPULATION TRENDS AND PROJECTIONS 2010-2045

	2010	2018	% Change 2010-2018	2045 Projection	% Change 2045 projection
Lathrup Village	4,075	4,150	1.8%	3,803	-8%
Berkley	14,970	15,360	2.6%	14,964	-2.5%
Southfield	71,758	73,392	2.3%	83,816	14%
Oakland County	1,202,362	1,250,843	4%	1,319,089	5.5%

SOURCE: U.S. CENSUS BUREAU, DECENNIAL CENSUS, AND 2018 AMERICAN COMMUNITY SURVEY 5-YEAR ESTIMATES

Population by age

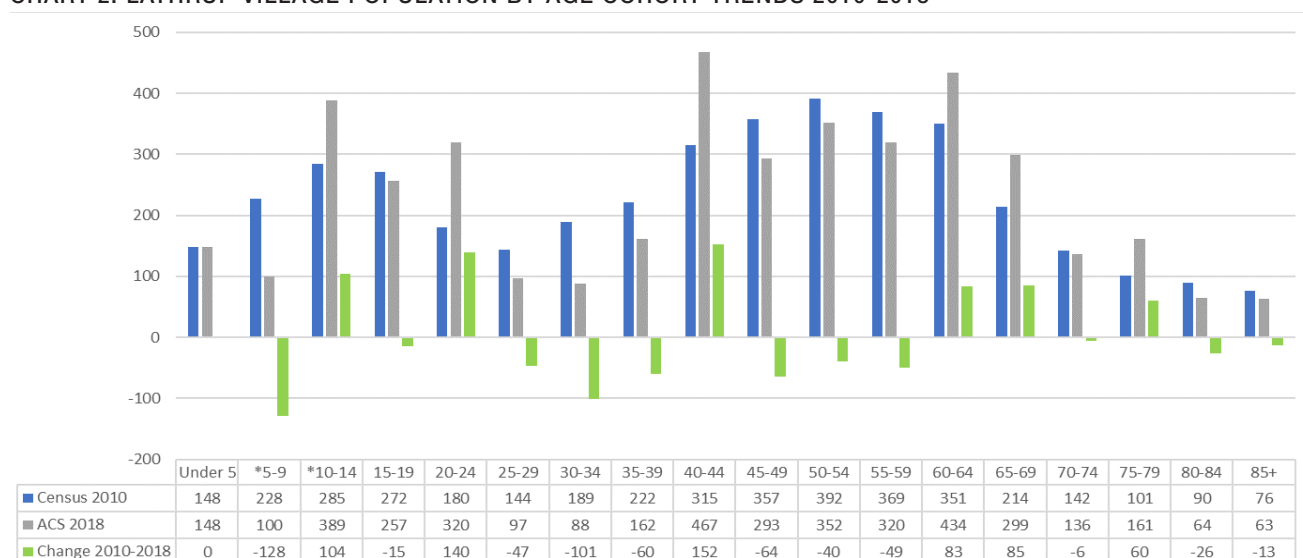
The city's largest population cohort are adults age 40-44 - people who are typically nearing the end of their family-forming years. The cohorts containing those aged 45-49, 50-54 and 55-59 all saw a decline in population between 2010-2017. Some younger cohorts, however, saw an increase, particularly in the 20-24 cohort and the under 5 cohort, indicating some young families may be starting to move into the city. The median age of Lathrup Village was 46.8 in 2018, above the county, state and national figures.

TABLE 2: CITY OF LATHRUP VILLAGE MEDIAN AGE COMPARISON: 2000 - 2018

	2000	2010	2018
Lathrup Village	40.5	45.8	46.8
Oakland County	36.7	40.2	42.5
SEMCOG	34.6	38.3	38.8
Michigan	35.5	38.1	39.8
US	35.3	36.9	37.6

SOURCE: U.S. CENSUS BUREAU, DECENNIAL CENSUS, AND 2014-2018 AMERICAN COMMUNITY SURVEY 5-YEAR ESTIMATES

CHART 2: LATHRUP VILLAGE POPULATION BY AGE COHORT TRENDS 2010-2018

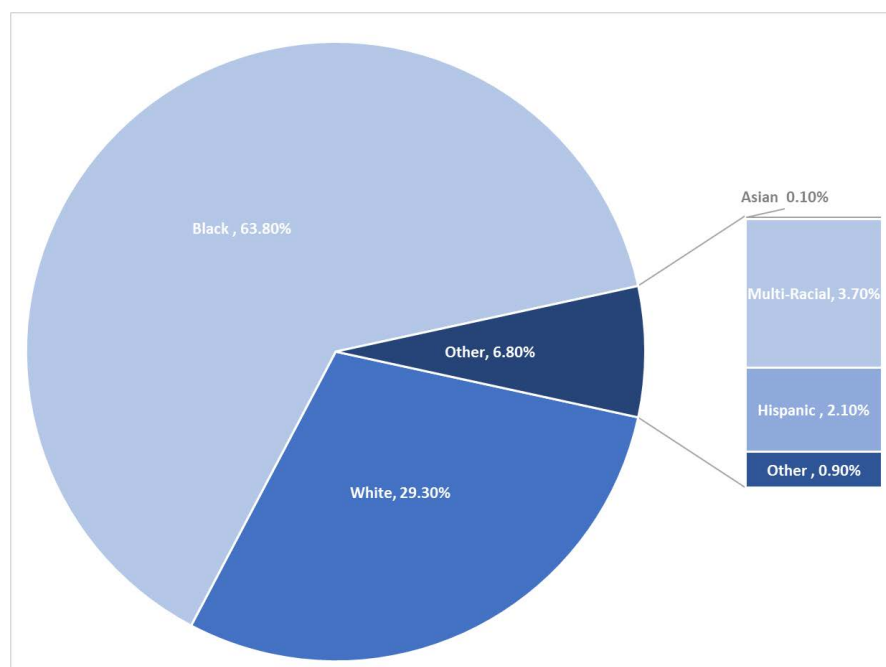


SOURCE: US CENSUS BUREAU, DECENNIAL CENSUS, 2014-2018 AMERICAN COMMUNITY SURVEY 5-YEAR ESTIMATES

CHART 3: LATHRUP VILLAGE RACE COMPOSITION, 2018

Race

In Lathrup Village, 63.8% of the population is black which is a 2.9% increase in black residents since 2010. White residents comprise of 29.3% of the city's population. There are 4.3% fewer white residents in 2018 than there were in 2010. Hispanic, Asian, Multi-Racial, and other residents make up less than 7% of the population in Lathrup Village.



SOURCE: 2014-2018 AMERICAN COMMUNITY SURVEY 5-YEAR ESTIMATES



4,150

TOTAL POPULATION



4.3

PERSONS PER ACRE



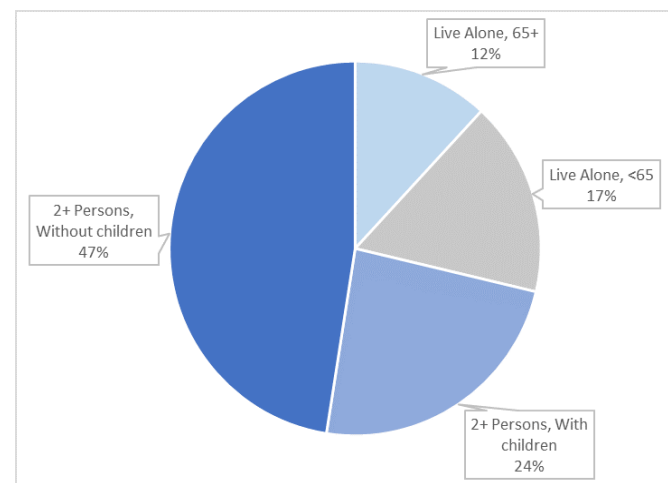
3,525

DAYTIME POPULATION

Households

In 2018 there were 1,586 households in the City of Lathrup Village. Two or more persons without children made up 48% of all households, followed by households with children (24%) and those living alone under 65 (35.7%). The average household size is 2.59, slightly larger than the county, region and state averages.

CHART 4: LATHRUP VILLAGE HOUSEHOLD COMPOSITION, 2018



SOURCE: 2014-2018 AMERICAN COMMUNITY SURVEY 5-YEAR ESTIMATES

TABLE 3: HOUSEHOLD COMPOSITION COMPARISON, 2018				
Data: ACS	Lathrup Village	Oakland County	SEMCOG Region	Michigan
Total Number of Households	1,586	501,260	1,856,913	3,957,466
Average Household Size	2.47	2.44	2.46	2.47
With children	375	145,273	545,845	2,520,001
Two of more persons without children	757	207,198	745,845	1,437,465
Live alone	454	148,789	566,017	1,172,606
Live alone under 65	263	92,069	352,498	693,154
Live alone 65 and over	191	56,720	213,519	479,452

SOURCE: U.S. CENSUS BUREAU, DECENNIAL CENSUS, AND 2014-2018 AMERICAN COMMUNITY SURVEY 5-YEAR ESTIMATES



\$95,700

**MEDIAN HOUSE-
HOLD INCOME**



5.1 %

**UNEMPLOYMENT
RATE**



11.2%

**POPULATION BELOW
POVERTY LINE**

TABLE 4: LATHRUP VILLAGE MEDIAN HOUSEHOLD INCOME COMPARISON: 2010-2018		
	2010	2018
Lathrup Village	\$93,976	\$95,700
Southfield	\$58,962	\$54,428
Berkley	\$75,483	\$82,095
Oakland County	\$76,453	\$76,387
SEMCOG	\$61,153	\$59,494

Source: SEMCOG, American Community Survey 2018

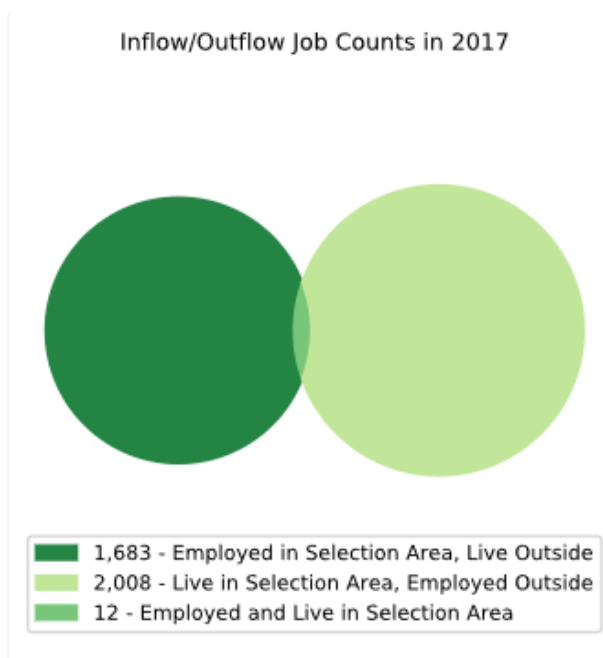
Income and poverty

In 2018, Lathrup Village's median household income was \$95,700, and increase from \$93,976 in 2010. The city has a higher median household income than Southfield, Berkley, Oakland County, and the general Southeast Michigan area. However, 11.2% of the population is living below the poverty line which is a significant increase from 4.2% in 2010.

Worker Inflow and Outflow

Of the total residents living in Lathrup Village less than 1% of them also work in the Lathrup Village. Approximately, 99% of the city's citizens commute elsewhere for employment. The most common destination for employment is Detroit with 24.6% of the population commuting there, followed by Southfield, Farmington Hills, Troy, and Dearborn. For those commuting to work, 91% drive alone, 3.5% carpool, and 1.8% utilized public transportation. There has been a 2.8% increase in residents driving alone to work. In 2018, there was a 1% decrease in persons walking to work and nobody chose to bike to work. A majority of Lathrup Village residents travel 15-30 minutes to work and almost all households have access to at least one personal vehicle.

CHART 5: LATHRUP VILLAGE WORKER INFLOW AND OUTFLOW, 2017

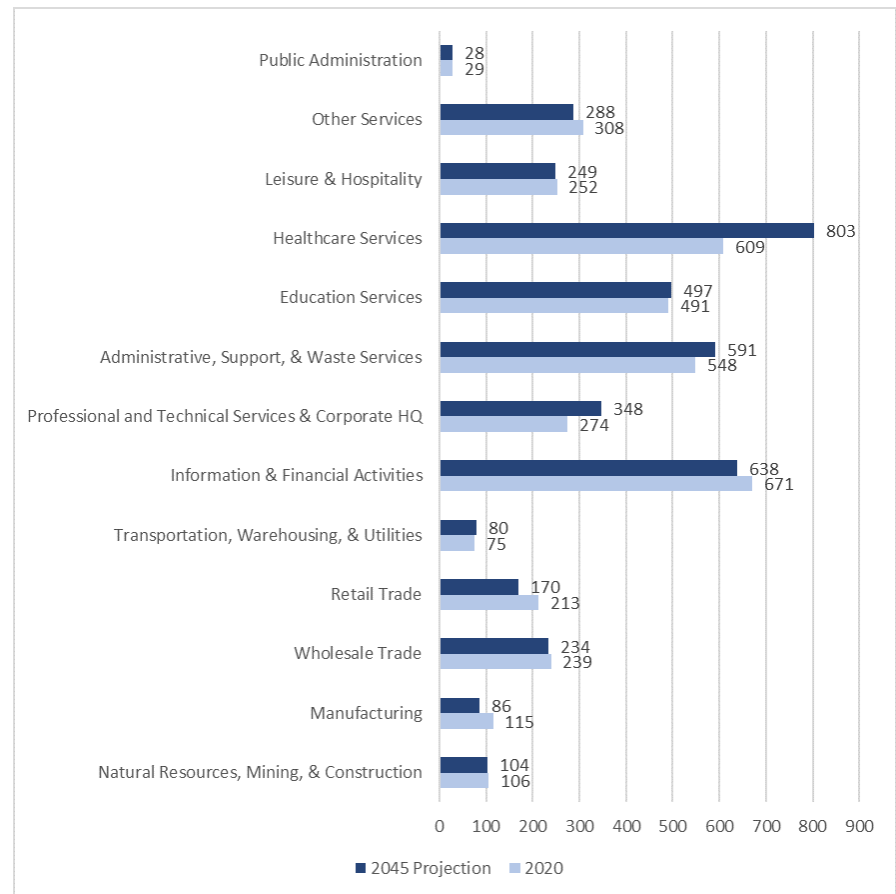


Source: AMERICAN COMMUNITY SURVEY 2017 ESTIMATES

Economy and workforce

For 2020, there is a projected total of 3,930 jobs in Lathrup Village. The top industries in the area include Information and Financial Services, Healthcare Services, Administrative Support and Waste Services, and Educational Services. The 2045 projections suggest that the Healthcare Services, Professional and Technical Services, and Administrative Support industries will grow the most in the next twenty-five years.

CHART 6: LATHRUP VILLAGE TOP INDUSTRIES, 2018-2045



SOURCE: SEMCOG 2045 REGIONAL DEVELOPMENT FORECAST

Educational Attainment

Education is often tied to economic well-being. The residents of Lathrup Village are highly educated, with 96.5% of the population having attained at least a high school degree in 2018 and 57% having attained a bachelor's degree or higher. These figures exceed the rates of Oakland County (94.1% and 47.4% respectively) and those of Michigan (91.1 % and 29.6%) (See Table 4)

TABLE 5: EDUCATIONAL ATTAINMENT, 2018

	Lathrup Village	Oakland County	Michigan
High school graduate or higher	96.5%	94.1%	91.1%
Bachelors degree or higher	57%	47.4%	29.6%

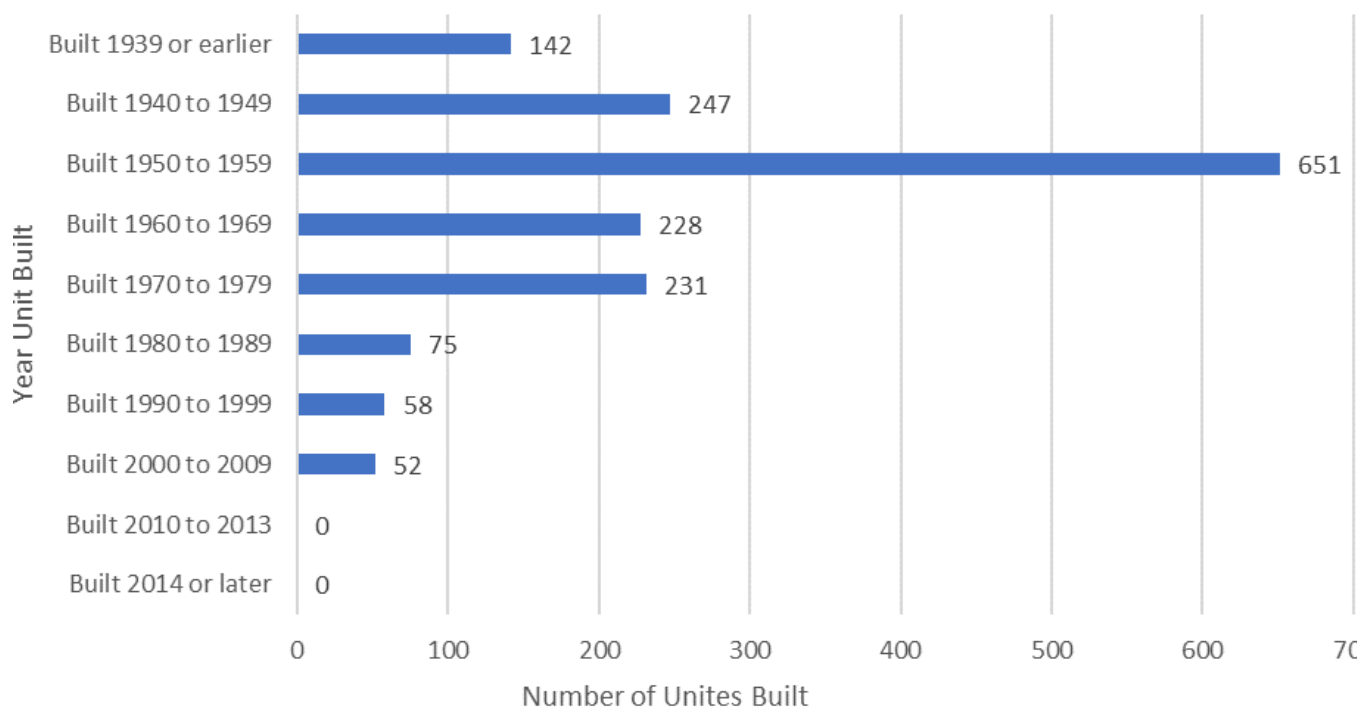
SOURCE: 2018 AMERICAN COMMUNITY SURVEY 5-YEAR ESTIMATES

Housing

Of the City's 1,586 housing units (note - this differs from the number of households), 38.6 percent (651 units) were built between 1950-1959. According to 2018 ACS data, 29 percent of householders have moved into their units since 2010.



CHART 7: AGE OF HOUSING STOCK IN LATHRUP VILLAGE



SOURCE: 2017 AMERICAN COMMUNITY SURVEY 5-YEAR ESTIMATES

TABLE 6: LATHRUP VILLAGE HOME OWNERSHIP RATES COMPARISON, 2018			
	Owner Occupied	Renter Occupied	Vacant
Lathrup Village	88%	7%	6%
Southfield	44%	47%	9%
Berkley	78%	17%	5%
Oakland County	66%	27%	7%
SEMCOC	61%	28%	11%

SOURCE: AMERICAN COMMUNITY SURVEY 2014-2018 5-YEAR ESTIMATES

Housing types

As shown on Chart 5, the Lathrup Village housing stock is predominately comprised of detached single-family units, which represent 89% of all units. Attached single units (6%), 3-4 unit (3%), and two-unit structures (2%) are the next most predominant housing types, respectively. The city saw its first manufactured housing units constructed between 2010-2015, which along with 10-29 unit buildings total 1% of the city housing stock. The median housing value in the city is \$184,000 which is lower than Oakland County, \$228,800, but higher than the median value in Southeast Michigan, \$164,700.

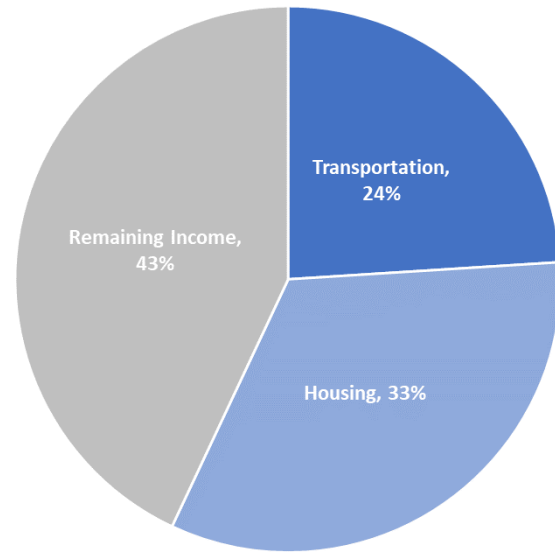
Attainable and Affordable Housing

In many communities, young adults and the elderly have limited housing options due to a combination of their lower income levels along with the pricing and availability of housing. This kind of financial challenge can impact people of all ages.

The general rule of thumb based on guidance from the U.S. Department of Housing and Urban Development is to spend a maximum of 30% of a household's income on housing costs, yet many people find themselves spending more on housing, leaving less of their income available for other household expenses. Finding attainable housing can be challenge and it can stress family finances.

In Lathrup Village, on average the population spends 33% of income on housing and 24% on transportation. In the city people spend between 54% to 66% on housing and transportation combined.

CHART 8: COST OF HOUSING AND TRANSPORTATION IN LATHRUP VILLAGE



SOURCE: HOUSING AND TRANSPORTATION AFFORDABILITY INDEX

CHART 9: LATHRUP VILLAGE HOUSING BY TYPE, 2018



SOURCE: U.S. CENSUS BUREAU, 2014-2018 AMERICAN COMMUNITY SURVEY 5-YEAR ESTIMATES

The City of Lathrup Village is largely developed. Land use within the City of Lathrup Village is mainly comprised of single family detached homes, with its commercial uses consolidated primarily along the Southfield Road corridor. The table at right and the map on the following page show the existing land use within the city.

Historic District

The 2009 Master Plan describes the Historic District as a significant influence on the past, present, and future of the community.

Developed in the 1920's, the physical layout of the City mirrors many of the older village and city plans developed during the Garden City Movement. The plan is based on a radial pattern, which focuses on the village center at the confluence of Southfield Road and California Drive. California Drive is an octagon so it has two intersections with Southfield Road at either end of the village center. Major streets emanate from the center, which gives Lathrup Village its historic character and appeal.

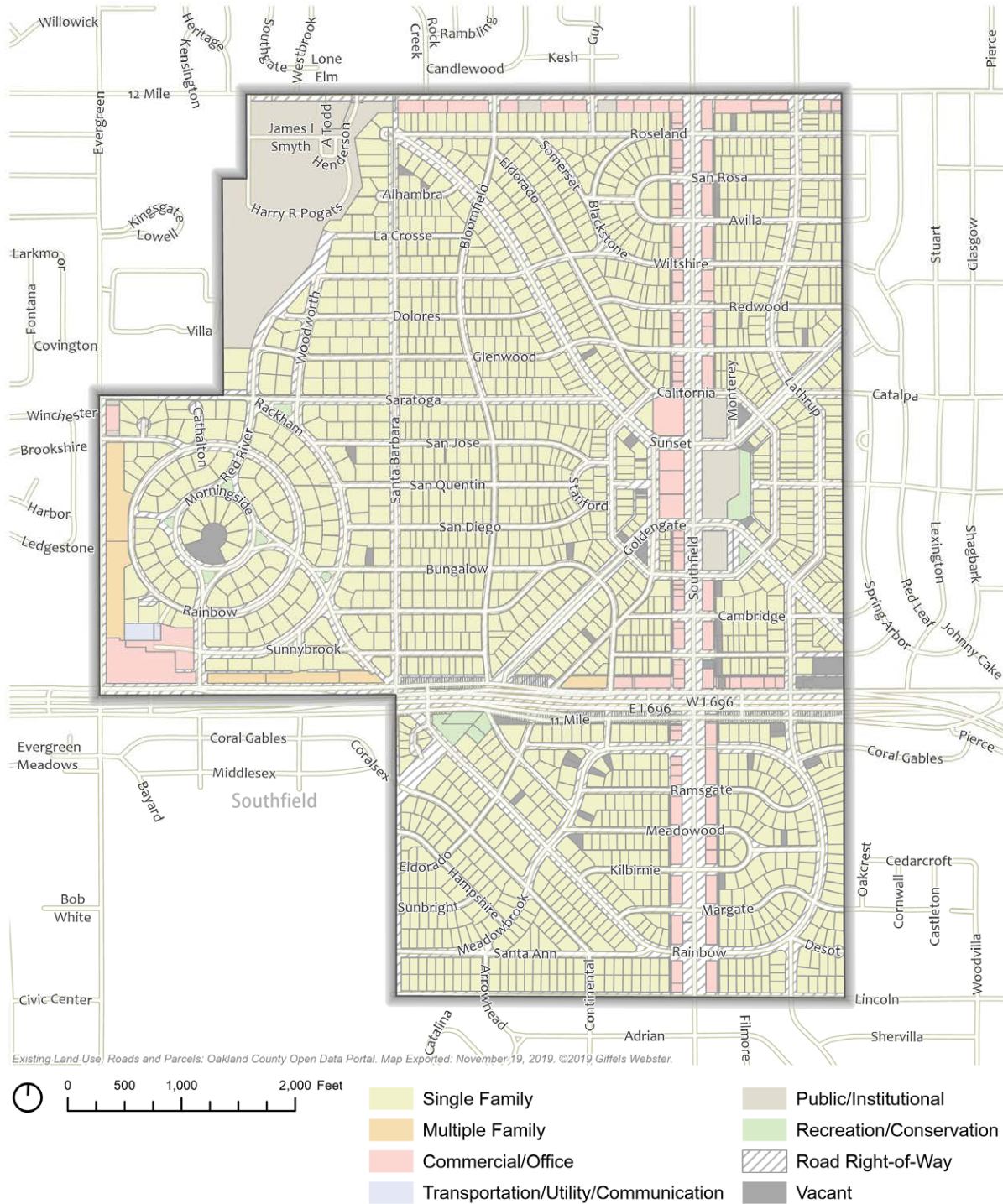
The City pursued historic district status in the mid-1990's, and the Lathrup Village Historic District was formally recognized and approved by the U.S. Secretary of the Interior on March 16, 1998. The Lathrup Village Historic District includes 1,081 contributing properties and 132 non-contributing properties.

TABLE 7: LATHRUP VILLAGE LAND USE: 2015

	Acres	Percent of Total
Single-Family Residential	522.6	54.1%
Multi-Family Residential	12.1	1.3%
Retail	13	1.3%
Office	19.6	2%
Hospitality	0.5	0.1%
Medical	6.1	0.6%
Institutional	48.2	5%
Industrial	0.4	0%
Agricultural	0	0%
Recreation/Open Space	7.6	0.8%
Cemetery	0	0%
Parking	1.1	0.1%
Extractive	0	0%
TCU	322.9	33.5%
Vacant	10.9	1.1%
Water	0.2	0%
Total	965.2	100%

Two predominant buildings were constructed in the town core area: the Annie Lathrup School and the Town Hall. The Town Hall was eventually demolished in the 1990's as part of a commercial development project. The Annie Lathrup School is the City's only remaining historic structure on Southfield Road.

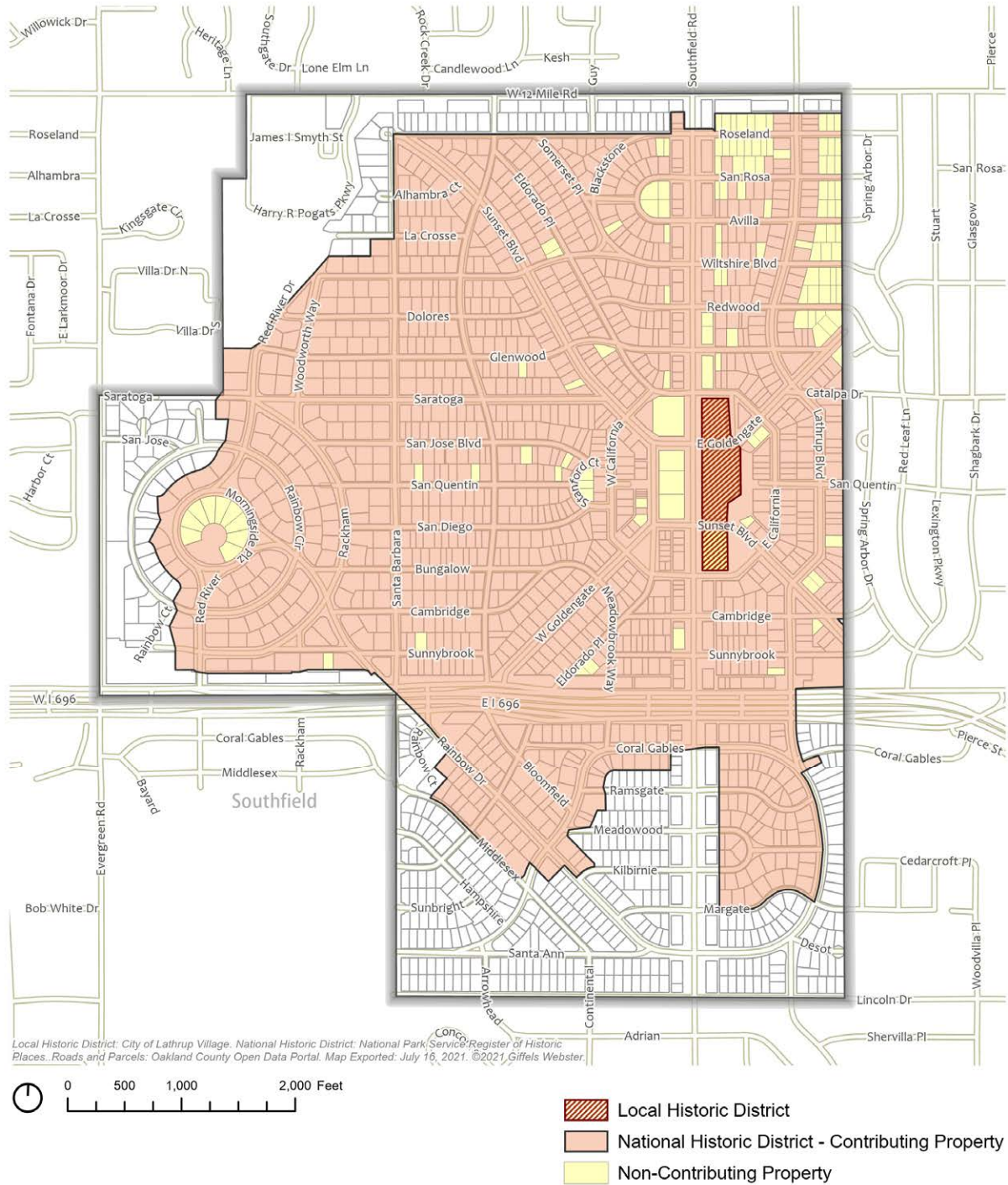
MAP 4: LATHRUP VILLAGE EXISTING LAND USE



giffels
webster

Existing Land Use
CITY OF LATHRUP VILLAGE

MAP 3: LATHRUP VILLAGE HISTORIC DISTRICT



Community Facilities

The City of Lathrup Village offers a wide range of community facilities and services. People in the city enjoy four public parks, a community center, and some pedestrian amenities. The location and quantity of community facilities helps determine the experiences of residents and visitors in Lathrup Village.

Fire Department

Lathrup Village is served by the Southfield Fire Department. The department has an 88-member force and operates out of five fire stations located throughout the City of Southfield. The Southfield Fire Department is trained to provide high-quality fire response as well as emergency medical services, water rescue, hazardous materials response, inspections, public education, and CPR training for the community. This department is the busiest in Oakland County.

Police Department

There are 3 divisions within the Lathrup Village Police Department: Patrol Division, Detective Bureau, and Evidence Technicians. In addition, the department has 3 special units including the Bike Team, Motorcycle Unit, and Motor Carrier Unit. The City of Lathrup Village also utilizes 6 Reserve Officers to assist the department and provide monthly community outreach. The city operates a community policing strategy which uses community interaction and support as a method of controlling crime, identifying suspects, and creating trust between the residents and the police department.



Municipal Park

Lathrup Village Community Center

The Lathrup Village Community Center offers several amenities and public facilities for residents. The Community Room is a rentable gathering space which also has a commercial kitchen available for use. There is also a public fitness center with exercise equipment available to residents by yearly membership. The city hosts classes and programming for tumbling, martial arts, dance, and cooking through their Parks and Recreation Department. Lathrup Village in conjunction with the Lathrup Village Community Foundation sponsors a Concert in the Park series during the summer. Residents and visitors can gather at the city's parks to enjoy local music and the sense of community.

Parks

There are 4 parks located in the City of Lathrup Village: Annie Lathrup Park, Goldengate Park, Lathrup Village Municipal Park, and Sarrackwood Park. The parks include many amenities such as walking paths, playground areas, outdoor skating rinks, picnic tables, barbecue capabilities, gazebos, and accessible parking. More information about the City of Lathrup Village's parks can be found in the Recreation Plan in the appendix.

Water and Sewer

Lathrup Village provides extensive water and sewer services to homes throughout the city. In the spring and summer of 2019 and 2020 the city began a project to place new water mains along Santa Barbara Drive and replace existing water mains along Roseland Boulevard.

MAP 5: LATHRUP VILLAGE PARKS MAP



Transportation

National Functional Classification of Roads

Road Network and Classifications - An important element of the Master Plan process is the development of a plan for the overall system of streets and roads in a community. This system provides for the movement of people and goods from places both inside and outside the community. Road rights-of-way also provide places for various public utilities such as water lines, gas lines, sanitary and storm sewers, cable television lines, electrical power and telephone lines. Because of these combined roads and utility functions, the system of roads in a community can impact economic conditions, environmental quality, and energy consumption, land development and overall quality of life in a community.

Existing Road Classifications in Lathrup Village-Traditional transportation planning identifies several major categories of road classifications known as National Functional Classification (NFC). These classifications were created by the US Department of Transportation, Federal Highway Administration and are based on mobility and access provided by certain roads. As roads are modified over time, they may not fall neatly into one classification or another, but their functions for motorized travel can generally be understood. It is important to note that substantial variations in road characteristics exist although the NFC may be the same for many roads in a community. The City of Lathrup Village currently has, or is served by, roads that fall generally into the following categories:

- **Principal Arterials:** Principal arterials generally carry long distance, through-travel movements. They also provide access to important traffic generators, such as major airports or regional shopping centers. In Lathrup Village, I-696, Southfield Road, and 12 Mile Road serve the community as principal arterial roadways.

- **Urban Minor Arterial:** The main function of arterial roads is to serve as routes for through traffic, while providing access to abutting properties and minor intersecting streets. Minor arterials carry through-travel movements but carry trips of shorter distance and to lesser traffic generators. Arterials are eligible for federal funding. The southern portion of Evergreen Road and eastern portion of 11 Mile Road currently function as the minor arterial road within Lathrup Village.
- **Urban Major Collector Street:** Collector streets primarily permit direct access to abutting properties and provide connections from local streets and neighborhoods to minor arterials. Through traffic movement from one part of the municipality to another is deliberately discouraged on these streets. Collectors provide the opportunity to connect to arterials, allowing for the reduction in the number of curb cuts onto arterials and ensuring fewer interruptions for arterial traffic. Collectors are eligible for federal funding. Examples of existing collector roads include the western portion of 11 Mile Road and the eastern portion of Lincoln Drive.
- **Urban Local Streets:** Local streets provide access to abutting land. These streets make up a large percentage of total street mileage, but they almost always carry a small portion of vehicle miles traveled. They offer the lowest level of mobility and may carry no through traffic. Local roads are not eligible for federal funding. Examples of this class of roadway include local residential streets located within the city.

Southfield Road

Safety, connectivity and mobility are key transportation issues that must be addressed in the City. Since the 2009 Master Plan, the City has engaged the Road Commission for Oakland County (RCOC), as well as its neighbors along the Southfield Road corridor in reworking the Road Commission's plan to rebuild Southfield Road. Then, the plan featured a wide boulevard that would extend from Mt. Vernon (approximately 9.5 Mile) to 14 Mile roads—running through Southfield, Southfield Township, Lathrup Village, and Beverly Hills. Instead, prompted by Lathrup Village's vision of a Village Center and revitalized commercial corridor, the RCOC has been studying alternatives.

A preferred alternative has been agreed upon by the communities impacted and The City of Lathrup Village continues to work with the RCOC to refine this design to both improve vehicular and pedestrian safety and circulation, while at the same time encouraging a new vibrant type of redevelopment of property along this important commercial corridor. Beyond Southfield Road, the City believes it is important to address transportation needs of the City in a comprehensive way. In 2010, the City of Lathrup Village developed its Complete Streets Plan that lays out a framework to knit together the four distinct quadrants of the City. Implementation has been ongoing.

Trails and Pathways

Sidewalks – The City of Lathrup Village has a highly connected network of sidewalks throughout the residential districts in the city. The commercial areas of the city are accessible to pedestrians traveling from residential districts but there are several intersections along Southfield Road with unmarked crosswalks. In addition, there are very few crosswalks along Southfield Road which makes pedestrian travel dangerous and disconnected in the commercial district. There, most notably, the pedestrian crosswalks over the I-696 and 11 Mile Road intersection are missing critical markings. This is a highly trafficked section of the city and connects the northern neighborhoods to the southern part of the city. Safe, well-marked, illuminated pedestrian crosswalks and paths are necessary at this location to ensure continuity throughout the city and comfortable pedestrian amenities. Most residential parts of the city have sidewalks on both sides of the street and link to the city's parks and local destinations. Few of the intersections located in the neighborhoods have marked crosswalks which is a safety concern when neighborhood streets connect to roads with higher speeds.

Shared-Use Paths - Bike-ways are defined as rural wide paved shoulders, shared-lane markings, and local, county, or national bike routes. In Lathrup Village, bike-ways are located along Roseland Boulevard, Lathrup Boulevard, Saratoga, Catalpa Drive, and southern Evergreen Road. Along westbound 12 Mile Road there is one existing shared-use path. Shared-use paths are typically eight



Sidewalk at Lathrup Boulevard on the south side of 11 Mile Road

to ten-foot paved surfaces used for bicyclists and pedestrians. They are separate from roadways and allow safe travel or recreation for joggers, walkers, and bicyclists. Bicycle travel on the shared-use paths and within the residential areas in Lathrup Village is considered comfortable and safe for most people. However, bicycle paths along 11 Mile Road, Southfield Road, Evergreen Road, and the eastern portion of 12 Mile Road are categorized as Tier 4 routes which means they are comfortable for very few bicyclists to travel. There are several bike-way and pedestrian network improvements planned for Lathrup Village. The planned infrastructure projects include a bike route along eastbound 12 Mile Road, Santa Barbara Boulevard, and Goldengate Drive leading to Goldengate Park.

Vision, Goals & Objectives

Public Input

In August 2019, a Stakeholder Meeting was held in preparation for the Comprehensive Plan process. City leaders participated in the joint meeting and offered input on the strengths, weaknesses, opportunities, and challenges within the city of Lathrup Village. Participants worked in

small groups and identified what they believed to be the needs of the city. The following tables show the results from their feedback.

Housing				Commercial Corridor				Recreation				Village Center			
Strengths	Count	Weaknesses	Count	Strengths	Count	Weaknesses	Count	Strengths	Count	Weaknesses	Count	Strengths	Count	Weaknesses	Count
Variety/Identity/Diversity	13	High Taxes	1	Highway Access	1	Restrictive	2	Concerts/ Events	9	No bike Lanes / Unconnected Trails	8	High traffic Volume	1	Speed of Streets	3
Owner Maintenance	1	Lack of Mixed Housing	3	Parking	1	Lack of Sidewalks	2	Modern/ Clean parks	6	Not Community Focused / Needs Volunteers	3	Centrally Located (Regional Hub)	1	No Downtown	6
Mix of People/ Families	1	Street Improvements	10	Low vacancies	1	Southfield Road Plan Stagnated	2	Programs/ Community Participation	6	Lack of Staff	1	Banners	2	Not Walkable	4
Home Values Increasing	2	No variance in Housing (Age of Occupancy Type)	3	Convenience/ Small Businesses	7	Lack of Greenery/ Streetscaping	3	Community Groups/Clubs	3	Lack of infrastructure / technology	1	Safety	1	Lack of Action Plan	2
Greenery	2			High Visibility	1	Few Restaurants	8	Children's Garden	1			Access to people/ Residential Areas	2	Outdated City Center Outdated Parking	3
Unpaved Roads	1			Restaurants	3	No New Development / Old Stock	13	Large Population of Outdoorsy People	2			Well Maintained/ Beautification	2	Lathrup School impeded progress of corridor	2
Low vacancy Rate	1					Need More Lights	1					Opportunity for New Development / Redevelopment	4	Lack of Consistent Attraction	1
Neighbors are Friends	1					Lack of Initiatives	1					Character of Lathrup School	1		
Large Pop of Musicians	1														
Skilled/ Motivated / Underpaid staff	1														

Housing		Commercial Corridor		Recreation		Village Center	
Opportunities	Challenges	Opportunities	Challenges	Opportunities	Challenges	Opportunities	Challenges
Good Quality Housing	School System	Workable plan for existing stock of buildings	Lack of Definition / Vision	Fill up Calendar of Events	Competition	Lathrup School	traffic Speed
Quality School System	Roads	swapping city offices/school	No Incentive to Redevelop	Obtain sponsorships from local businesses for events	Lack of Funding	Creative adaptive reuse for building stock	Lack of Pedestrian Crossings
Good Housing Value	Maintenance	parking solution (off-street)	Lack of Parking	Install bike lanes/paths	Southfield Rd Uncertainty	more trees / lighting / garbage cans	No Cooperation / Action
Housing in Good Condition	No New Land	Redev ready comm/grant opps	Southfield Rd Redevelopment	use events to draw businesses to the city	Low Priority (Resource Allocation)	Enhanced walkability / pedestrian bridge	Inaction
Historic	Taxes	Curb appeal / existing landscaping	Failure to Attract Catalyst Development	Park upgrades		build on comm support for VC	Auto Uses Dominating
Attracting Young Families		make redev desirable	Lack of Funding	implement tech into Parks+Rec		Ride-Share autonomous vehicles	Scale of Village Center
Attracting Older Residents				Adding Staff/Funding			Access to Village Center from Other Parts of City

A large group of people are seated at long tables covered with white cloths in a spacious banquet hall. The room has a high ceiling with recessed square lights and a large, ornate chandelier hanging from the center. The walls are light-colored, and there are windows with patterned curtains. The people are dressed in formal or semi-formal attire, and the atmosphere appears to be a formal dinner or meeting.

During the two-week period, the Lathrup Village Virtual Open House site received 324 views and averaged approximately 28 responses per question. There was a total of 156 participants across all seven feedback opportunities. The following is a summary of the findings from the virtual open house.

The first question asked, “What one or two words best describe Lathrup Village?” In total, 17 participants submitted feedback. Below is the word cloud generated by their responses. Words that appear larger in the cloud indicate an answer submitted multiple times.

Respondents identified Lathrup Village with a variety of words but most common was “community.” Overall the feedback was positive, and participants focused on the friendliness of the city, infrastructure concerns, and the charm.



Things to change/missing

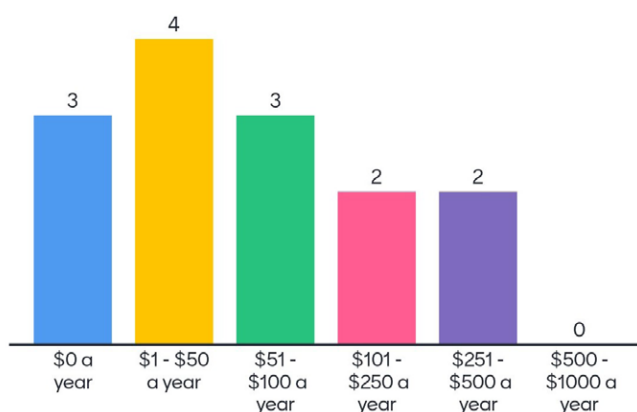
Participants were then asked to consider mobility improvements for the city. The question was, “What enhancements would you make to improve mobility, including transit, walkability and cycling in the city?” In total, 21 people submitted feedback on this prompt. Respondents offered a wide variety of suggestions. The most common enhancement requested was the addition of bike lanes on Southfield Road. There was a significant focus on safety for pedestrians, cyclists, and automobiles too. Sidewalk improvements were a popular answer; participants suggested expanded the sidewalk network, increasing connectivity, widening sidewalks, and fixing the overall quality of the pathways in the city. Finally, the input revealed that drainage along roadways and sidewalks was a high priority to improve mobility. Additional open-ended recommendations included the following:



Best things about Lathrup Village

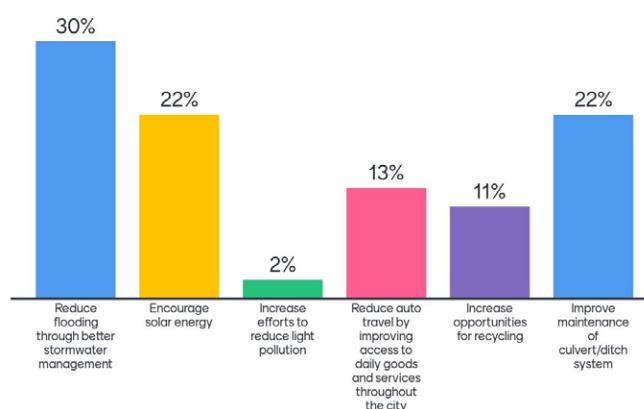
- Improve sidewalk repair. When repair directives are issued to homeowners regarding sidewalk deficiencies, include “opt-up” options allowing residents to elect additional assessment for correction of sidewalk design issues.
- Eliminate chronic and persistent flooding of sidewalks
- Require that drainage improvements associated with ditch and street repair include provision for creating swale connections
- Eliminate sidewalk gaps
- Make grocery and restaurant access available on a walkable basis in all four quadrants
- Make pedestrian crossings safer on Southfield through mini-boulevards and traffic calming pinch points at intersections on an interval of approximately every three blocks.
- Make access to I-696 or Southfield Rd less dangerous during busy hours.
- Work with regional authorities to enhance rapid public transportation connections along Southfield Rd. to major Detroit destinations, thereby enhancing the value of existing apartments on Southfield as well as our detached housing for people who wish to be more independent of automotive transportation.

Participants were also asked to consider measure their willingness to contribute to mobility improvements in Lathrup Village. The question asked, “How much would you be willing to spend annually to improve walkability and cycling access in Lathrup Village?”. In total, 14 people



responded to this question. 50% of participants said they would be willing to spend between \$1-\$100 annually to make these improvements. The next question required participants to select the neighborhood where they live within the city. In total, 20 participants responded to the prompt. Most of the respondents indicated they lived in the neighborhoods north of I-696. The Northeast and Upper Northwest neighborhoods had the most residents submit feedback and represented 65% of the total responses. On this question, only 1 participant was from the Southeast neighborhood and only 1 participant was from the Southwest neighborhood.

Next, participants responded to questions about tactics for promoting sustainability and resiliency in Lathrup Village. The first question asked, “Which of the following areas would you like to see the city focus on to improve sustainability?” and required respondents to select their priorities from six pre-generated options. In total, 18 people responded to this question. The most pressing issue for residents was to “Reduce flooding through better stormwater management” with 30% of the vote. Encouraging solar energy and improving the maintenance of culvert/ditch systems were tied as the second most voted focus for the city.



Responses to survey questions: How much would you be willing to spend on improving walkability (left) and What areas should the city focus on to improve sustainability (right).

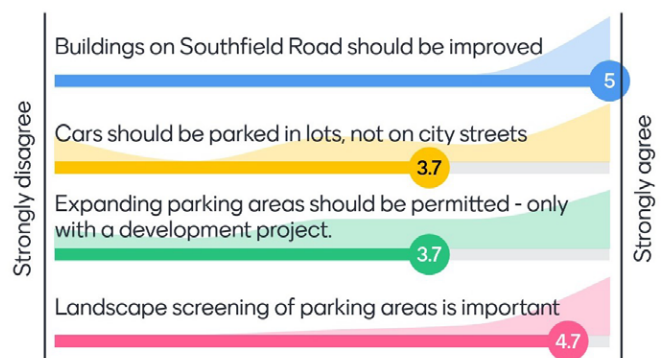
- “Build faith in the future of the City through consistent code enforcement and persistent, sustained improvements to infrastructure.”
- “Convert the liability of outmoded ditch-based drainage system into an asset. Through improvements and enhancements to our system such as underdrains, swales, and rain gardens, our system when fully functioning can be marketed as a design for a responsible, nature-friendly ecological design for the future.”
- “Reduce housing costs by requiring that all homes going through turnover of ownership and all rental properties meet R-61 standards in the insulation of attic floors or other pertinent energy standards.”
- “Reduce home-ownership and housing costs by providing inducements for solar power installations.”

Lathrup Village should implement efforts to become more prepared for future weather disasters, economic crisis, or health concerns. The current COVID-19 pandemic reaffirms the city’s focus on resiliency. Participants were asked, “How should the city be planning for the next natural disaster or health crisis?”. This was an open-ended question that received 11 responses. Many participants indicated the need for an emergency response plan, disaster recovery plan, or financial reserves for emergencies. Below is some of the feedback this question received:

- “Response team for emergency planning and getting information out to the residents so they know what resources are available during a crisis.”
- “Develop a disaster recovery plan and present to residents annually.”
- “Ensure adequate police fire medical staff are readily available to support LV in a timely manner.”
- “To keep a financial reserve for disasters. Appoint a leader to purchase supplies for distribution to the community at the onslaught of a disaster. Items should be predetermined in order that they be secured immediately upon notice of such disaster.”
- “Build a fund to provide loans to struggling families and businesses. Improve communications to households without internet technology.”

The public was also asked to consider three redevelopment sites located within the city. The virtual open house asked what types of developments they would like to see at each site. For the House in the Woods site in total 19 people provided their feedback on redevelopment. Respondents suggested a new dog park or green space, new homes, picnic areas, and enhanced community amenities on the site. At 26026 Southfield Road 13 people provided their feedback on redevelopment. Participants had many different ideas for the site, but some common feedback was to create space for new restaurants or groceries, community park or sports facilities, and multi-family condominiums or apartments. Finally, at the Annie Lathrup School site 12 people provided their feedback on redevelopment. Some common recommendations were to implement mixed use development with housing and local retail, a community center, and food vendor spaces.

In addition to the three development sites, participants were also asked to consider the reconfiguration of on-site parking for new businesses along Southfield Road. This virtual open house section provided a concept sketch to help respondents visualize the challenges on Southfield Road and the potential solutions. In total, 15 people submitted their feedback. Participants were asked, “What do you think about redevelopment and parking?” and instructed to rank the importance of four redevelopment principles. Improving the building quality along Southfield Road gained the most consensus amongst the categories; all respondents strongly agreed that improving the building was important. Landscape screening was also a highly agreed upon component of the Southfield Road redevelopment. In general, all of the options were mostly agreed upon.



Input on parking for Southfield Road redevelopment

Goals & Objectives

What are goals, objectives, and strategies?

- Goals are general guidelines that explain what the community wants to achieve. Goals are usually long-term and represent global visions such as “protect the city’s natural resources.” Goals define the “what,” “why,” and “where,” but not the “how.” Identifying obstacles to overcome is also useful in defining goals.
- Objectives identify the milestones that mark progress in achieving goals and provide more of the “how” goals will be implemented. For example, with a goal of “protect the city’s natural resources,” an objective to “maintain the city’s tree cover” is something that may be measured and tracked over time.
- Action items are more specific and define the steps to accomplish objectives and attain the identified goals. The most effective action strategies will include who will tackle that task and when it should be accomplished. For the above example objective of maintaining tree cover, one action strategy might be: “Using the city’s GIS data, map the current tree cover in the city.” This may be assigned as a staff item to be completed within one to three years.

Within each category, the goals are presented in clear, concise bullet points that address the following:

- What do we want?
- Why?
- Where? (Note: generally, the goals that follow apply throughout the city, but the question is included here as a guide for the future; some goals may apply in specific areas of the city)
- What are the potential obstacles or related considerations that may impact achieving the goal

The answers to these questions are informed by city officials and the community through its feedback.



COMMUNITY CHARACTER



HOUSING



COMMERCIAL & INDUSTRIAL
DEVELOPMENT



PUBLIC SERVICES & FACILITIES



TRANSPORTATION

What do we want?

An authentic positive identity for the city that is reflected in residential neighborhoods as well as along commercial corridors that focuses on a mixed use, multiple story, walkable downtown for the City.



Why?

- A positive identity for the city provides a sense of community and belonging for residents and businesses.
- A positive image and identity for the city helps support local businesses and attract new businesses.

Where? Throughout the city

Potential obstacles/related considerations?

- Physical improvements to the appearance of the city requires public and private investment.
- Outside perception of the city takes time to change.

Community Character Planning Objectives:

1. Redevelop properties in the Village Center - the historic center of the city.
2. Improve communication between residents, the City and businesses.
3. Promote the city's positive identity in the region.
4. Promote the use of quality building design and materials to enhance the appearance and long-term maintenance of new development.
5. Protect established neighborhoods and business districts from the potentially negative impacts of development, including noise, traffic, waste, odor, and other nuisances through effective and thoughtful site and building design.



What do we want?

Attractive, safe, quiet and well-maintained neighborhoods; a diversified range of housing for people of all ages and abilities; and active neighborhoods that promote community connectedness.



Why?

- Safe housing in walkable environments allows older residents to “age in community.”
- Attractive, walkable neighborhoods close to destinations appeals to younger residents and families.
- Ensure sufficient equitable housing for lower income residents.

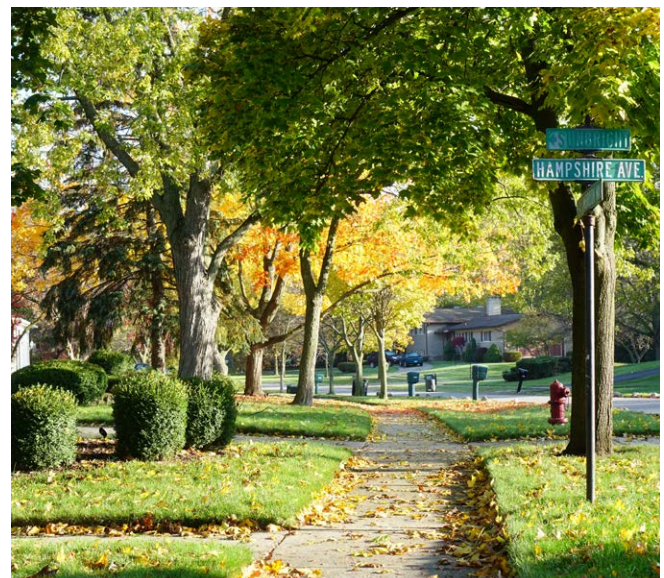
Where? Throughout the city

Potential obstacles/related considerations?

- All housing should be safe and well-maintained.
- Residents looking for larger, “move-up” housing may not find it in the city.
- Zoning regulations should support housing types desired by current and future residents.

Housing Objectives:

1. Encourage maintenance of and reinvestment in existing neighborhoods.
2. Ensure that infill and redeveloped residential properties are compatible with the surrounding area and adjacent parcels.
3. Provide a diverse range of housing options that meet the affordability, maintenance, and lifestyle needs of current and future residents.
4. Support neighborhoods by improving walkability and access to goods and services.



What do we want?

Thriving local businesses and an employed workforce; a convenient selection of goods and services; and a diverse tax base with a resilient economy.



Why?

- Provide meaningful, well-paying jobs for residents.
- Provide entry-level jobs for younger residents.
- Offer access to local goods and services for residents.

Where? Throughout the city

- Local goods and services should be accessible locally.
- Regional employment should be accessible to regional transportation facilities.



Potential obstacles/related considerations?

- Outdated commercial buildings may not meet the needs of current and future businesses.
- Transportation options may limit the ability for workers to reach businesses.
- Economic activity should be compatible with residential areas in terms of noise, traffic, lights, upkeep, and other nuisances.

Commercial & Industrial Development Objectives:

1. Encourage entrepreneurship and growth for diverse businesses of all sizes to promote a balanced local economy.
2. Provide incentives and flexible zoning mechanisms for commercial property owners and tenants to upgrade existing commercial and industrial sites.
3. Promote the mix of commercial and office uses in a way that fosters collaboration and business growth, while creating a desirable environment for the local workforce.
4. Promote walkability by ensuring sufficient local destinations for goods and services.

What Do We Want?

Recreation facilities and programming that meet the needs of and are accessible to all residents; well-maintained infrastructure that meets the needs of current and future residents, businesses and visitors; and excellent public services that meet the health, safety and welfare needs of the community.



Why?

- Provide access to recreation facilities and programming that is essential to building a socially and physically healthy community.
- Plan for and budget resources for infrastructure expenditures that are likely to grow over time as neighborhoods age.
- To provide a high level of service to city residents, including responsive, well-equipped emergency services

Where? Throughout the city

Potential obstacles/related considerations?

- Increasing costs of repair and replacement of infrastructure
- Additional resources will be needed to maintain aging parks and recreation facilities, while potentially adding and/or expanding facilities, amenities and programs

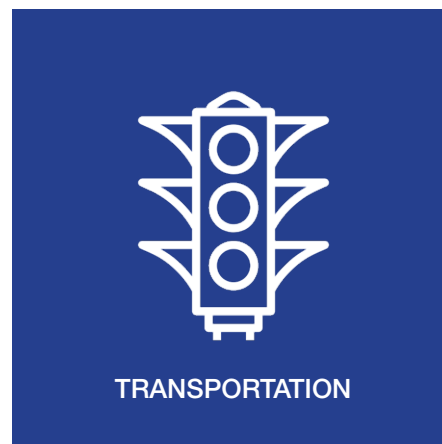
Public Services & Facilities Objectives:

1. Expand the range of recreational opportunities and facilities in Lathrup Village in accordance with residents' needs and abilities.
2. Continue to seek opportunities to share facilities with other public and quasi-public agencies such as the school districts and non-profit organizations and institutions.
3. Replace aging infrastructure as necessary, with technologically advanced, state-of-the-art infrastructure and materials.
4. Continue to cooperate with surrounding communities and the County to provide public services.
5. Keep recreation and capital improvement plans up to date.



What Do We Want?

An efficient and safe multi-modal transportation network that offers mobility options to residents of all ages and abilities.



Why?

- To improve traffic safety
- To reduce traffic congestion by offering non-motorized options for local travel
- To appeal to residents and businesses looking for a community with a variety of transportation options
- To provide transportation choices that improve independence for residents of all ages and abilities
- To improve community health by encouraging non-motorized travel

Where? Throughout the city

Potential obstacles/related considerations?

- Current land use pattern dictates motorized travel
- Current road design supports motorized travel



Transportation Objectives:

1. Promote the use of accepted traffic calming and access management techniques that make all travel safe and efficient.
2. Provide a safe, efficient non-motorized pathway system that provides links to various land uses throughout the city that gives residents choices about their modes of travel.
3. Promote public education about roadway planning and decision making to help residents and property owners understand the short- and long-term goals of transportation projects.
4. Require transportation infrastructure decisions that support the land use recommendations of the Master Land Use Plan.
5. Explore innovative traffic designs and flexible engineering standards to improve the safety and efficiency of travel for motorized and non-motorized travel.
6. Explore opportunities for alternative transportation methods for those who don't have access to a car.
7. Monitor and plan for future trends in transportation in terms of autonomous/connected vehicles.



Future Land Use

Future Land Use

The Future Land Use Plan Map is a representation of the City's preferred land use arrangement. The map identifies general locations for various uses envisioned by the Planning Commission. The Master Plan is a guide for local decisions regarding land use. The recommendations in the Land Use Plan do not necessarily imply that rezoning is imminent. Rather, the recommendations set a long-range planning goal.

Illustrated on the Future Land Use Plan Map are the following future land use categories: Single Family Residential, Multiple Family Residential, Mixed Use, Commercial Vehicular, Office, Village Center, Institutional, Parking and Open Space. Descriptions of these categories are provided below:

Single Family Residential: Residential land uses account for the largest land use category in the 2015 Master Plan; there is no change to the category, except to note that there will likely be opportunities for new single family residential, in the form of attached single family residential dwellings, in the Village Center and mixed use areas. It is envisioned that occasional lots will be converted to parking adjacent to the parcels along Southfield Road to encourage redevelopment. Historic homes are encouraged to be preserved. It should be noted that the House in the Woods area is currently zoned as R3 Cluster Housing, which allow single-family dwelling units to be developed with varied yard setback requirements and/or design innovations so as to (a) facilitate development of parcels that are difficult to develop under the usual standards, (b) allow for a single-family detached residential development without increasing the permitted appropriate conventional lot-by-lot subdivision density, and/or (c) enhance useful open space and preserve significant trees and other natural features through the proper utilization of density transfer techniques. The redevelopment concept included on page 74 is consistent with the current zoning.

Multiple Family Residential: The 2015 Master Plan had limited areas designated for multiple family uses, located primarily along 11 Mile Road and Evergreen Road. Again, this plan considers that there are opportunities to increase the provision of multiple family residential in conjunction with redevelopment along the Southfield Road Corridor, in both the Village Center and mixed use areas.

Mixed Use: The 2015 Master Plan identified the blocks north of the Village Center and blocks south of 11 Mile Road as mixed use, to be redeveloped with residential, office, and "lower trip-generation retail businesses." Most of the Southfield Road Corridor (except the Village Center and mile road intersections) are designated as Mixed Use.

Commercial Vehicular: The intent of the Commercial Vehicular category is to serve transient customers creating higher trip generation to the commercial site. These areas are located along Southfield Road at the intersections of 11 Mile Road and 12 Mile Road. The uses envisioned within this land use class would include retail; restaurant; service businesses, such as banks, professional offices; and gas stations. No changes are proposed for this land use category.

Office: This land use category is reserved exclusively for professional office use. These areas are located along 12 Mile Road where professional offices are currently located and at the northeast corner of 11 Mile Road and Evergreen Road.

Village Center: The Village Center encompasses all of the segments of the California Drive octagon and, as a result, establishes a concentrated area for commercial and civic activities. It is envisioned that there will be a mix of public and private property, including residential, office, retail, restaurant, entertainment, gathering spaces, and recreation areas. The final configuration of Southfield Road will dictate the size and development footprint of the area. It is anticipated that the internal road network will be developed to continue the alley system and the conceptual "Park Street Promenade." The current civic facilities are intended to remain in the Village Center area, but may be leveraged or reconfigured to accommodate the redevelopment as envisioned for a vibrant, compact, pedestrian-oriented downtown area.

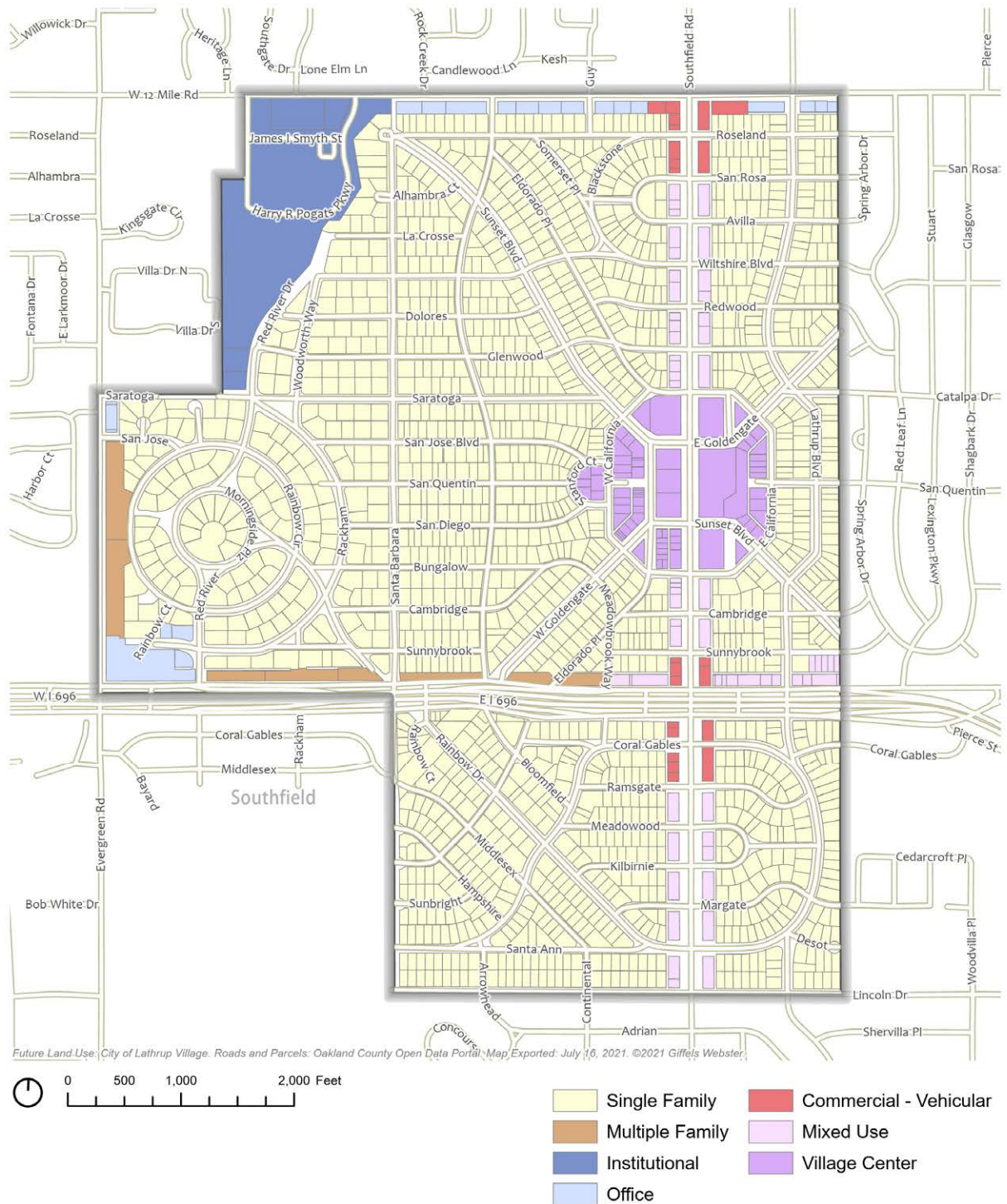
Institutional: Schools, churches, and public facilities are regarded as institutional land uses, and therefore are spread throughout the City in order to provide services to a wide range of residents.

Parking (deleted in 2021): The 2009 Master Plan classified properties adjacent to the Southfield Road parcels as “Mixed Use Expansion Areas;” they were identified as Parking in the 2015 Master Plan Update. While these areas continue to be envisioned as supplemental rear parking areas as a way to facilitate redevelopment, it may be confusing to show them only as parking. The redevelopment of Southfield Road properties continues to be directed to the Southfield Road frontage.

Open Space: These areas accommodate existing public parks, publicly owned open space, and open areas formed by converging rights-of-way. Open space areas within residential developments are classified under the appropriate residential land use category. Open space areas in the Village Center area are included in the Village Center land use category, recognizing the value of open space in a downtown environment. No changes have been identified for adding or subtracting open space. The City currently has four developed park properties and one undeveloped park property:

1. Annie Lathrup Park: Approximately two acres in size, Annie Lathrup Park has a 1/4 mile walking / jogging asphalt pathway, with a large center grassy area, two out-door skating rinks with benches and trash cans.
2. Goldengate Park: Located south of the Interstate 696 highway that divides the City of Lathrup Village into north and south sections, Goldengate Park was developed in 1989 and is approximately 2 1/2 acres. Its amenities include a walking path that leads into and out of the residential areas, four designated play ground areas, two bench swings, picnic tables, grills, trash cans, split rail fencing, and a small parking lot.
3. Lathrup Village Municipal Park: Located directly behind the City’s Municipal Building, the Lathrup Village Municipal Park encompasses approximately two acres. The park has a picnic shelter with brick BBQ and electric capabilities, picnic tables, playground equipment, children’s garden, gazebo with electric service, brick paver walkway, large grassy open area, ample parking, and close to the municipal building for restrooms.
4. Sarrackwood Park: Situated between Saratoga, Rackham and Woodworth Way streets, Sarrackwood Park is approximately 3/4 of an acre. This park has playground equipment, picnic tables, trash cans, split rail fencing, and a small garden area.
5. Dorothy Warren Pocket Park, on Morningside Street.

MAP 6: LATHRUP VILLAGE FUTURE LAND USE MAP



giffels
webster

Future Land Use
CITY OF LATHRUP VILLAGE

Resiliency & Sustainability

As we plan for the future, many of the challenges we will face are related either directly or indirectly to our place in larger systems, both natural and man made. We often have little direct local control over these systems, but adapting to change and discovering our role in contributing to the health of these systems is nonetheless essential to planning for a community that can survive and thrive even in the face of the most severe challenges.

Michigan is affected by our changing climate in many ways, some of which may seem counterintuitive. For instance, as average annual temperatures rise, the chance of prolonged deep freezes such as those experienced in the 2013-2014 and 2014-2015 winters may increase, as warming elsewhere on the planet destabilizes the jet stream, allowing Arctic air that would normally be trapped further north to descend into the Upper Midwest.

A changing climate has far-reaching implications for Michigan's agricultural and tourism economies, waterfront development, and communities with older stormwater management infrastructure. Within the last decade, Lathrup Village has experienced multiple heavy rain events that have led to property damage and decreased mobility and must anticipate that more flooding will occur in the future, damaging property, impairing access to parts of the city, and creating financial distress for local residents and businesses.

Rouge River Watershed

A watershed is an area of land where water drains into a body of water. The Rouge River Watershed encompasses 467 square miles in southeast Michigan that drains into the Detroit River. It has four major branches (Main, Upper, Middle, and Lower) with 126 river miles and numerous tributaries. The area covered by the watershed is populated with over 1.35 million people and the land is more than 50% urbanized with less than 25% remaining undeveloped. The City of Lathrup Village is located in the Main subwatershed. Threats to the entire watershed include flooding and streambank erosion, combined sanitary and stormwater sewer overflows, illegal discharges, loss of wildlife habitat and invasive species. Residents, businesses and community organizations are all impacted by these watershed problems, but can also play a role in restoring the health of the Rouge River and watershed. Two local organizations work to improve river and watershed health: The Friends of the Rouge, a nonprofit advocacy organization, and the Alliance of Rouge Communities (ARC), of which the City of Lathrup Village is a member. Residents can find more information on the Rouge Watershed at the Friends of the Rouge website, www.theRouge.org.

Sustainability vs. Resiliency

Though they are related, resiliency and sustainability are not the same. Sustainability is the more familiar, well-established concept, and focuses on decreasing or eliminating the detrimental future impacts of our current activity. Resiliency recognizes that our built environment will be subject to stresses and is the practice of designing that environment in a way that can endure those stresses.

Planning for resiliency must consider that some threats are ongoing, persistent stresses, while others are sudden shocks, single events that disrupt the day-to-day functioning of the community.

Effects of Climate Change

Climate Change is not merely a future threat; changes in the local climate have already been recorded in places around the world, and Michigan is no exception. For instance, according to data from the National Oceanic and Atmospheric Administration, average temperatures in the Great Lakes region rose 2.3 degrees Fahrenheit from 1951 to 2017, extending the frost free season by 16 days, while total annual precipitation increased 14 percent and the number of heavy precipitation events rose 35 percent. By 2070, average temperatures in southern Michigan are expected to rise an additional 4 degrees, and the annual number of days above 95 degrees will correspondingly rise by between 5 and 10. Communities will experience between 25 and 35 fewer nights below freezing, and average annual ice cover on the lakes will continue to decline.

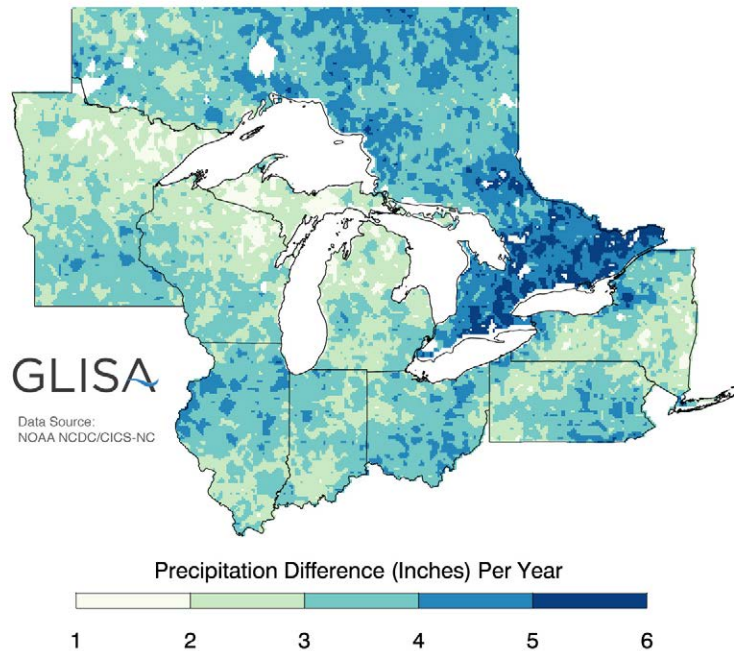
As the frequency and intensity of severe weather events continues to increase, communities will experience economic disruption. For instance, while the frost-free season has nominally increased, farmers in many of Michigan's agricultural communities have not benefited in recent years due to abnormally late frosts (such as those in mid-May, 2020) or heavy rain events, which have damaged early crops or delayed planting of late crops. Rising temperatures and more very hot days may effect the timing of summer festivals and tourism. Communities must be prepared to anticipate the local effects of regional climate trends.



(Jim Gade, via Unsplash)

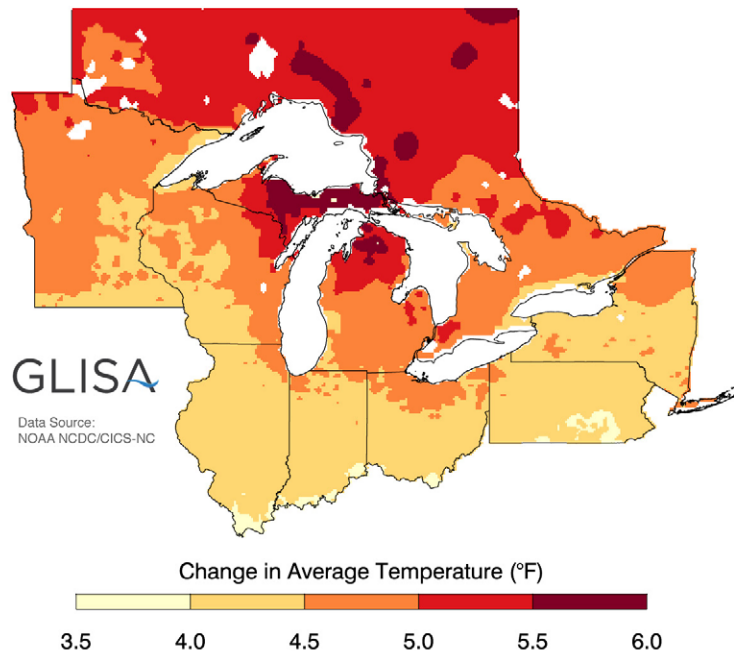
According to the National Oceanic and Atmospheric Association, average annual precipitation in the Great Lakes region is expected to increase over the next several decades. While the change may seem small, projections indicate that the average rise will be driven by an increase in heavy precipitation days, and that there will also be a modest increase in the number of consecutive dry days each year. In other words, rainfall is expected to become more concentrated in heavy storms.

Projected Change in Average Precipitation Period: 2041-2070 | Higher Emissions: A2



Average temperatures in the Great Lakes region have increased and will continue to increase well into the future, even if greenhouse gas emissions are sharply reduced soon; if emissions are not curbed, the increase will be greater. Lathrup Village will likely see about a 4.5-degree rise in average temperatures over the next several decades, with more than 30 additional days over 90 degrees and more than 10 additional days over 95 degrees. The area is expected to see at least 30 fewer nights below 32 degrees by 2070.

Projected Change in Average Temperature Period: 2041-2070 | Higher Emissions: A2



Above: Maps courtesy National Oceanic & Atmospheric Administration's Great Lakes Integrated Sciences and Assessments Program (GLISA)

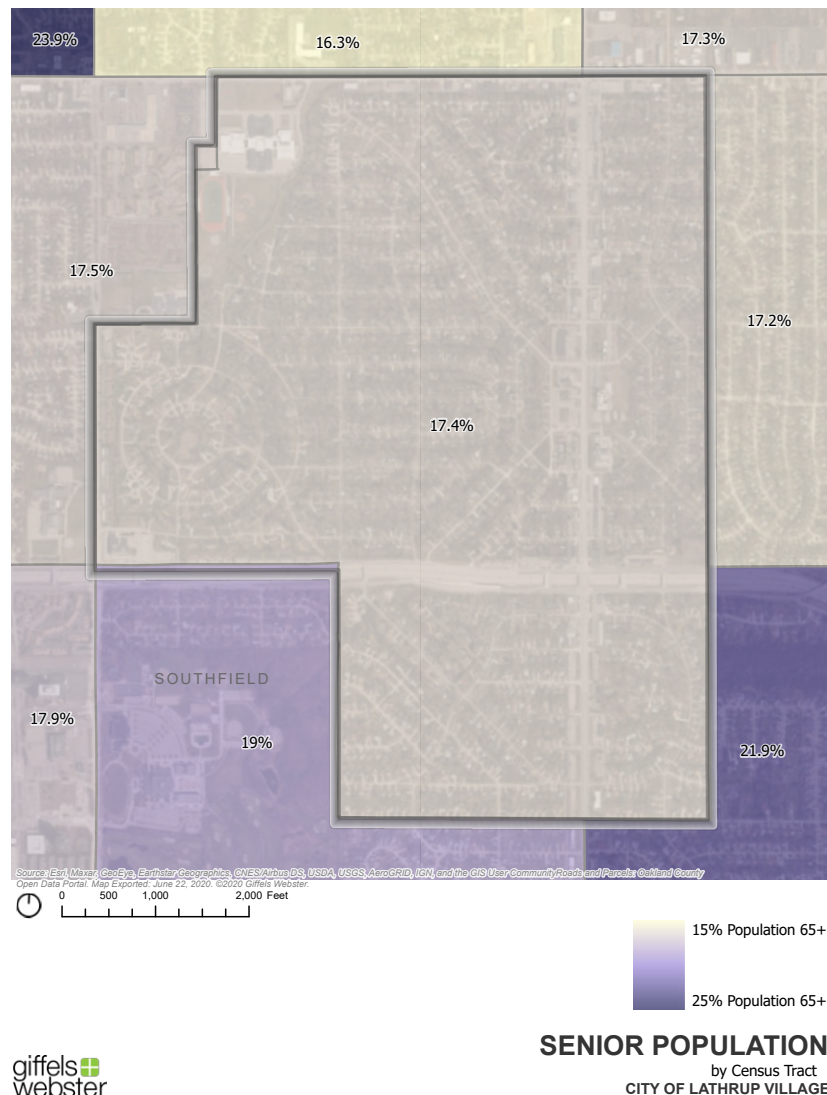
Addressing Resiliency & Identifying Vulnerable Populations

Resilient communities anticipate likely shocks, understand trends in stressors, and prepare for potential worst case scenarios. Understanding where a community is physically most vulnerable to specific events, and understanding which members of the community are likely to be most vulnerable in each case is key to effective planning. This chapter discusses in general terms what the community may expect in the future and what might be done to prepare for it; this plan recommends the development of a community resiliency plan.

Though an entire community will be affected by a major event such as a severe storm, flood, or long power outage, certain segments of the population are more vulnerable to the effects of such events, and in some cases are also more likely to live in locations that are more likely to be severely affected. Though the most vulnerable populations will vary based on the specific event, certain population segments warrant special attention even in a general analysis:

- Low-income households
- The elderly
- The disabled
- Children

MAP 7: LATHRUP VILLAGE PERCENT OF POPULATION OVER AGE 65

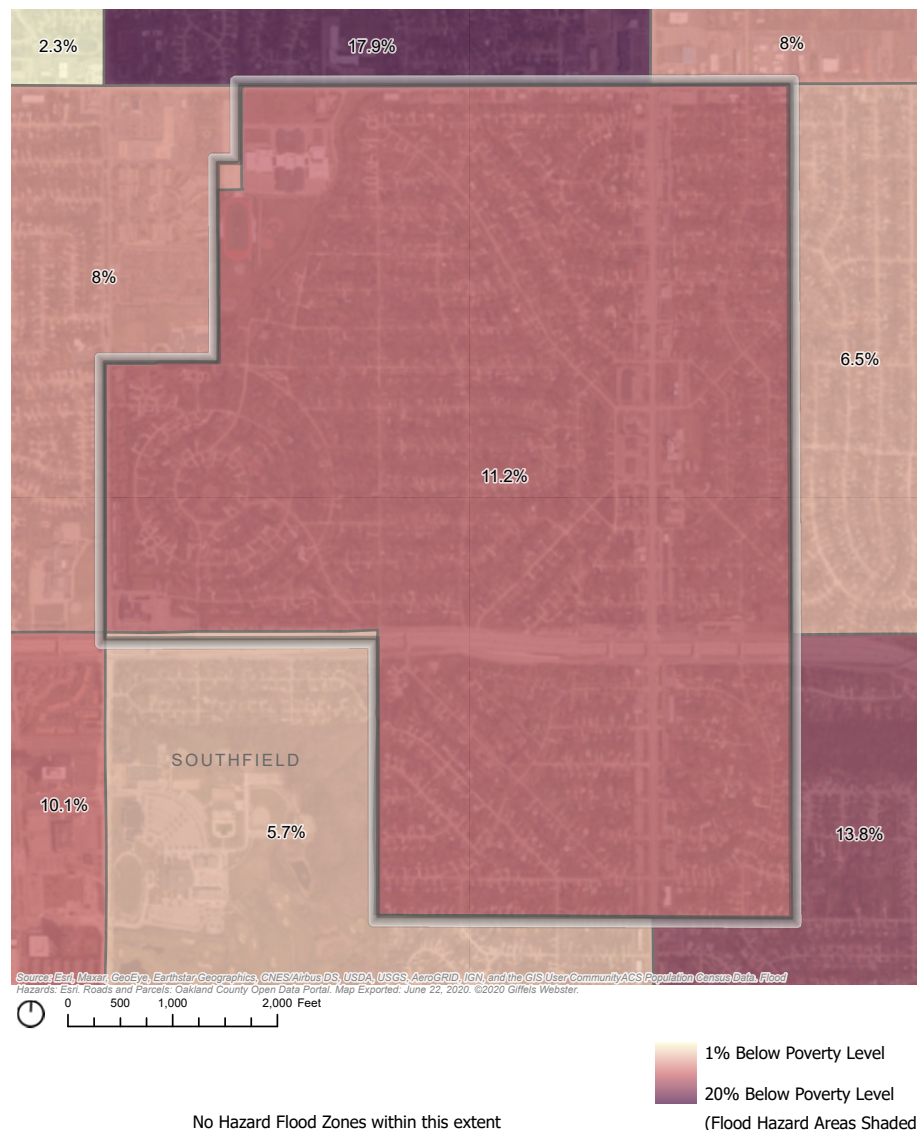


Low-income households are often located in areas with limited open space and tree canopy and are often less likely to have access to disaster mitigating items such as air conditioning and reliable transportation. Low-income households may also lack the financial resources to support quick recovery after a disaster or to prepare effectively for likely future events. The elderly and disabled may similarly lack financial resources and mobility, and may be more socially isolated than other groups. Especially in extreme heat events, the elderly and very young children are much more likely to be badly affected, including to the point of hospitalization, than the general population.

Different disasters are most likely to affect different areas, and communities can use geographic information systems to map relative risk levels for different neighborhoods. Identifying vulnerable populations living in especially vulnerable areas allows a community to focus resources where the need is greatest.

The maps on these pages show the neighborhoods with the highest proportions of senior residents and the highest levels of poverty, indicating that these areas may require special attention when planning for resiliency.

MAP 8: LATHRUP VILLAGE PERCENT OF POPULATION BELOW THE US CENSUS POVERTY THRESHOLD



Public Outreach

Resiliency planning should include a public outreach process in two basic parts: education and input. Education includes making community members aware of potential threats and the process of planning for them, with an emphasis on outreach to the most vulnerable members of

the community. The input process should offer the opportunity for residents and other stakeholders such as municipal staff and business owners to engage in detailed, focused conversations regarding resiliency planning issues. It is important for the community to engage in vigorous outreach through multiple channels to get people involved.

Mitigation, Adaptation, and Risk Reduction



Extreme heat

Average temperatures in the Great Lakes region rose 2.3 degrees Fahrenheit from 1951 through 2017. Extreme heat is dangerous for vulnerable populations and can also tax electrical infrastructure, leading to power outages, which in turn can increase the risk for the people most prone to succumbing to heat. Designating specific locations with backup power sources (such as municipal halls, libraries, and schools) as cooling stations can provide vulnerable residents with an essential escape from the heat. There may be a need to provide transportation to cooling stations for those with limited mobility options.



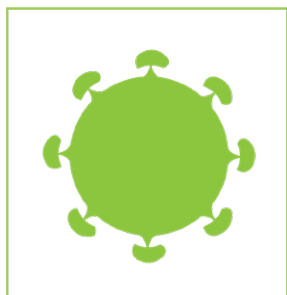
Heavy rain and flooding

Heavy rain events are already more common in Michigan than they were in the mid-to-late 20th Century, having increased by 35% from 1951 to 2017, as total annual precipitation increased by 14%. They are anticipated to become even more common in the future.



Severe winter storms

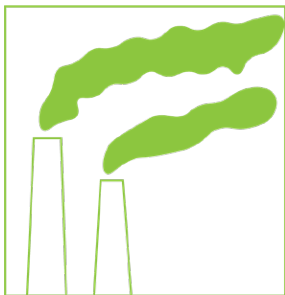
As temperatures rise, winter precipitation levels are anticipated to rise as well, and mixed precipitation events with more heavy ice may become more common. Severe winter storms can result in power outages, impeded mobility, damage to structures and trees, and lost economic productivity. Municipal costs for snow removal should be included in budget planning. While storms are the primary focus of future concern, communities also benefit from planning for extreme cold—locations designated as cooling stations in the summer can become warming stations in the winter.



Public health emergencies

The 2020 SARS-COV-2 pandemic brought with it unprecedented economic disruption, forced short-term changes in social habits, destroyed numerous small businesses, and led to a very large increase in unemployment in a very short time period. Planning for public health emergencies needs to consider the many dimensions of the social fabric that are heavily impacted, including the availability of medical services, government's ability to continue functioning under quarantines or stay-at-home orders, and the locations and numbers of vulnerable populations. Local police, fire, and ambulance services may be particularly taxed in a future public health emergency.

Mitigation, Adaptation, and Risk Reduction



Damage to natural systems

Human activity is rarely in balance with the natural systems it occurs within. While resource extraction and pollution offer two very obvious examples of human activity, nearly all modern human development activity has some impact on natural systems, including loss of habitat, interruption of habitat, and increased emissions due to greater travel distances as development moves outward into wild places. A combination of rising temperatures and agricultural runoff that changes the nutrient balance in major water bodies has led to much higher frequency of toxic cyanobacteria and algae blooms, particularly in Lake Erie. These blooms can impair drinking water quality and limit recreational opportunities, including fishing and watersports. It is important for a community to understand its water source and the health of its own groundwater, particularly if the majority of residents use well water.



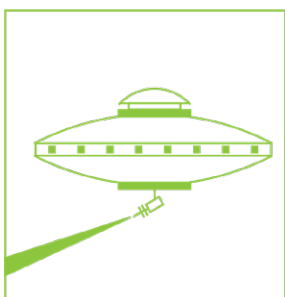
Food systems

As the climate changes and weather patterns shift accordingly, planting and harvesting conditions become less predictable, and the potential for crop losses increases. In 2019, unusually heavy rains across much of Michigan made planting during the typical time difficult for many farmers. While the number of frost-free days has increased by an average of 16 days across the Great Lakes region from 1951 to 2017, the timing of those extra days has not uniformly added to the growing season. In recent years, unexpected late freezes after earlier-than-usual warm weather lead to the loss of large portions of fruit crops such as apples and cherries.



Drought

We most frequently think of drought as a prolonged period without precipitation. While this kind of drought is certainly possible in the future in Michigan, the more likely effects of the changes the state is experiencing will be changes in seasonal distribution of storms with precipitation. Winter rainfall will become more common, snowpack overall may decrease, and stream levels will peak earlier in the year, affecting water availability and the timing of groundwater recharge. Drought is exacerbated by higher temperatures, which lead to increased evaporation rates; even with higher average rainfall, land may become drier, and as rain becomes less frequent in the hottest summer months, mid-summer drought could become a regular challenge. Dry conditions bring with them the possibility of wildfires, which are not uncommon in rural Michigan but could grow in scale and intensity in coming years. It is important to understand the community's water sources and how extended periods of drought might affect water availability.



Unanticipated events

No community can plan for every possible future event or scenario. This is why developing resiliency, improving sustainability, understanding vulnerabilities, and identifying emergency resources is so important.

Housing Analysis

In many communities, young adults and the elderly have limited housing options due to a combination of their lower income levels along with the pricing and availability of housing. This kind of financial challenge can impact people of all ages.

The general rule of thumb based on guidance from the U.S. Department of Housing and Urban Development is to spend a maximum of 30% of a household's income on housing costs, yet many people find themselves spending more on housing, leaving less of their income available for other household expenses. Finding attainable housing can be challenge and it can stress family finances.

The chart below demonstrates that nearly half of all renter households and about a quarter of owner households are cost burdened. Cost burdened is defined as households spending more than 30 percent of income on housing. In 2001, only slightly more than 40 percent of renters were cost burdened. The supply of multifamily for-sale housing is decreasing. Multifamily for-sale housing has historically represented about 20 to 25 percent of total multifamily permits. This type of housing is often more attainable because of its lower cost. In the past 8 years, multifamily for-sale housing has represented 6 to 7 percent of total permits, reflecting a significant post-Great Recession decline.

REVIEW OF HOUSING GOALS AND OBJECTIVES

WHAT DO WE WANT?

Attractive, safe, quiet and well-maintained neighborhoods; a diversified range of housing for people of all ages and abilities; and active neighborhoods that promote community connectedness.

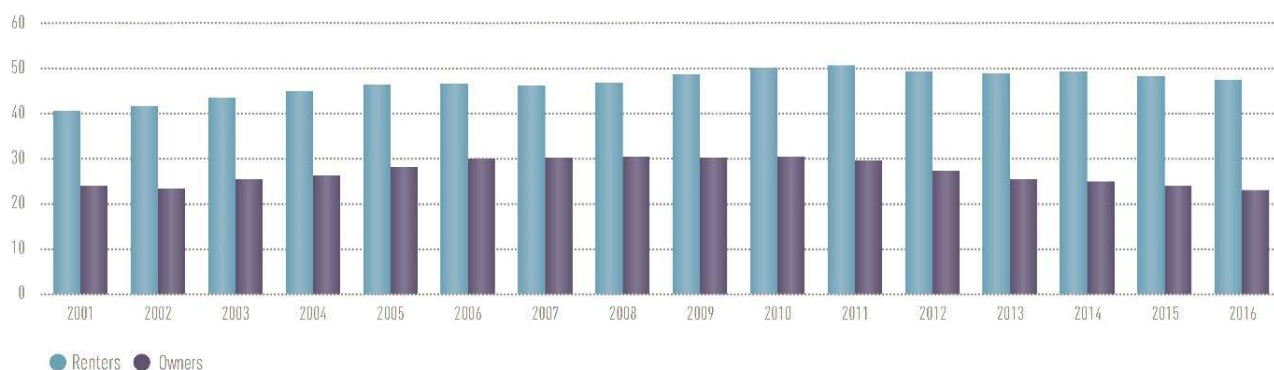
HOUSING OBJECTIVES:

1. Encourage maintenance of and reinvestment in existing neighborhoods.
2. Ensure that infill and redeveloped residential properties are compatible with the surrounding area and adjacent parcels.
3. Provide a diverse range of housing options that meet the affordability, maintenance, and lifestyle needs of current and future residents.
4. Support neighborhoods by improving walkability and access to goods and services.

CHART 9: COST-BURDENED US HOUSEHOLDS BY OWNER/RENTER

Nearly Half of Renter Households and a Quarter of Owner Households Are Cost Burdened

Share of Households with Cost Burdens (Percent)



Notes: Cost-burdened households pay more than 30% of income for housing. Households with zero or negative income are assumed to have burdens, while households paying no cash rent are assumed to be without burdens.
Source: JCHS tabulations of U.S. Census Bureau, American Community Survey 1-Year Estimates.

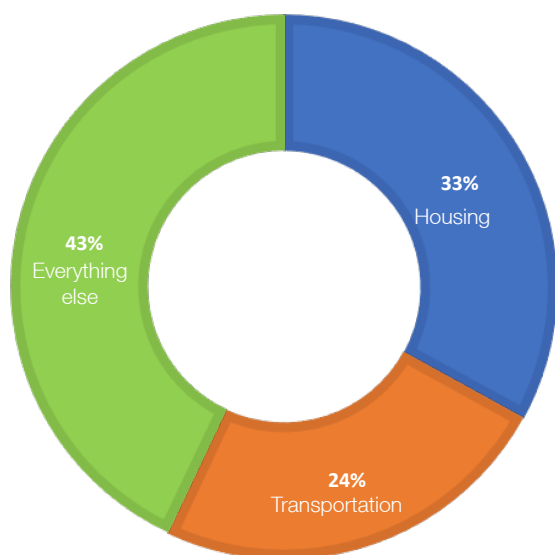
ATTAINABLE HOUSING

Benchmark: Thriving communities provide a wide spectrum of housing options to support all residents. The availability of “attainable” housing helps accommodate everyone from young adults who are just beginning to live on their own, to older residents looking to downsize while staying in the community. While there is no universal definition of “attainable housing,” The term was recently defined by the Urban Land Institute as “non-subsidized, for-sale housing that is affordable to households with incomes between 80 and 120 percent of the area median income (AMI).”

New construction has delivered larger homes with more bedrooms even though household size was dropping. “Although one- or two-person households make up more than 60 percent of total households, nearly 50 percent of the homes delivered are four bedrooms or more. Less than 10 percent of the homes offer fewer bedroom options like one and two bedrooms,” as noted by ULI.

The same ULI report notes that small housing, under 1,400 square feet, has historically represented about 16 percent of new construction, but in the last cycle, it has averaged closer to 7 percent. When combined with the next size category, 1,400 to 1,800 square feet, the overall distribution of “small homes” has declined from just under 40 percent to 22 percent. Homes over 2,400 square feet have increased from 32 percent to 50 percent of new construction since 1999, according to the ULI .

CHART 10: ANNUAL EXPENDITURES FOR HOUSING & TRANSPORTATION



Source: Center for Neighborhood Technology

What does this mean for Lathrup Village?

As noted above, attainable housing has been defined as non-subsidized, for-sale housing that is affordable to households with incomes between 80 and 120 percent of the area median income (AMI)."

In terms of affordability, in general, housing costs should not exceed 30% of income. In consideration of the outflow of residents for jobs outside the city, transportation costs should also be included in the consideration of affordability, as they generally are the second biggest household expense (after housing).

The Center for Neighborhood Technology compiles data based on a variety of sources to create a “Housing + Transportation Affordability Index.” Their analysis typically shows that residents living in areas considered “affordable” in terms of housing costs less than 30% of median household income may often incur higher transportation costs. They suggest that housing and transportation costs combined should not exceed 45% of median household income. In Lathrup Village, the average housing costs are about 33% of income, while transportation costs are about 24% of income. Together, these two expenses consume about 54% of the household income for Lathrup Village residents.

Housing in Lathrup Village

The City's residential neighborhoods, by and large, are what defines the character of Lathrup Village. Most of the City's neighborhoods are included in the Historic District as described earlier. Maintaining this character has been a continuing goal of the City for many years. Key considerations include encouraging ongoing home and yard maintenance, blight enforcement, and tree maintenance and preservation.

As noted earlier, the demographics of the City is changing; the population is getting older. Given that the vast majority of housing units in the City are single family detached homes, the Comprehensive Plan should consider how to address the housing needs of its residents in the future. Older adults should be able to "age in place" in their existing homes. However, new trends in population shifts suggest that younger and older adults alike are interested in vibrant, more urban-style communities. Through public input and previous planning efforts, the community has expressed a need to both retain existing residents as well as attract younger people to the City.

The current composition of the city's housing stock is well-suited for young families with its selection of single family residential homes, the majority of which has three or more bedrooms. However, there are few opportunities for young adults or empty nesters looking to get started or downsize into a smaller home with low maintenance. To offer options to its current and future residents, Lathrup Village has made zoning changes to accommodate this housing style as a part of envisioned redevelopment in the Village Center and Southfield Road Corridor. Providing alternatives to single family detached housing is a key component of a future Village Center, and also can give older adults the opportunity to "age in community."

It should be noted that needs of older adults go beyond housing, and include access to transportation, opportunities for socialization, and access to services.

Aging in Place

Issues related to aging in place include home design and maintenance. The home must be safe and accessible for older residents. Improvements can range from the simple, such as replacing light switches and faucets, to more significant improvements, such as kitchen and bath remodeling. The City should explore ways to educate the community on the elements of Universal Design, which is intended to make spaces that are accessible to all, not only aging adults, but also families with small children.

Another issue for older adults staying in their homes is the ability, often physical, to maintain their homes as they have in the past. There are several actions that can be taken that can help to mitigate the burden. One option would be to identify qualified, quality "handymen" entities that would agree to provide services to local residents at a reduced or fixed cost basis. Utility companies often have maintenance contracts on significant appliances as well. The entities involved would benefit through increased promotion at no cost to them and potentially stable and consistent business.

A second option would be to establish a small local company to furnish services on a fixed price or a variety of services for one monthly price. This would operate much like a condominium association and some homeowners associations around the country; but could cover not just exterior but interior minor maintenance elements as well.

Reaching out to aging adults in the community can sometimes be challenging. Strong neighborhood groups can help bridge the gaps in information from service providers, the city and older residents. The neighborhood concept is discussed further in the next section.

Neighborhoods

Neighborhoods are the fundamental building blocks of a community. More than just the area in which people live, neighborhoods also include shops, restaurants, parks, places of worship and schools. They tend to be the places where we can attend to at least some of our daily needs within close proximity of where we live.

Often, neighborhoods draw together people of similar ethnicities, incomes and life circumstances. Sometimes they have defined boundaries based on streets or natural features. Regardless of their shape or composition, neighborhoods can serve as a needed link between the individual and the overall community.

Neighborhoods are connected by physical elements like streets and sidewalks as well as by loose or formal social connections, like a neighborhood watch program, neighborhood association, time bank or phone chain. Well-connected neighborhoods are better able to share information about the community at large, encourage civic participation in events and activities, and raise awareness of resources that may be available for people when they're needed. In disconnected neighborhoods, people may be less likely to feel they're part of the overall community and may miss out on opportunities to participate in civic life. This presents challenges for local governments as well as schools, businesses and service organizations. Strengthening neighborhood connections helps tie the community together and improve quality of life for all.

Planning at the neighborhood level can provide an opportunity to engage more people because the topics have more immediacy and relevance. It can take advantage of some built-in neighborhood networks, where they exist, that provide another avenue for communication and outreach. While often neighborhood groups get active when faced with a controversial development project (as evidenced by the common term NIMBY – Not in My Back Yard), proactive neighborhood engagement might better prepare a community for new development/redevelopment.

Neighborhood planning looks at issues specific to an area within a larger community. Some of the issues that could prompt long-range planning include:

- Preservation and Conservation. Conserving the built and natural heritage of an area
- Sustainability. Developing sustainability policies and initiatives
- Access and Civic Engagement. Improving access to local democracy, social services, and government institutions
- Housing and Community Development. Addressing sector-specific issues such as housing or economic development
- Transportation and Connectivity. Enhancing opportunities for active transportation by changing the physical treatment of neighborhood streets and public spaces¹

The American Planning Association developed a Policy Guide on Neighborhood Collaborative Planning in 1998. It finds that “neighborhoods are the strategic building blocks of overall community development. Neighborhood collaborative planning requires understanding of the economic, social and physical characteristics in order to maintain both the sense of place and the sense of community.”² The APA recommends seven general policies about neighborhood planning:

- Comprehensive plans provide the framework for neighborhood planning and should be done within the context of a community-wide plan.
- Where there are identifiable neighborhoods, a jurisdiction's comprehensive plan should reflect neighborhood plans and neighborhood plans should support the broader needs of the community and region.
- Planning decisions should be directed to the most

¹ Neighborhood Planning for Resilient and Livable Cities, Part 1 of 3: Why Do Neighborhoods Matter and Where Are We Going Wrong? Jayne Engle, Montreal. Nik Luka, Montreal and Uppsala. September 2014

² American Planning Association Policy Guide on Neighborhood Collaborative Planning, 1998.



appropriate level. Planning decisions that have limited impact on the community as a whole should be made by, or on the basis of advice given by, those neighborhood groups primarily affected. On the other hand, planning decisions that affect the community as a whole should not be overly influenced by a single neighborhood's needs or interests.

- Neighborhoods should be encouraged to seek the best organizational structure that is suited to achieve their goals and objectives such as, but not limited to neighborhood associations, co-ops, development corporations.
- Neighborhood-based coalitions that assist in the development of individual neighborhood organizations, articulate neighborhood views on community wide issues, and facilitate coordination in the planning process should be encouraged and supported by local government.
- Advocacy planning for neighborhoods should be accepted as a legitimate role for professional planners, both publicly and privately employed.
- To be effective in many cases, neighborhood planning needs to go beyond addressing the physical conditions of the area and also examine issues of social equity. To that end, the APA at the national,

chapter and division levels should work with social service, housing, economic development, public health, educational, recreational, judicial and other organizations to ensure that the issues social equity, children and families receive attention through the efforts of planners.

Communities of all sizes may find thinking at the neighborhood level to be more meaningful for residents and businesses. For example, in Los Angeles, their long-range plans recognize that “many residents do not identify with the City as a whole, but, instead, with their own neighborhood.” By planning at the neighborhood level, the city notes, “planning measures can reinforce those neighborhoods and connect them to one another and to larger districts, thereby defining a citywide structure.”³ The city’s strategies for overall growth include focusing on neighborhoods by: improving the appearance of commercial corridors, creating open space and adding visual and recreational amenities; re-purposing rights-of-ways to open space corridors that link neighborhoods to parks; concentrating development in transit-served areas and corridors; allowing streets to function as open space, with design and functional improvements.

³ The General Plan Framework, City of Los Angeles, CA.

The challenge for communities is not letting the hyperlocal focus of neighborhood planning and involvement result in competition between neighborhoods or let the voice of the neighborhoods drown out strategies that are good for the overall community. Keeping a “glocal” perspective means that it is important to plan and act locally in neighborhoods while nurturing the relationships between neighborhoods and the community at large, highlighting neighborhood action strategies that result in resilient and livable communities.

What are the essential elements of neighborhood planning? Planning at the neighborhood level requires an understanding of the following:

- **Geographic boundaries.** Think of neighborhoods in terms of walkability – a ten- to 15-minute walk radius – generally one half to one mile. Are there physical boundaries such as busy streets, highways, rail lines, large facilities or other barriers that serve as limits to one’s walkability in a neighborhood or otherwise serve as an edge to a clear district?
- **Demographics.** What are the characteristics of the neighborhood? Understanding the income, race, age and household makeup of a neighborhood can help shed light on where issues of equity may need to be addressed.
- **Land uses.** To be walkable and serve some of the daily needs of its local population, a neighborhood needs more than just homes. Are there a mix of uses – perhaps not within the neighborhood, but at its edges, that provide destinations for neighborhood residents? Is there a school, library, park or other community facility that helps define the neighborhood?
- **Transportation networks.** How do people travel within and out of the neighborhood? Are there non-motorized transportation facilities like sidewalks and/or shared-use paths?
- **Historic Assets.** Are there any significant structures that are only found in a specific neighborhood? Historic structures like homes and schools can contribute to the character of a neighborhood – depending on their condition.
- **Natural Resources and Environment.** Are there any natural resources in the neighborhood? How do those resources connect to other neighborhoods or even beyond the community’s borders?
- **Public realm.** Are there public spaces like parks, plazas or civic spaces that give the neighborhood the opportunity to engage? Sidewalks and streets should be considered as part of the public realm. How do homes and other land uses in the neighborhood interact with the public realm – particularly its streets and sidewalks?
- **Social network.** Is there an existing social network in the neighborhood for the facilitation and delivery of news and information? How does the neighborhood access community resources offered locally and regionally?
- **Context.** Where is the neighborhood within the context of the community as a whole? What boundaries – physical or social – separate neighborhoods from each other or important community assets? How can individual neighborhoods better interact with other neighborhoods as well as contribute to an improved overall community?

As shown on the map on the following page, the city somewhat naturally can be divided into five neighborhoods, using physical boundaries of Southfield Road and I-696. An additional road boundary of Saratoga provides an easy dividing point between the north and south for the northwest neighborhoods.

While city residents are largely plugged in to community events and activities, efforts to reinforce community and neighborhood identity can help residents communicate with each other as well as help the city more effectively communicate with residents.

MAP 9: LATHRUP VILLAGE NEIGHBORHOODS



Roads and Parcels: Oakland County Open Data Portal. Map Exported: May 05, 2020. ©2020 Giffels Webster.



- Upper Northwest
- Lower Northwest
- Northeast
- Southeast
- Southwest

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Neighborhoods
CITY OF LATHRUP VILLAGE

Commercial Corridors/Downtown Plan

Background

Public Act 197 of 1975 is an economic development tool that provides the authority for communities in the State of Michigan to create a Downtown Development Authority. This act was amended and replaced by PA 57 of 2018, which consolidates the state's redevelopment tools that utilize tax increment financing (TIF).

The Lathrup Village Downtown Development Authority was created by the City Council on January 12, 1998 because the city experienced notable property value deterioration and loss along Southfield Road. The DDA district is generally described as incorporating all public and private real estate along 11 Mile Road, 12 Mile Road, and Southfield Road including public rights-of-way and alleys. See Map 11.

The future success of Lathrup Village's current effort to revitalize its commercial area will depend, in large measure, on the readiness and ability to initiate public improvements that strengthen the commercial area and when feasible to participate in the development of new private uses that clearly demonstrate the creation of new jobs, the attraction of new business, and the generation of additional tax revenues.

The DDA leverages public investment, in the form of Tax Increment Financing revenues and a 1.9 mil tax on Southfield Road properties, to attract private investment in the city. The DDA works with state, regional, and county officials to strengthen the economic position of our existing businesses.

The benefit of using tax increment financing as a method to finance district improvements is that all local units of government levying taxes within the City of Lathrup Village contribute to the revitalization of the business district. These include:

- City of Lathrup Village (All Millages)
- Oakland County
- Oakland County Parks
- Huron Clinton Metroparks
- Oakland County Community College

Benefits to the DDA are broad and include:

- Business owners from increased traffic
- Property owners from increased property values
- Area residents from increased dining, shopping, and cultural opportunities and, often, increased property values
- Lathrup Village from increased property values and reputation as a destination

The DDA is a strong supporter of community events that reinforce the positive image of a thriving city. These year-round activities attract people to the heart of the city, and raise awareness within the region of the city's strengths.

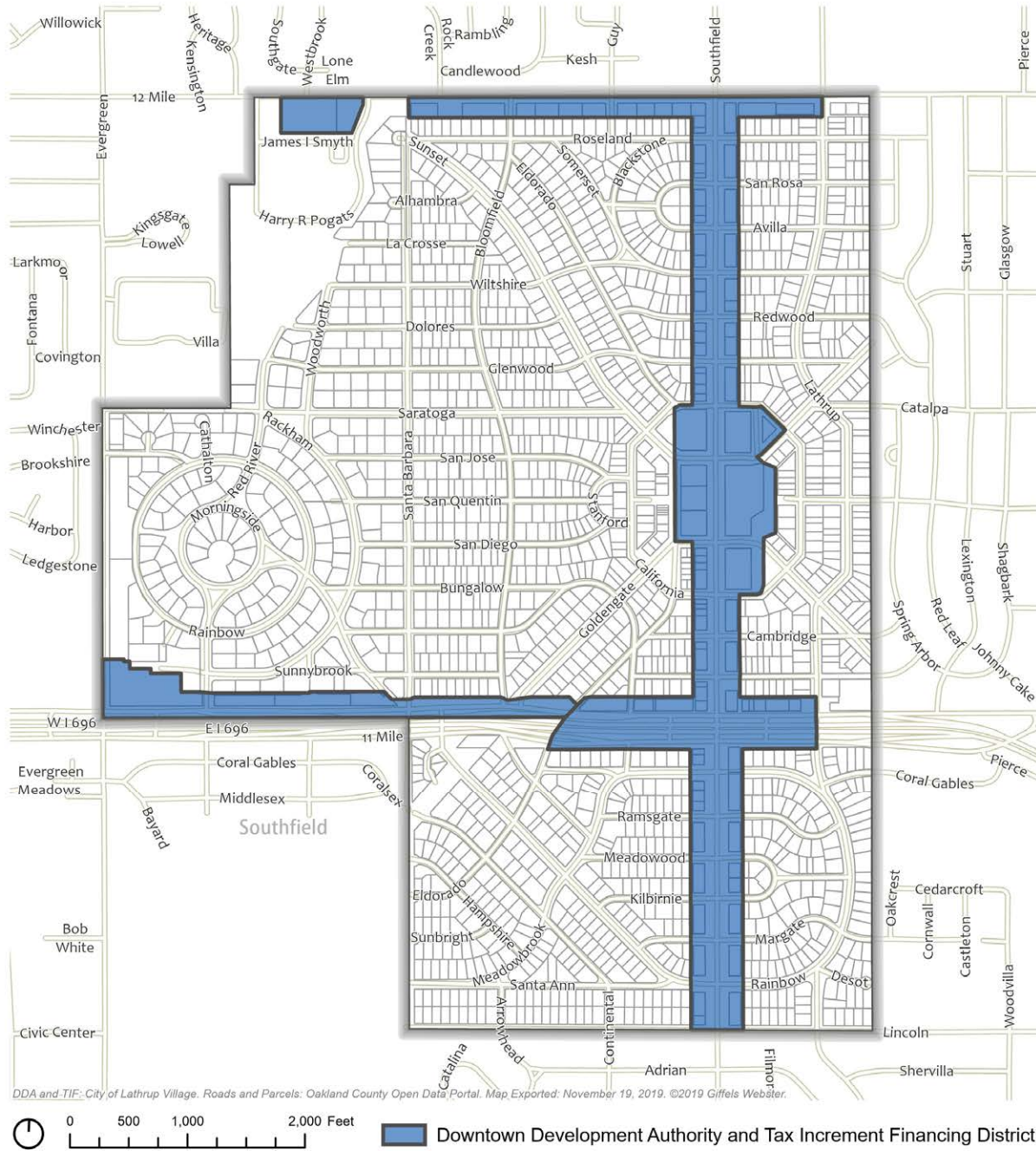
Market Study

In late 2019 and early 2020, a market study was prepared, in conjunction with this Comprehensive Plan. The market study is framed by changing demographics and trends in residential, retail, office and industrial uses. It should be noted that the market study was conducted before the Covid-19 pandemic. Pandemic-related changes to gatherings of all kinds began in March 2020 and continue into 2021. In the short-term, people have worked and attended school remotely when possible and have stopped traveling, dining out, going to sporting events and other activities that involve large gatherings of people. The long-term impacts of the pandemic are unknown, but communities are looking for ways to offer flexible land-use regulations to be prepared for future needs.

The 2020 market study included a survey of residents (about 90 residents responded). With respect to shopping, residents responded that:

- Typical households spend \$122 per week on average on groceries and related products.
- The three primary areas for grocery shopping, which is a surrogate for convenience shopping in general, are Southfield at Twelve Mile and Evergreen and Royal Oak.
- Most households purchase groceries at Kroger, Aldi, Market Fresh, Meijer, and Trader Joes.

MAP 10: LATHRUP VILLAGE DOWNTOWN DEVELOPMENT AUTHORITY (DDA) DISTRICT BOUNDARIES



- Less than one-third of the households have members that purchase grocery items at non-supermarket, non-box operations, like independent bakeries, farmers' markets, and health food stores, at least twice per month. Many of the products purchased are available throughout the entire year.
- Online purchases are significant and symbolize the exportation of dollars from the community. About one-half of the households purchase merchandise online at least once per week. Nearly two-thirds (65%) of the homes have someone that buys merchandise online at least twice per month, indicating further exportation of dollars. It should be noted that the Covid-19 pandemic likely increased the number and frequency of online purchases significantly.
- At least 64% have one or more members purchasing either or both lunch and dinner outside of the home at food preparation establishments at least once per week.
- A substantial number of households have at least one person who eats lunch outside the home at least once per week. (This implies there is a lunch trade market from residents of the area as well as potential employees and others who live outside the area).
- The preferred food service establishment for lunch and dinner is "local non-chain full-service restaurants."

In terms of housing, nearly all of the respondents own their homes and most reside there all year. Almost half have lived in their current home at least 10 years. Other housing-related findings include:

- About one-half of all households say they may be or are likely to move from their current home in the next five years. Those residents say that lifestyle changes and medical conditions are the two primary reasons for likely moves.
- For those that may or are likely to move, the majority will seek the same size or smaller units than that which they currently occupy.

Walkability continues to be important for Lathrup Village residents. Of those who may or are likely to move, "walkability" is a significant issue.

- About three-fourths (74%) of all households that will potentially move defined being near work, recreational opportunities, and walking areas as being either "extremely important" or "very important." No responding household defined walkability as "not being important at all," and only six percent identified it as being "not so important."

Market Study Findings

Housing

- The market could support 77 additional non-senior-oriented housing units and 130 market-rate senior-related housing in Lathrup Village by 2030. With redevelopment efforts, the city could see up to 150 new senior-related housing units by 2030.
- These could be in the form of single-family structures or non-single-family structures such as duplexes, townhomes, mid-rise three to four-story structures, and other attached structures.
- Many of the residents of the new housing would likely result from the relocation of existing residents, freeing existing housing for households headed by other active adults or younger.

Related Goods & Related Services

New rooftops (additional housing units) result in increased spending and demand for retail goods and related supportable space. Spending will occur in many places, including operations near home and work. Online purchases, vacation spending, and other activity will continue to diminish local sales. On the other hand, people working within the area, employed nearby, and those coming to Lathrup Village for a range of purposes will spend money in the city. Particularly during midday, people who work nearby come to the city for food services and other retail.



The Jagged Fork is a popular restaurant for breakfast and lunch in Lathrup Village.



Most of the Southfield Road corridor is occupied by one story commercial buildings, filled with office, retail and personal service uses.

While there does not seem to be a demand for additional retail goods and related service space, there is the potential to capture exported space in “Food,” “General Merchandise,” and “Miscellaneous” retail that includes operations such as Barber/Beauty salons, Book Stores, Florist/ Nurseries, Paper/Paper Products, and Gifts and Novelties. The catalytic activity and focus could be on specialty food activity.

Office Space

The office market continues to change with the increased emphasis on flexible work arrangements, co-working space, and in-home live/work activity. Added rooftops increase demand for professional services and related space derived from the new households. Rooftop growth and the identified desire of people to work near home also provides the opportunity for office space growth.

New demand generates about 137,000 square feet of office space by 2030. However, about forty-five percent of the space will be “in homes.” There is a potential unmet niche for co-working space in Lathrup Village. Personal and professional service space should be viewed as likely uses to fill vacant spaces. Again, post-pandemic changes could result in lower demand for office space - or increased use of in-home offices.



Office buildings in the corridor are dated; many house different uses than the office uses originally intended.

Market Study Recommendations

- Enhance walkability within neighborhoods.
- Create or enhance spaces for activity for meetings, small family events, etc.
- Expand specialty food opportunities beyond a traditional farmers' market.
- Continue supporting the enhancements of building façades through grants
- Work with property owners to address the former school buildings and property and contiguous properties. Recruit a developer or developer partner to buy, lease, or pursue partnership options with current owners. Explore mixed-use of activity on the site and buildings that include active adult and the gamut of senior living arrangements
- Utilize space on first floors for year-around and seasonal pop-up retail activities
- Explore reuse for the above in combination with co-working space.
- Expand community activity space for arts, culture, educational training.

The following is also suggested:

- If needed to increase development density options, explore the transitioning of alleys in the rear of the key parcels to private use or consideration in density requirements.
- Consider and explore funding for potential five-year tax abatement, an equity financing fund, public-private investment funding entity for a stake in redevelopment, or other mechanisms to diminish short-term redevelopment risk and increase the probability of property redevelopment.

The complete Market Study is found in the Appendix.



Enhancing walkability will support residents' desires and needs to walk and bicycle in and around Lathrup Village.



Village Center

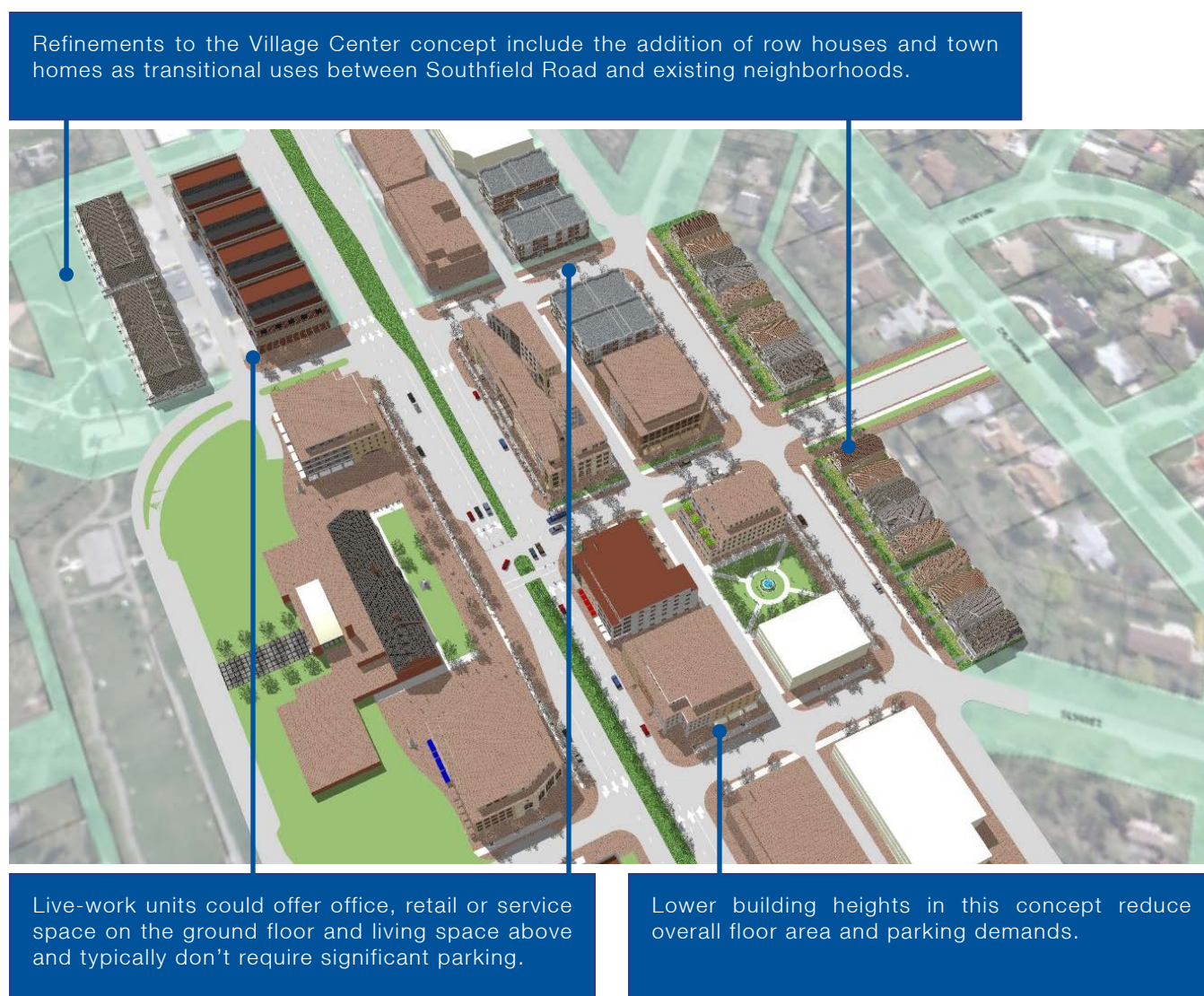
The concept for the Village Center was first established in the 2009 Master Plan. It was further fleshed out and illustrated to include a conceptual development layout and precedent images from developments across the US, intended to help the community, property owners and developers understand what the Village Center could become.

Prior to this Comprehensive Plan process, some city officials, property owners and residents expressed concern that, after 12 years of envisioning redevelopment, nothing has been realized. And yet, it remains clear that the corridor remains in need of redevelopment to improve the city's tax base.

Other goals of the city - providing destinations to which residents can walk, a variety of housing opportunities and improving walkability - all are reflected in the Village Center concept. While the conversations tend to revolve around the redevelopment of the school property (see Redevelopment Sites in the pages that follow), there may be other opportunities to spur redevelopment in the corridor.

Housing is one of the strongest elements of the current real estate market. In the refined development concept, opportunities to add row houses, town homes and stacked flats in the transition areas could add the needed rooftops to draw additional retail and restaurant uses the city desires.

FIGURE 1: VILLAGE CENTER REDEVELOPMENT CONCEPT

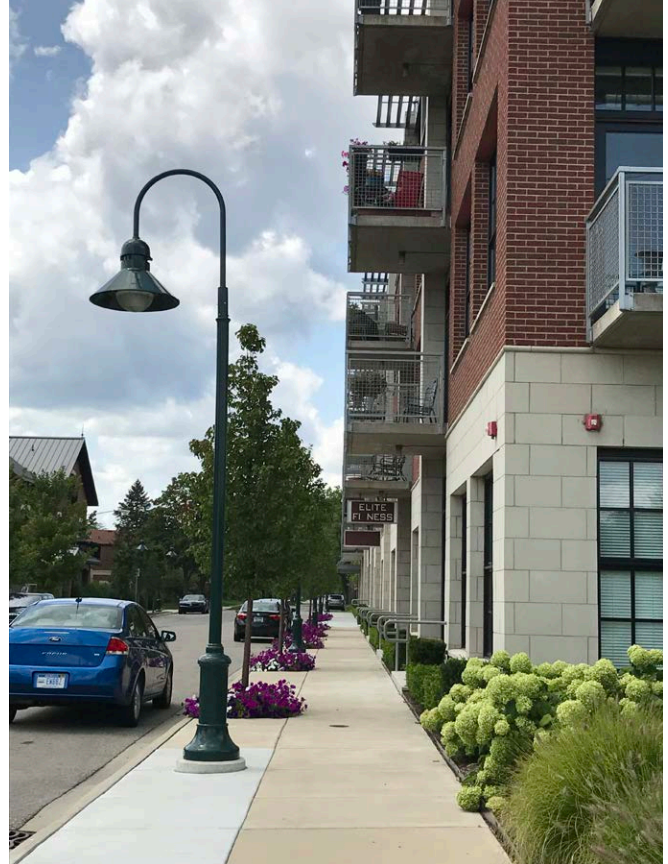




Attached townhomes in Royal Oak (above) and Dearborn (below).



Roanoke Commons in Roanoke, TX is a 15,000 sf two-story development with commercial uses on the ground floor, active outdoor space and residential dwellings on the upper floor. Source: Newstream Commercial



Examples of live-work buildings in Birmingham, MI

Redevelopment Sites

To implement the goals of this Comprehensive Plan, three specific redevelopment sites have been identified by the City that are currently vacant or under-utilized, given their location, unique features, and size. Concepts for redevelopment of these suggest key components that are envisioned and approaches to facilitate redevelopment.

26026 Southfield Road

This site is currently undeveloped and zoned MX - Mixed Use. Permitted uses include general retail business, personal service establishments, office uses, second-floor residential, and restaurants. Surrounding parcels to the north and south on the east side of Southfield Road, as well as across Southfield Road to the west are zoned MX. Property to the east is zoned single-family residential. Generally, the parcels along Southfield Road are developed with a mix of office and strip commercial. The site also has high accessibility to the major thoroughfare of I-696 via Southfield Road.



Above: 26026 Southfield Road abuts single family homes and is separated by an existing masonry wall.

Below: The site is currently an undeveloped parking lot with expansive frontage on Southfield Road.



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26026 Southfield Road
CITY OF LATHRUP VILLAGE

Components of the Redevelopment

Land Use

This parcel located on the east side of Southfield Road, south of I-696 in the southeast neighborhood. It has been vacant for at least ten years. Properties to the north, south and west along Southfield Road are developed with one-story buildings that are used for a mix of retail, office and personal service uses. Buildings in this portion of the corridor are setback considerably from Southfield Road, due to the large right-of-way in this area.

Building Form

Most of the buildings in the corridor occupy the width of their lots and have parking in the front. However, it is envisioned that moving buildings to the front lot line with minimal setbacks would narrow the built environment along the corridor, creating a greater sense of place. This type of enclosure would encourage walkability by creating more of a human scale for the corridor. Parking would be provided behind the building and “tuck under” parking could also be provided as the two-story concept model illustrates.

Transportation

Southfield Road is a heavily traveled roadway that serves many communities. However, not everyone can or wants to drive their own vehicle. The site has a bus stop that is essentially a small patch of built-up ground that spans a drainage culvert along Southfield Road. The connection to the sidewalk should be enhanced and the stop could also be improved with a bench and/or other shelter structure.

In addition, all parts of the site should be served by non-motorized transportation facilities that connect to adjacent sidewalks, roadways and sites as identified in the city's Complete Streets plan. Connections and wayfinding signage should be provided to the existing sidewalk network. It is anticipated that vehicular access will tap into the existing street network.

Sustainability

Development on this site should be based on a framework of sustainable building and site design practices that offers a model for development and redevelopment elsewhere in the city. The use of low-impact design, pervious paving materials, and native landscape materials should be prioritized. Redevelopment of the site should include native, low-maintenance landscape with trees, shrubbery and other plantings with seasonal color.

Development of the District

Zoning for the parcel is currently MX Mixed Use, which supports the development concept illustrated below. Design guidelines, similar to those the city has for the Village Center district, should be developed to further illustrate the important elements of building design that support pedestrian activity.

FIGURE 2: SOUTHFIELD ROAD REDEVELOPMENT SITE



House in the Woods

The “House in the Woods” site is somewhat renowned in the city, as it was originally developed in 1927 with a home for Louise Lathrup Kelley, original developer of Lathrup Village. The house was listed on the National Register of Historic Places in 1998, along with that portion of the city built through 1953. In 2009, the house was struck by lightning and burned to the point it was no longer salvageable. The structure was removed and site was acquired by the city. Since the acquisition, the city allowed interested residents the opportunity to convert the property into a nature preserve. Unfortunately, the volunteer effort was not sustainable.



Above: Historic photo of the house (source: Detroit Public Library Digital Images)

Below: The site is currently undeveloped and heavily wooded.



Red River

Rainbow

Morningside

Red River

0 62.5 125 250 feet



Components of the Redevelopment

Land Use

Given its location in the middle of the neighborhood, residential uses are preferred by the city, who has considered developing the site as a park. However, the cost of development in addition to ongoing maintenance and operation of a park require resources that would be taken away from other city parks and the city prefers to see the site developed with homes, which also returns the site to the tax rolls.

Building Form

Replicating the building form of the adjacent homes would result in two, possibly three, new homes. However, arranged in a more compact fashion, eight to ten smaller homes could be developed on this site. These homes may be desirable by older residents looking for smaller homes (especially if built as ranches or laid out for first floor living), and more manageable yards as well as by younger professionals looking to move into the city. In creating a compact site layout, a small common space to be enjoyed by all of the neighborhood residents is another benefit.

Transportation

It is anticipated that pedestrian and vehicular access will tap into the existing street network. There are no sidewalks in this portion of the city, but the area is covered by a bike route.

Sustainability

Sustainable building and site design practices can offer a model for development and redevelopment elsewhere in the city. The compact site design allows new homes to be built while minimizing the amount of land needed. Other low-impact design techniques, including the use of native landscape materials should be prioritized.

Development of the District

Zoning for the parcel is currently zoned R3 Single Family Cluster Housing, which allows single-family dwelling units to be developed with varied yard setback requirements to (a) facilitate development of parcels that are difficult to develop under the usual standards, (b) allow for a single-family detached residential development without

increasing the permitted density, and/or (c) enhance useful open space and preserve significant trees and other natural features through the proper utilization of density transfer techniques.

Currently, this type of development would require council approval under the variance provisions of the zoning ordinance. Specific standards relating to building form, placement and architectural standards should be developed for this district to allow the type of compact development noted here.



Annie Lathrup School

The Annie Lathrup School is the last remaining historic structure on Southfield Road. This building is currently vacant. The structure is significant because it tells the story of Lathrup Village as well as provides an example of a different architectural character and building form than is seen elsewhere in the corridor. The school is designated as a local historic district, which means that the alteration of the boundaries of the district or modification of the structure require review and approval by the Historic District Commission.

The former Annie Lathrup School has been vacant for several years and is deteriorating. The school sits on a large parcel on Southfield Road, and is adjacent to City Hall and the community park. The parcel is at the heart of the Village Center district, which encompasses all of the segments of the California Drive octagon.



Above: The Annie Lathrup School site is vacant with large adjacent parking lots.

Below: The site is one of the only historical buildings in the city and features ornate brick work and stone details.



MAP 13: LATHRUP VILLAGE ANNIE LATHRUP SCHOOL REDEVELOPMENT SITE



Components of the Redevelopment

Land Use

The vision for a “village center” was first expressed in the city’s 2009 Master Plan, which illustrated a plan for the revitalization of the Southfield Road corridor that centered on the “hub of the wheel” where several of the city’s streets converge. Since then, that vision has been refined, Zoning Ordinance standards created, and design guidelines adopted that set up a framework for redevelopment in the Village Center. The Annie Lathrup School is a highly visible redevelopment parcel that could begin to provide the type of mixed use the City envisions for the Village Center. It is envisioned that this site will retain the historic structure and allow for additional buildings that could incorporate a mix of public and private property, including residential, office, retail, restaurant, entertainment, gathering spaces, and recreation areas.

Building Form

While it is envisioned that the existing structure will be rehabilitated, new buildings are also expected and should be placed in a way that complements the school. Building walls and spaces between buildings will give pedestrians a protected feeling while providing space for pocket parks, plazas, courtyards or linkages and passageways to the rear of buildings. Off-street parking lots in front of buildings detract from the pedestrian-focused site layout that is desired. Roads should support the built environment and accommodate pedestrian and vehicular access. Buildings are envisioned to be at least two stories in height, and may be a maximum of five stories on Southfield Road, when the top floor is set back ten (10) feet from all building sides. Other buildings will be a maximum of three stories on other roads. Public spaces should include the following:

- Opportunities for people to gather formally, such as for art fairs, concerts, or other events, as well as informally, for a rest, a chance meeting, or to people-watch.
- Courtyards and Arcades—Spaces created by buildings that foster a feeling of intimacy and create a sense of connection from people to place

- The current civic facilities are intended to remain in the Village Center area, but may be leveraged or reconfigured to accommodate the redevelopment as envisioned for a vibrant, compact, pedestrian-oriented downtown area.

Transportation

The basic building blocks of the transportation network are the preservation of the existing historic building (Annie Lathrup School) and two main roadways that accommodate vehicular traffic with a pedestrian-friendly focus that includes on-street parking, wide sidewalks and abundant landscaping. Key elements in the concept include:

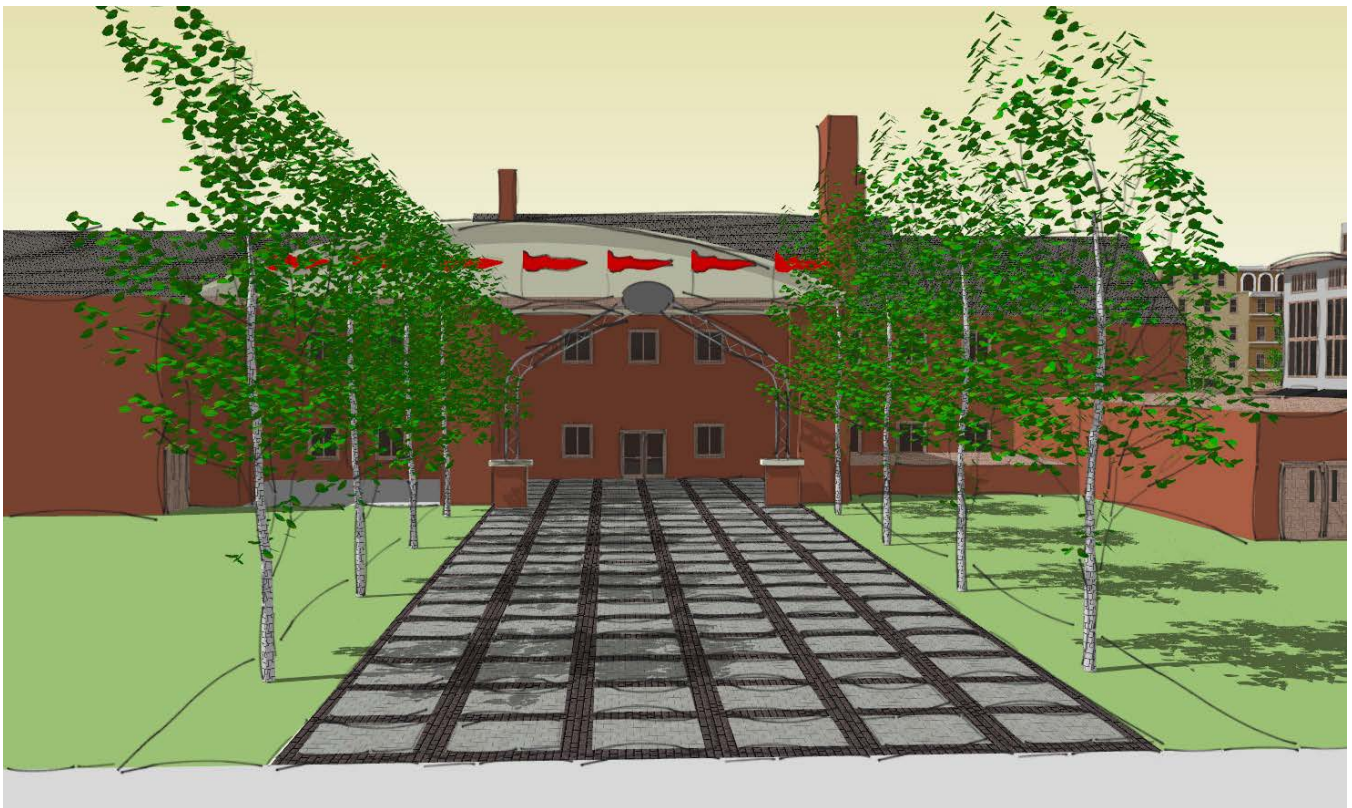
- Southfield Road: The existing 160 ft ROW includes double rows of street trees create a sense of place and makes corridor greener. It could be narrowed to 120 ft of ROW, depending upon the ultimate future road cross-section, which would provide more area for adjacent land development.
- A new Street, “Park Street Promenade”: Features a 100 ft ROW. Again, double rows of street trees create a sense of place and makes corridor greener—more “park-like.” This street will connect the Annie Lathrup School Plaza to the western end of the downtown area.

Sustainability

Development on this site should be based on a framework of sustainable building and site design practices that offers a model for development and redevelopment elsewhere in the city. The use of low-impact design, pervious paving materials, and native landscape materials should be prioritized. Redevelopment of the site should seek to rehabilitate the existing structure to the greatest extent possible.

Development of the District

Zoning for the parcel is currently VC Village Center. Future amendments to this district may be needed to refine building and site standards and also to provide additional graphics that help illustrate building regulations. In addition, the city should explore other properties in the Village Center district for catalyst development potential.



These images illustrate the preservation of the Annie Lathrup School structure and its enhancement by adjacent development, outdoor spaces and plazas.

Transportation & Complete Streets

Transportation & Complete Streets

Lathrup Village has developed around a framework of existing roads and streets in a grid and radial pattern reflecting principles of the Garden City movement. Bounded on the north by 12 Mile Road, to the west by Evergreen, to the south by Lincoln Drive and to the east by Lathrup Boulevard, Lathrup Village is a traditional pre-WW II community embedded within a metropolitan area.

As the city awaits long-anticipated road reconstruction on its main commercial and through artery, Southfield Road, this Comprehensive Plan will identify additional opportunities to improve the entire transportation network.

Complete Streets

Complete Streets is a term used to describe a transportation network that includes facilities for vehicles, pedestrians, cyclists, and other legal users. Complete streets provide transportation choices, allowing people to move about their communities safely and easily. In 2011, the City prepared a Complete Streets Plan, which was included as a supplement to the Master Plan. In addition to the plan, the City adopted a complete streets ordinance that facilitates the implementation of plan elements in conjunction with other public infrastructure improvements. This map has been updated as improvements were made and include the neighborhoods as identified earlier. The map on the following page should be viewed as a work in progress, particularly with respect to crossings over I-696 that are currently unsafe for pedestrians. The City of Lathrup Village will continue to work with the Michigan Department of Transportation to improve connectivity in these areas.

Key components in the Plan include elements to guide the transformation of Southfield Road from a 5-lane automobile-oriented thoroughfare into a safe and efficient roadway that accommodates a variety of users, including pedestrians. Examples of these elements include:

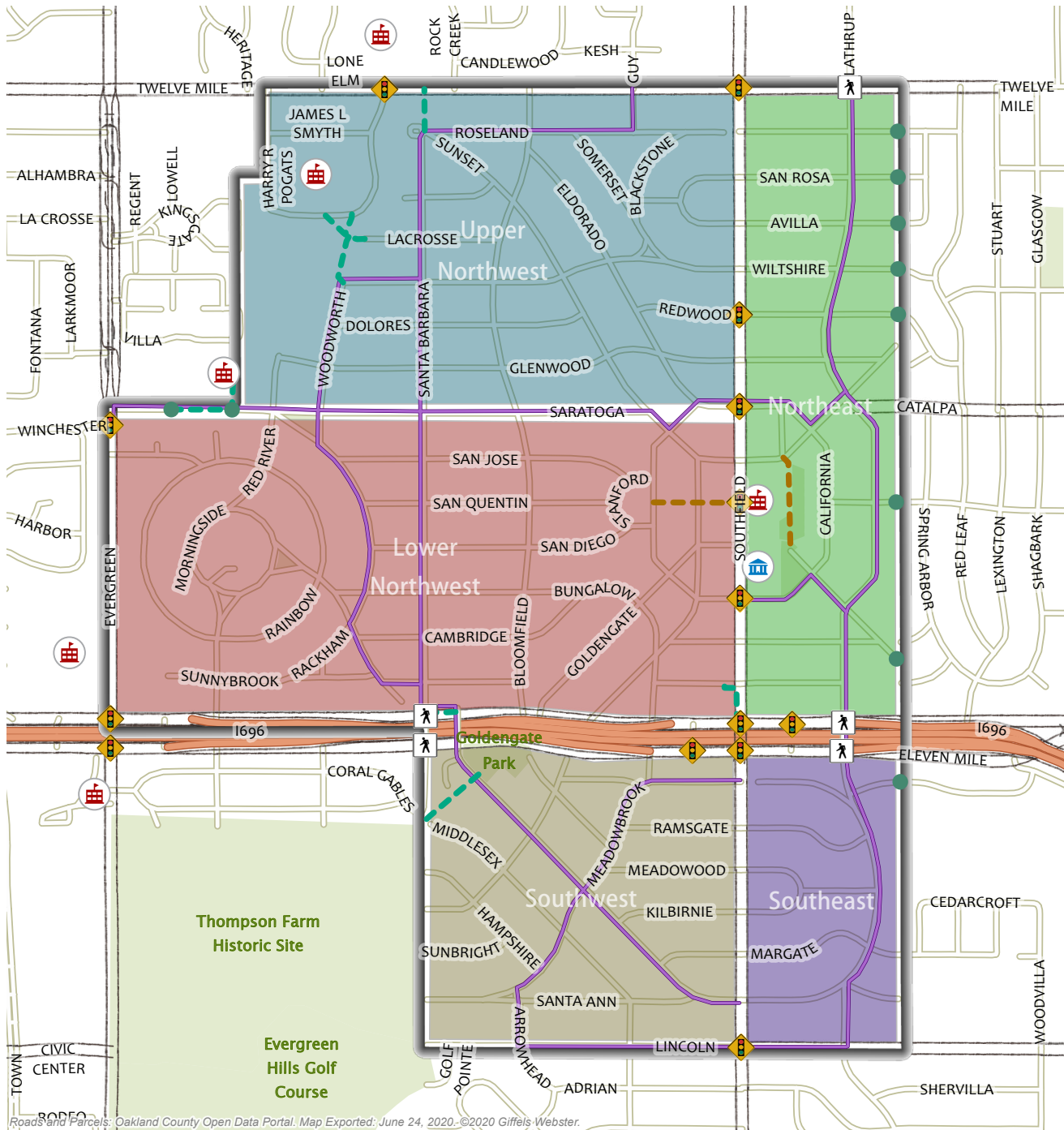
- Village Center: the context of the surrounding area influences the function of the roadway. Roads in this area will feature elements that are more suitable for a denser, walkable urban setting, such as the following:
 - o Parallel on-street parking
 - o Bike lanes routed into the Village Center



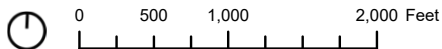
The updated Village Center concept includes the median is currently shown in the RCOC preferred alternative (2020) and the pedestrian crossings that will be critical in joining the east and west sides of Southfield Road.

- o Travel speeds of 35 mph or less
- o Buildings directly abutting the road right-of-way
- o Wider sidewalks serving pedestrian activities, including outdoor dining
- o Streetscape elements including lighting and landscaping
- o It is anticipated that at least one new street will be constructed in the Village Center, perpendicular to Southfield Road. This street will function as a “collector street,” in this case connecting local streets to the central business district and to minor and principal arterials.
- o Roads including Eldorado, California (about one block east and west of Southfield Road), and Monterey will link the Village Center with local streets. The street portions of these roads will contain two lanes of traffic as well as two designated bike lanes, and two lanes of parallel on-street parking in the Village Center. These streets will also include space for sidewalks, landscaping, street lighting, and street furniture.
- o In the Village Center, local streets will provide access to abutting land and consist of all streets that do not belong to one of the higher systems. These streets will typically have formally striped, on-street parallel parking on both sides of the street. The form of the village local streets will be impacted by adjacent land uses, which will be typically more dense than the rest of the City.

MAP 14: COMPLETE STREETS PLAN



Roads and Parcels: Oakland County Open Data Portal. Map Exported: June 24, 2020. ©2020 Giffels Webster.



- Road Open to Pedestrians Only
 - Road Extension
 - Shared-Use Path
 - Bike Route
 - Parks
 - Upper Northwest
 - Lower Northwest
 - Northeast
 - Southeast
 - Southwest
- ⚓ Pedestrian Signal
 - 🚦 Traffic Signal
 - 🏛️ City Hall
 - 🎓 School

- **Backstreets/Alleys.** In Lathrup Village, alleys are designated behind buildings along both sides of the Southfield Road Corridor; the framework for these alleys exist and in some cases are currently utilized as a way to move between properties without using Southfield Road. A built-out alley network can accommodate service delivery and provide short block-to-block access for motorists, minimizing travel movements on adjacent roadways.
- **Pedestrian crossings.** Street intersections are typically considered the best locations for pedestrians to cross the street. The best crossings minimize crossing distance, maintain visibility, and allow sidewalk ramps to be placed within the sidewalk. In Lathrup Village, all of the major signalized pedestrian crossings take place where two streets meet or cross. Most crossings are existing, except for those proposed in the Village center area. A pedestrian-only crossing is proposed along 12 Mile Road and the 11 Mile Road service drives. The existing crossing at Sunset Boulevard will be relocated to where the new road will meet Southfield, and three additional crossings will be added, making it easier for non-motorized travelers to cross this major roadway.

Access Management

Access management is a strategy used to coordinate road design and land use to improve the flow of traffic, capacity and safety. An Access Management Plan was developed for the Southfield Road Corridor in 2010 to address safety and efficiency of the roadway. This plan considered the Village Center concept and contained concepts and recommendations aimed at improving safety in the corridor. These included the reduction and elimination of driveways, improvement of the alleys to facilitate access to properties along the roadway and uniform spacing of traffic signals. With the completion of the RCOC's final preferred alternative design in late 2020, the Access Management plan has been updated (see appendix). The city should consider this plan with respect to the alley network, which is also a potential parking area to facilitate redevelopment of Southfield Road properties.

Transportation Network

As discussed in the earlier community facilities section, the city has a somewhat complete transportation network; however, the non-motorized connections within this network are weak and should be strengthened. Issues of note have deep roots in the development of regional transportation facilities and include:

- **I-696:** This freeway is a major commuter route linking second and third tier Detroit suburbs between I-275/I-96, I-75 and I-94. Before its construction, however, the I-696 project was controversial. Lathrup Village, Pleasant Ridge, and the Detroit Zoo filed lawsuits in an attempt to stop construction of the freeway, which eventually did what these opponents knew it would: divide neighborhoods and communities. While the interstate provides great access to the region, it poses a significant physical barrier between the north and south ends of this small city.
- **Southfield Road:** Southfield Road became an important north-south roadway in the mid-20th century, with demand for suburban living and access afforded by new federal highways leading from Detroit. The expansion of Southfield Road to a five lane "super-highway" was heralded by the local leaders of the time, who could not have envisioned that mass transit systems would falter and personal automobile traffic would dominate the landscape. The City is engaged with the Road Commission for



I-696 through Lathrup Village

Oakland County (RCOC) as that agency develops a road reconstruction project that improves traffic flow and safety. The city continues to advocate for resident and business owner demands for a more walkable community.

- Other major roads such as 11 and 12 Mile Roads also provide cross-town access between communities. These roadways generally have a sidewalk system in place, linking neighboring communities of Southfield and Berkley to Lathrup Village.
- Local streets provide access into neighborhoods and provide the safest and most comfortable facilities for non-motorized transportation. Most of the city's streets have sidewalks.
- The City opted into the SMART bus system in 2015 and enjoys six bus signed bus stops in each direction through the community. While one bus stop, at City Hall, offers riders a safe place to wait out of the elements, few of the other stops do.

Pedestrian Improvements

Bus stops - Most of the city's signed bus stops are considered deficient, as they are at the edge of paved/unpaved shoulders; have narrow unpaved paths over a culvert to the nearest sidewalk; are located in the grass; are far-removed from a driveway or sidewalk. To provide safer bus stops for riders, the following improvements should allow bus riders to walk no more than 500 ft to reach the nearest bus stop. In addition:

- Bus stops should generally be located on the far side of stop-controlled side streets, so that stopping buses do not impair the sight lines to the left available to drivers waiting to pull out.
- Where feasible, bus stops should be located in lanes (or tapers) not used by through traffic.
- Each bus stop should be equipped with a shelter, loading platform, and appropriate sidewalks.



This bus stop at City Hall (above) is accessible via a concrete sidewalk from the public sidewalk, concrete pad, covered shelter, bench and waste receptacle. Unfortunately, most of the city's other bus stops look like the one below, with no direct sidewalk access or safe place to wait for the bus.

Source: Google Earth



Crosswalks – The only crosswalks on Southfield Road in the city are at the existing traffic signals at WB Lincoln, EB 11 Mile, WB 11 Mile, Sunset/E. Goldengate, and EB 12 Mile. The crosswalks at Sunset/E. Goldengate are roughly 2,100 ft north of 11 Mile and 3,000 ft south of 12 Mile. Such long distances between designated pedestrian crossings are especially undesirable in the Village Center location, and they have been observed to result in relatively frequent random pedestrian crossings. Improvements should allow pedestrians to walk no more than about 500 ft to reach the nearest crosswalk.

MAP 15: CROSSWALK IMPROVEMENTS: LINCOLN TO 11 MILE ROAD

Legend

Wide white stripe = Enhanced pedestrian crossing

H = HAWK signal; if not so marked (such as at same location but on other side of boulevard), crossing will be controlled by conventional traffic signal

B = Bus stop (with shelter, loading platform, and connecting sidewalks)

Preferred Alternative- Segment 3 : Four-lane Boulevard with Variable 21 ft-50 ft Median

City of Southfield¹

City of Lathrup Village

Average crosswalk spacing = 850 ft

Average bus stop spacing = 940 ft

¹ Crosswalk, related HAWK signals, & bus stop south of city limit would require Southfield buy-in.

MAP 16: CROSSWALK IMPROVEMENTS: 11 MILE TO 12 MILE ROADS

Legend

Wide white stripe = Enhanced pedestrian crossing

H = HAWK signal; if not so marked (such as at same location but on other side of boulevard), crossing will be controlled by conventional traffic signal

B = Bus stop (with shelter, loading platform, and connecting sidewalks)

Segment 3 : Four-lane Boulevard with Variable 21 ft-50 ft Median



City of Lathrup Village

City of Southfield

Average crosswalk spacing = 1,035 ft (or 895 ft w/1440 ft excluded)

Average bus stop spacing = 925 ft NB & 1,065 ft SB (985 ft overall)



HAWK signal in Tucson, AZ. Source: Federal Highway Administration (FHWA)

At a HAWK crossing, drivers receive multiple cues to emphasize the potential presence of a pedestrian. These cues include a unique configuration of the HAWK beacon (two red lenses over a single yellow lens), high-visibility crosswalk markings (ladder-style markings as opposed to only two transverse white lines), a stop bar approximately 50 ft from the crosswalk, 8-inch solid lane lines between through travel lanes, signs that can be illuminated and read “CROSSWALK.” When activated, the HAWK uses a red indication to inform drivers to stop, thereby creating a time period for pedestrians to cross the major roadway.

The maps on the previous page illustrate potential crosswalk locations on Southfield Road. Because the crosswalks are illustrated over the RCOC’s preferred alternative for Southfield Road improvements, it is anticipated that they could be installed prior to reconstruction.

- The locations of conventional traffic signals in the Southfield Road reconstruction project should be equipped with crosswalks, to take advantage of the fact that traffic in at least one direction on Southfield Road will be stopping for crossing vehicular traffic. The plan assumes that HAWK signals (aka Pedestrian Hybrid Beacons) can be installed on the opposing side of the boulevard at such locations, to serve pedestrians desiring to safely complete their crossing of the highway.
- HAWK signals are also proposed – on both sides of the boulevard – near Lincoln, Ramsgate, and San Rosa. The signal near Lincoln would have to be south of the intersection to provide the best spacing relative to other signals, but its installation would require City of Southfield approval.
- Crosswalks on Southfield Road should be highlighted with special pavement treatments and equipped with state-of-the-art signalization (such as count-down signals).



Implementation

Zoning Plan

The Zoning Plan is intended to guide short-term implementation of the long-term recommendations illustrated on the Future Land Use Map. The intent of the Zoning Plan is to highlight specific key or priority areas where existing zoning is significantly lacking appropriate standards or would inhibit development in accordance with the Master Plan.

Zoning is one of the City's most effective tools for implementing the recommendations of the Master Plan; however, there is not always a direct correlation between the Plan's future land use designations and the City's current zoning districts. The reason for this is that the Future Land Use Map represents the City's preferred long-range land use arrangement, while the Zoning Ordinance regulates specific use and development of property today. Some of the Plan's recommendations may spur a need to create new zoning districts and/or amend existing districts. As an implementation tool, the Zoning Matrix illustrates how the future land use designations generally correspond to the existing zoning districts. It is important to remember that in many cases, zoning amendments would be necessary to be consistent with the intent and recommendations of the Master Plan. These are included as implementation strategies that follow.

Future Land Uses	Existing Zoning Districts									Review/Amendment to District Recommended	New Zoning District
	R-1 Single Family	R-2 Multiple Family	R-3 Cluster	PS Public Service	O Office	CV Commercial Vehicular	MX Mixed Use	VC Village Center	GO Gateway Overlay		
Single Family Residential	⊙		⊙								
Multiple Family Residential		⊙									
Mixed Use							⊙			⊙	
Commercial Vehicular						⊙					
Office					⊙				⊙		
Village Center								⊙		⊙	
Institutional				⊙							
Open Space	N/A										

The best plans are those that are implemented in a consistent, incremental, and logical manner. The implementation matrix that follows is designed to show how the goals of the Master Plan are fulfilled by action strategies. All boards, commissions, and authorities are encouraged to read through all of the strategies to understand how they all work together to create a better community to live, work, and play.

IMPLEMENTATION MATRIX CATEGORIES	
Matrix Categories	Definitions
Action Strategy	The actions necessary to carry out goals and objectives
Lead Body	Identifies the primary party responsible for accomplishing the action strategy
Priority	Identifies and prioritizes the time frame for the action strategy to be implemented.
Potential Funding Sources	Lists potential funding sources that could be utilized to accomplish the action strategy. See Funding Sources Matrix Below for reference details.
Supporting Partners	Identifies other parties involved in the accomplishment of the action strategy

FUNDING SOURCES	
MATRIX ID	TYPE OF FINANCING SOURCE
1	General fund and/or other typical financial mechanisms available to the city for general government operation and for public infrastructure and services improvement
2	Tax increment financing revenues as provided by the Downtown Development Authority (DDA) or other TIF revenues, including brownfield redevelopment (see Appendix for information on Oakland County brownfield redevelopment assistance).
3	Historic Preservation programs, including historic tax credits.
4	Redevelopment and urban renewal programs (Community Development Block Grant (CDBG), etc).
5	Special Improvement District programs that may be created for maintenance and improvement of public facilities. Certain funds may also be used for planning, design, construction, managing, marketing activities and business recruiting services.
6	Grants related to transportation improvement, streetscape enhancement and alternate modes of travel programs; funds to improve air quality in areas that do not meet clean air standards; funds for recreation-related acquisitions and improvement.
7	Non-traditional grants and funding programs for beautification, enhancement and public art.
8	Public-Private Partnerships (P3)

Implementation Matrices

In order to illustrate the connection between goals, objectives and action strategies, each of the implementation matrices that follow align with the Master Plan goals, which are noted at the top of each matrix. Within each matrix, the action items are broken into subcategories intended to assist with identification and prioritization. Not all goals contain action items within each subcategory and some goals are repeated as they can advance more than one goal. The matrix subcategories include:

- **Zoning Action Items.** These are items requiring zoning amendments and will generally be led by staff and the Planning Commission.
- **Advocacy Action Items.** These will be items involving education of the community, including residents, business owners, property owners, developers and design professionals. They will be led by a combination of staff, boards and commissions. This may also involve city staff and officials working with county and state officials to coordinate plans and funding, as appropriate.
- **Capital Improvement Action Items.** These involve large capital investments, such as equipment, projects or studies, that require inclusion into the City's Capital improvement plans in order to determine the most efficient time and method of completion and may involve multiple municipal departments
- **Other Action Items.** Other items may involve research, study and further evaluation by staff and/or other boards and commissions.

The Planning Commission has assigned priorities to the action items. These time frames are intended as guides and may be adjusted as resources allow or as other issues arise. Generally, priority rank 1= 1-3 years; priority rank 2 = 3-5 years and priority rank 3 = greater than 5 years.

Abbreviations in the following tables include:

- PC = Planning Commission
- CC = City Council
- DDA = Downtown Development Authority

Housing & Neighborhoods

What do we want? Attractive, safe, quiet and well-maintained neighborhoods; a diversified range of housing for people of all ages and abilities; and active neighborhoods that promote community connectedness.

ACTION STRATEGY	LEAD BODY	PRIORITY	POTENTIAL FUNDING SOURCE	SUPPORTING PARTNERS
ZONING ACTION ITEMS				
Review the Zoning Ordinance to ensure standards support a variety of housing options for young adults, families and older adults.	PC	1	1	Staff, CC
Ensure the Zoning Ordinance allows appropriate residential retrofits for accessibility in order to help seniors remain in their homes.	PC	2	1	Staff, CC
ADVOCACY ACTION ITEMS				
Develop resource kit to help homeowners find resources for ongoing maintenance.	Staff	2	1	CC
Assist neighborhoods with a framework for building associations that can enhance engagement and support needs of residents.	Staff	2	1	CC
Improve community engagement and communication between the city and residents through neighborhood associations. Develop a communications plan.	Staff	2	1	CC
CAPITAL IMPROVEMENT				
Continue public investment in new and existing pathways, sidewalks, parks, roads, and street trees to improve the quality of life in existing neighborhoods	CC	1	1, 5,6	Staff
OTHER ACTION ITEMS				
Consider creating a tree protection ordinance to not only preserve existing trees, but also to facilitate ongoing maintenance and enhance the city's tree cover.	CC	2	1, 6	Staff, PC

Community Character

What do we want? An authentic positive identity for the city that is reflected in residential neighborhoods as well as along commercial corridors.

ACTION STRATEGY	LEAD BODY	PRIORITY	POTENTIAL FUNDING SOURCE	SUPPORTING PARTNERS
ZONING ACTION ITEMS				
Develop streetscape standards to improve public rights-of-way in the Village Center.	PC	1	1	Staff, CC
Review Zoning Ordinance to ensure list of uses is flexible to promote and enhance economic activity.	PC	2	1	Staff, CC
Review and update zoning standards for the VC district to ensure flexibility, consistent with the city's vision for the district.	PC	2	1	Staff, CC
ADVOCACY ACTION ITEMS				
CAPITAL IMPROVEMENT				
Conduct an infrastructure audit to understand needs. Prioritize improvements according to the opportunity to leverage private investment through redevelopment .	CC	1	1	Staff
Identify appropriate funding opportunities for the variety of infrastructure improvements.	CC	2	1, 2, 5	Staff
Incorporate placemaking strategies into all development and redevelopment, in conjunction with the principles and vision of the Master Plan, Village Center Concept, and Village Center Design Guidelines.	CC	2	1, 2, 5, 6	Staff, PC
OTHER ACTION ITEMS				
Identify specific key parcels that, when assembled and redeveloped, may leverage additional private investment.	CC	1	1, 2, 5, 6	Staff, DDA
Define the City's role in terms of property acquisition, assembly, and redevelopment. Outline public/private partnership strategy.	CC	2	1, 2, 5, 6	Staff, DDA
Identify funding source(s) and financial mechanisms for public and private investment.	CC	2	1, 2, 5, 6	Staff, DDA

Commercial Development

What do we want? Thriving local businesses and an employed workforce; a convenient selection of goods and services; and a diverse tax base with a resilient economy.

ACTION STRATEGY	LEAD BODY	PRIORITY	POTENTIAL FUNDING SOURCE	SUPPORTING PARTNERS
ZONING ACTION ITEMS				
Review Zoning Ordinance to ensure list of uses is flexible to promote and enhance economic activity.	PC	1	1, 2	Staff, DDA, CC
Review and update zoning standards for the CV and MX districts to ensure flexibility, consistent with the city's vision.	PC	2	1, 2	Staff, DDA, CC
ADVOCACY ACTION ITEMS				
CAPITAL IMPROVEMENT				
Conduct an infrastructure audit to understand needs. Prioritize improvements according to the opportunity to leverage private investment through redevelopment .	CC	1	1	Staff
Identify appropriate funding opportunities for the variety of infrastructure improvements.	CC	2	1, 2, 5	Staff
OTHER ACTION ITEMS				
Create a survey of structures and incorporate these properties into a list of strategic property acquisitions.	DDA	1	1, 2	Staff
Define the City's role in assembling development sites through strategic land banking.	DDA	2	1, 2	Staff, CC
Identify funding source(s) and financial mechanisms for public and private investment.	DDA	2	1, 2, 6, 8	Staff, CC
Develop streetscape standards to improve the appearance of the public right-of-way.	DDA	1	1, 2, 6	Staff, PC, CC
Create gateways to the City through the creation of distinct "Gateways" that combine landscape architecture and architectural techniques and structures. These gateway areas will reinforce the idea of Lathrup Village being a destination for shopping and doing business.	DDA	2	1, 2, 6	Staff, PC, CC
Assess the Access Management Plan alongside the use of alleys to facilitate redevelopment and adopt policy guidelines for the use of the alleys.	CC	2	1, 2, 6	Staff, PC, CC

ACTION STRATEGY	LEAD BODY	PRIORITY	POTENTIAL FUNDING SOURCE	SUPPORTING PARTNERS
OTHER ACTION ITEMS				
Update communications tools (i.e., Surveys, phone calls, in-person visits) to gather input from business owners. Consider an approach that solicits the positives as well as the challenges.	DDA	2	2	Staff, CC
Evaluate the participation and findings of communication tools and identify strategies to support redevelopment activities.	DDA	2	2	Staff, CC
Update the understanding of what destination commercial uses need to be successful and assess how Lathrup Village can meet those needs now and in the future.	DDA	2	2	Staff, PC
Update the recruitment strategy that matches key parcels suitable for destination commercial with available property in the City.	DDA	1	2	Staff
Update the City's incentives policy to supplement the assets the City already has to offer new businesses.	DDA	3	2	Staff, CC
Update strategies to retain existing businesses that fit the recommendations of the market analysis.	DDA	2	2	Staff
Assess the City's development review process annually for efficiency and effectiveness. Make improvements as needed.	DDA	2	2	Staff, CC, PC
Through proactive updated marketing efforts, position Lathrup Village as the community of choice for developers that understand the City's vision.	DDA	2	2	Staff, CC

Public Facilities and Services

What do we want? Recreation facilities and programming that meet the needs of and are accessible to all residents; well-maintained infrastructure that meets the needs of current and future residents, businesses and visitors; and excellent public services that meet the health, safety and welfare needs of the community.

ACTION STRATEGY	LEAD BODY	PRIORITY	POTENTIAL FUNDING SOURCE	SUPPORTING PARTNERS
ZONING ACTION ITEMS				
Review city zoning and engineering standards to ensure that stormwater management practices are adequate to contain water from more frequent severe storm events.	PC	1	1	Staff, CC
Amend landscaping provisions to encourage more natural stormwater management practices, increase tree canopy, and reduce overall impervious surface on developed sites.	PC	1	1	Staff, CC
ADVOCACY ACTION ITEMS				
Support efforts of Southfield Public Schools to engage Lathrup Village families by sharing the district's educational accomplishments and promoting opportunities for quality education.	CC	3	1	Staff
Strengthen relationships with adjacent communities to facilitate quality development, regional connectivity, and efficient and effective municipal services.	CC	2	1	Staff
CAPITAL IMPROVEMENT				
Implement the Recreation Plan by planning for and funding capital improvements.	CC	2	1, 6	Staff, PC, Recreation Committee
Assess public facility needs and plan for improvements in the capital improvement plan.	CC	2	1, 4, 5	Staff, PC
OTHER ACTION ITEMS				
Continue to keep the Recreation Plan updated.	CC	2	1, 6	Staff, Recreation Committee
Continue exploring alternatives to improve the effectiveness and efficiency of public services.	CC	2	1	Staff
Develop a city-wide resiliency plan. Include contingency planning for extreme heat events and identify public resources that can be brought to bear to aid residents during emergencies. Utilize neighborhood associations to maintain communications to all residents.	CC	2	1, 4	Staff, PC, DDA
Continue to seek opportunities to share facilities with other public and quasi-public agencies such as the school districts and non-profit organizations and institutions.	CC	2	1	Staff, PC

Transportation Network

What do we want? An efficient and safe multi-modal transportation network that offers mobility options to residents of all ages and abilities.

ACTION STRATEGY	LEAD BODY	PRIORITY	POTENTIAL FUNDING SOURCE	SUPPORTING PARTNERS
ZONING ACTION ITEMS				
ADVOCACY ACTION ITEMS				
Continue discussions with the Road Commission for Oakland County on the Southfield Road improvement plan. The proposed road improvement project should be designed in conjunction with the City's Complete Streets Plan, its Access Management Plan, and local input. The resulting plan should suggest corridor enhancements, on-street parking areas, pedestrian crossings, traffic signalization, corridor lighting, and geometric changes to the roadway.	Staff	1	1	PC, CC, DDA
CAPITAL IMPROVEMENT				
Continue to use the Capital Improvement Plan, the Non-Motorized Transportation Plan, and other funding opportunities to make improvements to the City's existing non-motorized transportation network that connect residential areas, parks and recreational facilities, civic uses, and commercial destinations, pursuant to the City's Non-Motorized Transportation Plan.	CC	1	1, 2, 5, 6	Staff, PC, DDA
Integrate Complete Streets infrastructure and design features into street planning, design, construction, and reconstruction to improve the safety and accessibility of the City's transportation network.	CC	1	1, 2, 5, 6	Staff, PC, DDA
OTHER ACTION ITEMS				
Work with SMART and the Road Commission for Oakland County to improve bus stops in terms of safety and comfort of riders.	CC	2	1, 2, 5, 6	Staff, PC, DDA
Enhance the experience of non-motorized users by integrating street lighting, furniture, and other amenities as appropriate, given street function and land use context.	CC	1	1, 2, 5, 6	Staff, PC, DDA



Appendix A - Oakland County Resources

Additional Resources/Support from Oakland County:

- **Environmental Stewardship.** Provide information, plans and options to promote conservation of the natural environment while supporting sustainable economic growth, development and redevelopment.
 - o Lathrup Village can support development that is cognizant of natural resource protection and management. County staff members are able to act in a supporting capacity with grant application identification, open space protection, and sustainable development practices.
- **Historic Preservation Assistance.** Support local efforts to maintain and enhance architectural and heritage resources through sustainable practices to enrich the quality of life for all.
 - o County staff have assisted in the past with potential design concepts for adaptive reuse of the Annie Lathrup School and will continue to identify resources to preserve this structure.
- **Land Use & Zoning Services.** Prepare and provide land use, zoning and Master Plan reviews for communities to enhance coordination of land use decision-making.
 - o Lathrup Village continues to send Master Plan Updates and Amendments to the County for review fulfilling the legislative requirements. Other coordination services are available upon request.
- **Main Street Oakland County (MSOC).** Help local governments develop their downtowns as vibrant, successful districts that serve as the heart of their community.
 - o Lathrup Village is currently a member of MSOC program and participates in training opportunities and takes advantage of supportive resources.
- **Trail, Water & Land Alliance (TWLA).** Become an informed, coordinated, collaborative body that supports initiatives related to the County's Green Infrastructure Network
 - o The County fully supports the expansion of non-motorized facilities and can aid the community in non-motorized planning efforts through education and the identification of potential funding sources.
- **Brownfield Redevelopment Authority (OCBRA).** Provide assistance in the County's Brownfield initiative to clean-up and redevelop contaminated properties
 - o The City of Lathrup Village is able to work with the County on property cleanup, including that related to hazardous building material remediation, such as asbestos. The OCBRA can assist and coordinate with the State of Michigan Department of Environment, Great Lakes and Energy (EGLE, formally MDEQ) along with the Michigan Economic Development Corporation (MEDC), as needed, in an effort to prepare designated brownfields for redevelopment. Additionally, Lathrup Village can utilize Oakland County's USEPA Grant of \$600,000 for site assessment activities through September of 2023.

Appendix B - Market Study

Context

The analysis of the city's data is considered within the context of existing external forces, including:

Demographics. Many demographic trends impact all land uses everywhere but play an especially important role in future housing development. Two important trends of note:

- **Declining Birth, Fertility, and Marriage Rates.** Particularly in households whose residents range from 18 to 35, often defined as Millennials, declining birth, fertility, and marriage rates have modified the housing market as well as the length of time members of this age group stay in one area to live and maintain employment at one location. These households often desire mobility, which may lead to renting instead of purchasing homes, as well as seeking jobs versus careers with one employer or one geographic area. Many are technologically savvy.
- **Baby Boomers.** The second largest population cluster behind Millennials is commonly called Baby Boomers. Many have outgrown their houses and no longer prefer homeownership; they often seek environments that differ from the suburbia where they raised families.

Changing Non-Residential Activities and Uses of Land. Locally and nationally, there are fundamental changes to commercial activity and related development. Additional changes underway impacting future retail goods, related services, and professional services will result in significant changes to development patterns. Changes in technology are evolving that will impact even the smallest operations.

Retail in General. Retail is redefining itself. All aspects favor smaller operations more befitting traditional downtowns and mixed-use areas. There are virtually no components of the retail goods and services market, or office services where the adage "bigger is better" is any longer valid. Further, people no longer need to go shopping; anyone can purchase virtually any product desired or needed online at any time. Successful commercial is now, and in the future will be, more about the experience of the trip. "Experiential retailing" is a growing phenomenon.

- **Department stores.** There are only a few large national department store chains left, and they are all are facing challenges associated with changes in retailing formats.
- **Box stores.** Except for operations associated with TJX (including TJ Maxx, Marshall's, and Home Goods), other known national chains like Kohl's are financially struggling to compete with online entities. The largest operations, such as Walmart and Target, are rapidly moving online and expanding home delivery. The number of wholesale clubs and other box stores will continue to shrink.
- **Made to order and fit.** New technologies allow clothing and many other commodities to be made to fit. The entities offering such goods exist at present require much less space than traditional operations as inventory needs are reduced. One example is Indochino, a Canadian-based men's clothing operation. This retailer started its business online and now has 55 "showrooms" across North America.
- **Less space per operation.** Less inventory as a result of enhanced inventory control and "made to fit or order" technology application will continue to result in decreased space needs for all operations.
- **Online growth.** Purchasing online continues to grow at double-digit or exponential rates. Shifting of traditional box and mega stores to online operations will only further this growth.

- **Home delivery.** Home delivery is growing rapidly, whether for prepared foods, groceries, or other merchandise. Regional and national grocers including Meijer, Kroger, and Whole Foods are expanding their home delivery capabilities in the Detroit Metropolitan Area. The introduction of new technology for deliveries will further facilitate the growth of these services. New trends in home design, particularly in multi-family housing units now include areas designed explicitly to accommodate and hold deliveries.

Offices. Nationwide trends are impacting office space demand.

- **Professional offices in traditional multi-tenant spaces.** Less space per employee is the trend in offices. Open spaces to foster comfort and collaboration is also diminishing space needs in buildings, increasing internal net space.
- **Home office activity.** The home office is not yet the majority but is the most rapidly growing office "space" market. The market growth is a result of both a growing number of employees able to work from the home part or full-time and home-based business activity. This erodes the need for traditional office space. The space trends are favored by individuals in their 20s and 30s, large technology driven entities as well as professional services.
- **Medical services.** It is unlikely that future medical space growth will impact land use as significantly as in the past. Transitions will likely include the following:
 - The diminished number of independent practitioners.
 - The focus from treatment to wellness.
 - Growth in services likely through virtual activity and reaching out to employers, schools, etc., to deliver services in work, education, and other such environments.
 - Manufacturing. For the past six years, manufacturing has been returning to the U.S. The cost of labor has been and will continue to be minimized as a cost of production. New processes, such as 3D printing and new materials, will result in production in smaller spaces that do not require anything other than electricity and can complement existing or create new viable commercial, residential, and mixed clusters.

Manufacturing. For the past six years, manufacturing has been returning to the U.S. The cost of labor has been and will continue to be minimized as a cost of production. New processes, such as 3D printing and new materials, will result in production in smaller spaces that do not require anything other than electricity and can complement existing or create new viable commercial, residential, and mixed clusters.

Changing desires and attitudes. The market is changing in many ways as a result of changes in household demographics noted previously as well as desires of the population.

- **New housing options sought.** Baby Boomers are seeking different housing options, shopping experiences, and living environments than those associated with past generations of seniors.
- **Recreation and entertainment.** Both Baby Boomers and the Millennials are seeking, and participating in, passive and other recreational activities and new forms of entertainment. Interactive activities and technology-driven entertainment are increasingly desired.
- **Health and wellness.** As a result of fewer individuals having children at early stages of life, the large number of Baby Boomers past child-rearing age, and increased wellness consciousness, the desire for walkable environments in which to live has grown and will continue to be a desirable lifestyle in the future.

- **Jobs versus careers.** The young adult population relocates and shifts employment at a faster pace than any previous generation.

ROOFTOP/HOUSING UNIT TRENDS

Oakland County. From 2004 through 2018, the annual number of total new housing units permitted in Oakland County ranged from a low of 456 in 2009 to a high of 6,365 in 2004, with the latter being before the technical advent of the Great Recession (2008-9). From 2004 through 2018, a low of 11 multi-family units in 2011 to a high of 1,348 units multi-family units were permitted. While not achieving peak numbers, more than 1,000 multi-family units were permitted in 2016.

Table 1 - Oakland County Residential Building Permits 2004 through 2018*															
Year	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004
Total Units	2,642	3,707	3,196	2,645	2,458	2,705	1,901	1,277	1,230	456	801	1,218	2,462	4,638	6,365
Units in Single-Family Structures	2,482	2,744	2,143	2,180	2,114	2,296	1,880	1,266	959	443	667	1,135	1,984	4,050	5,017
Units in All Multi-Family Structures	160	963	1,053	465	344	409	21	11	271	13	134	83	478	588	1,348
Units in 2-unit Multi-Family Structures	16	4	60	58	16	14	6	0	4	0	2	12	58	26	40
Units in 3- and 4-unit Multi-Family Structures	71	105	49	44	49	60	15	11	26	13	15	22	46	39	129
Units in 5+ Unit Multi-Family Structures	73	854	944	363	279	335	0	0	241	0	117	49	374	523	1,179

*Developed by The Chesapeake Group, Inc. 2019. Based on the information furnished by jurisdictions to HUD.

Data shows that 2009 was the low point for permitting. When comparing numbers before this point and after, data shows that the yearly average single-family and non-single-family housing units permitted increased since 2011, the technical end of the Great Recession (2014), when compared to earlier years.

Table 2 - Totals and Average Annual Estimates for Housing Permits for Oakland County*			
	Total Units	Total Single	Total Non-single
2011 thru 2018	20,531	17,105	3,426

Average per year	2,566	2,138	428
2004 thru 2010	17,170	14,255	2,915
Average per year	2,453	1,751	416

*Developed by The Chesapeake Group, Inc. 2019. Based on the information furnished by jurisdictions to HUD.

Since the technical end of the Great Recession, Lathrup Village officially recorded no new housing units permitted through 2018.

PROPERTY TRENDS IN ZIP CODE 48076

Zip code 48076 encompasses Lathrup Village as well as sections of neighboring Southfield.

Typically, the average sale price per square foot for homes in Lathrup Village is above that in Southfield sections of the zip code, indicating market strength.

Table 3 – Sales by Number of Bedrooms*				
# of Bedrooms	Square Feet Lathrup Village	\$/Sq Ft Lathrup Village	Square Feet Southfield	\$/Sq Ft Southfield
All	1,819	\$125	1,580	\$122
2	1,299	\$131	891	\$112
3	1,602	\$131	1,306	\$123
4	2,232	\$114	2,083	\$125
5	2,213	\$121	2,185	\$103

*Developed by The Chesapeake Group, Inc. 2019.

As compared to detached homes noted above, the per square foot condominium sale prices in the zip code are generally lower than that for single-family homes, with an average of \$94 per square foot.

As would be anticipated, rental rates in the area vary by the number of bedrooms for units. The average rental rate is \$1,323, or \$1.15 per square foot, with an average square footage of 1,150 square feet per rental unit.

Table 4 - Rentals by Number of Bedrooms in Zip Code*		
# of Bedrooms	Square Feet	Rent/Month
1	826	\$1,111
2	1,287	\$1,395
3	1,600	\$1,499

*Developed by The Chesapeake Group, Inc. 2019.

Examples of apartments reviewed follow.

West Oaks
Keswick Manor
Colony Park

Cambridge Square
42 West
Arbor Lofts

Knob in the Woods
Spring Haven
Cambridge Center

Corner Place
The Kensington at Beverly Hills

Senior apartments included in the review follow.

Solaire Senior Living Meadowcrest Senior Apts
The Park at Trowbridge Cambridge Towers
Highland Towers Bowin Place

Based on interviews with representatives of the community and the real estate industry, some new retail operations, including food services, have opened in Lathrup Village over the past few years. Furthermore, certain property owners have filled formerly vacant spaces with retail, personal service, and professional service operations.

SURVEY OF RESIDENTS

The following are characteristics of the households that responded to the online survey.

- Ninety-eight percent of the sample resides in zip code 48076.
- The average number of people employed per household is 0.99.
- Thirty-nine percent of households have someone employed part-time.
- The range of primary income earners is 25 to 75 years of age or older. However, about one-half of the sample is 55 years of age or older, with the majority of these residing in Lathrup Village rather than Southfield.

Table 5 - Age of the Primary Income Earner*	
Age Cluster	Percent
25 to 34	10%
35 to 44	8%
45 to 54	34%
55 to 64	26%
65 to 74	16%
75 or over	6%

*Developed by The Chesapeake Group, Inc. 2019.

The following information is essential for the forecasting of demand for housing, retail, and other economic components.

GENERAL COMMERCIAL

- Typical households spend \$122 per week on average on groceries and related products.
- The three primary areas for grocery shopping, which is a surrogate for convenience shopping in general, are Southfield at Twelve Mile and Evergreen and Royal Oak.

- Most households purchase groceries at Kroger, Aldi, Market Fresh, Meijer, and Trader Joes.
- Less than one-third of the households have members that purchase grocery items at non-supermarket, non-box operations, like independent bakeries, farmers' markets, and health food stores, at least twice per month. Many of the products purchased are available throughout the entire year.
- Online purchases are significant and symbolize the exportation of dollars from the community. About one-half of the households purchase merchandise online at least once per week. Nearly two-thirds (65%) of the homes have someone that buys merchandise online at least twice per month, indicating further exportation of dollars.

Table 6 – Products Purchased from Non-box, Non-supermarket Operations*	
Product	Percent
Fresh produce in season	72%
Fresh fruit in season	62%
Fresh or smoked fish	23%
Breads	35%
Other baked goods	34%
Meats	22%
Other	8%

*Developed by The Chesapeake Group, Inc., 2019.

- Large proportions of households (at least 64%) have one or more members purchasing either or both lunch and dinner outside of the home at food preparation establishments at least once per week.
- A substantial number of households have at least one person who eats lunch outside the home at least once per week. (This implies there is a lunch trade market from residents of the area as well as potential employees and others who live outside the area).

Table 7 - Frequency of Lunch and Dinner Trips Outside Home*		
Frequency	Lunch	Dinner
A few times/week	41%	25%
About once/week	23%	43%
About twice/month	12%	20%
Once/ month	12%	4%
4 to 9 times/year	8%	5%
Once or twice/year	4%	1%
Less often than once/year	0%	2%

*Developed by The Chesapeake Group, Inc. 2019.

- The preferred foodservice establishment for lunch and dinner is "local non-chain full-service restaurants."

Table 8- Type of Operation Preferred for Lunch and Dinner*		
Type of Food Establishment	Lunch	Dinner
A national or regional chain full-service restaurant	21%	23%
A local non-chain full-service restaurant	53%	62%
Fast food operation	10%	5%
All you can eat buffet	7%	1%
Other	10%	9%

*Developed by The Chesapeake Group, Inc. 2019.

- Lathrup Village is not identified as a location frequented for dinner.

ENTERTAINMENT HIGHLIGHTS

- Many residents either participate in or enjoy recreation and attending arts and cultural activities. Residents enjoy the following activities outside of their homes.

Table 9 – Activities in Which Residents Enjoy or Perform Outside the Home*	
Activity	Percent
Outside of Home Activity	Percent
Regularly scheduled exercises	55%
Playing music	45%
Dance	39%
Photography	27%
Any other arts and crafts of any type	25%
Peer book club or discussions on other topics	20%
Other performing arts	17%
Adult education classes	17%
Painting	16%
Writing, production, acting, or other involvement in live theater	15%
Readings or poetry	11%
Technology-driven activity such as 3D printing	9%
Computer training	8%
Film production	3%
Pottery production	3%

*Developed by The Chesapeake Group, Inc., 2019.

- About six in ten seek entertainment outside the home with a frequency of at least once/month.

Table 10 – Frequency Entertainment Activity Sought*

Frequency	Percent
A few times/week	9%
About once/week	13%
About twice/month	23%
Once/ month	14%
4 to 9 times/year	18%
Once or twice/year	8%
Less often than once/year	18%

*Developed by The Chesapeake Group, Inc., 2019.

HOUSING

- Ninety-six percent of the households own the home in which they live in the Lathrup Village area.
- Ninety-nine percent live in Michigan full-time, with ninety-five percent living there eleven or more months in a year.
- Ninety-five percent reside in single-family homes.
- Eighty-six percent of the homes have at least three-bedrooms.
- Seventy-five percent have rooms or areas dedicated to work, crafts, or other activities.
- The average square footage of homes is 1,900.
- Almost one-half (47%) of all households have lived in their current home in the Lathrup Village area for 10 or more years.
- The average monthly rent or mortgage payments are \$875, including those with no monthly mortgage or rent payments.
- The average monthly rent or mortgage payments are \$1,400, excluding those with no monthly rent or mortgage payments. About four in ten households have no monthly payments reflecting tenure, living with other relatives, and different situations.

Table 11 - Monthly Rent or Mortgage Payment*	
Monthly Payment	Percent
None	38%
Less than \$750/month	4%
\$750 to \$999/month	5%
\$1,000 to \$1,249/month	14%
\$1,250 to \$1,499/month	14%
\$1,500 to \$1,749/month	16%
\$1,750 to \$1,999/month	4%
\$2,000 to \$2,499/month	5%

*Developed by The Chesapeake Group, Inc., 2019.

- About one-half of all households say they may be or are likely to move from their current home in the next five years.

Table 12 - Likely to Move in Next Five years*

Likely to Move	Percent
Yes	22%
No	50%
Maybe	28%

*Developed by The Chesapeake Group, Inc., 2019.

- For those that may or are likely to move, the majority will seek the same size or smaller units than that which they currently occupy.

Table 13 - Likely Size of Future Housing Unit*	
Size of the Future Unit	Percent
Larger	12%
Smaller	37%
Same	38%
Uncertain	14%

*Developed by The Chesapeake Group, Inc., 2019.

- Life-style and changes in medical conditions are the two primary reasons for likely moves.
- Only fifteen percent of those that are likely or may move believe they will move from Michigan.
- One-fourth of all households believe that someone will move from their home in the next three years to create a new household.
- For those that may or are likely to move, "walkability" is a significant issue in the relocation. About three-fourths (74%) of all households that will potentially move defined being near work, recreational opportunities, and walking areas as being either "extremely important" or "very important." No responding household defined walkability as "not being important at all," and only six percent identified it as being "not so important."

Table 14 - Importance of Being Near Work, Recreation, and Walking Areas*	
Importance	Percent
Extremely important	39%
Very important	35%
Somewhat important	20%
Not so important	6%
Not at all important	0%

*Developed by The Chesapeake Group, Inc. 2019.

TRANSPORTATION

- There is an average of 2.2 vehicles per household.

- About eight in ten households have one or more members that walk at least a few times per month for work, recreation, and health reasons. Six in ten households have one or more members that walk at least once a week for work, recreation, and health reasons.

Table 15 - Frequency of Riding a Bicycle or Walking for Work, Recreation, or Health*						
Means	Once/ week or +	A few times/mont h	Once/ month	A few times/year	Less Often	Rarely or never
Bicycle	23%	12%	10%	14%	7%	36%
Walk	61%	20%	4%	8%	1%	6%

*Developed by The Chesapeake Group, Inc. 2019.

ADDITIONAL INFORMATION FOR PLANNING PURPOSES

Most households defined the availability of all but housing options, the availability of professional and personal services, and walking experiences that are safe, comfortable, and interesting in Lathrup Village as either "poor" or "fair."

Table 16 - Perceptions of Specific Lathrup Village Characteristics or Qualities*					
Quality/Characteristic	Poor	Fair	Good	Very Good	Excellent
Housing options	1%	8%	31%	41%	19%
Availability of professional and personal services	14%	27%	31%	22%	6%
Shopping options to which I can walk	67%	23%	7%	2%	0%
Lathrup Village's shopping experience	58%	30%	9%	4%	0%
Lathrup Village's restaurant options	38%	43%	15%	1%	2%
Walking experiences that are safe, comfortable, and interesting	15%	21%	32%	26%	6%
The availability of places that I can live. recreate, walk, and work at pr near one location	27%	34%	26%	12%	1%

*Developed by The Chesapeake Group, Inc. 2019.

DEMAND ESTIMATES/MARKETABLE ACTIVITY

The following are estimates of marketable activity for Lathrup Village. The opportunities are not linked to any specific proposal or land area.

HOUSING

Based on historical patterns in the County, Village, as well as an additional database derived from The Chesapeake Group's surveys of residents in other areas of the County, the potential for new housing units in Lathrup Village is defined. Two scenarios are presented for senior housing. One is defined as "Market Share," while the other is called "Increased Market Share." Market share is an important economic concept implying "holding one's own" or maintaining economic parity. It is noted that both estimates are do not reflect holding capacity of available land, buildings, current zoning, current planned activity, or any existing development

regulations. To achieve the figures, which are based solely on market factors, will require redevelopment or other similar options.

As contained in Table 16, the market could support 77 additional non-senior-oriented housing units and 130 market-rate senior-related housing in Lathrup Village by 2030. In the “Increased Market Share” alternative, Lathrup Village could support a total of roughly 150 new senior-related housing units by 2030. These could be in the form of single-family structures or non-single-family structures such as duplexes, townhome, mid-rise three to four-story structures, and other attached structures. Furthermore, many of the residents of the new housing would likely result from the relocation of existing residents, freeing existing housing for households headed by other active adults or younger.

Table 17 - Housing Opportunities for Lathrup Village*		
Lathrup Village Opportunity - Non-Senior Specific		Total
2020 to 2030		77
Niche Senior Housing (market rate)	Increased Market Share	Market Share
2020 to 2030	150	130

*Developed by The Chesapeake Group, Inc. 2019.

RETAIL GOODS & RELATED SERVICES

New rooftops (additional housing units) result in increased spending and demand for retail goods and related supportable space. It is noted that no jurisdiction can be expected to capture all demand created by any market. Spending will occur in many places, including operations near home and work. Online purchases, vacation spending, and other activity diminish local sales. On the other hand, people working within the area, employed nearby, and those coming to the Village for a range of purposes will spend money in the Village. Particularly during midday, people who work near the Village come to the Village for food services and other retail. Some dollars are exported, while others are imported to the Village.

Based on the anticipated growth in rooftops, Lathrup Village is expected to be only able to support any additional square feet of retail goods and related services space by 2030. On the other hand, there is the potential to capture exported space in "Food," "General Merchandise," and "Miscellaneous" retail that includes operations such as Barber/Beauty salons, Book Stores, Florist/ Nurseries, Paper/Paper Products, and Gifts and Novelties. The catalytic activity and focus would be on specialty food activity.

Table 18 - Potential Retail Space Derived from Added Rooftops Only*			
Category	2020 Sq Ft	2030 Sq Ft	2020-30 Sq Ft
Food	20,560	22,407	1,759
Eat/Drink	30,276	32,995	2,719
General Merchandise	103,789	113,114	9,324
Furniture	4,413	4,810	397
Transportation	44,779	48,803	4,025
Drugstore	7,886	8,594	709
Apparel	14,707	16,027	1,320
Hardware	39,197	42,722	3,521
Vehicle Service	27,441	29,908	2,467
Miscellaneous	68,863	75,055	6,185
TOTAL	361,911	394,435	32,426

*Developed by The Chesapeake Group, Inc. 2019.

OFFICE SPACE

The office market continues to change with the increased emphasis on flexible work arrangements, co-working space, and in-home live/work activity. Added rooftops increase demand for professional services and related space derived from the new households. Rooftop growth and the identified desire of people to work near home also provides the opportunity for office space growth.

New demand generates about 137,000 square feet of office space by 2030. However, about forty-five percent of the space will be "in homes." There is a potential unmet niche for co-working space in Lathrup Village. Personal and professional service space should be viewed as likely uses to fill vacant spaces.

CONCLUSIONS & SUGGESTED ACTIONS TO FACILITATE OPPORTUNITIES

The following are potential policies and actions to strengthen economic activity and to enhance the ability to seize anticipated future opportunities.

Enhance walkability within neighborhoods.

Create or enhance spaces for activity for meetings, small family events, etc.

Expand specialty food opportunities beyond the traditional farmers' market.

While reinvestment is apparent through enhanced facades, growth in personal and professional services' space, and new restaurants, in the main commercial corridor of the Village continues to be hindered by a catalytic effort on the former school buildings and property and contiguous properties.

The following should be further explored to mitigate conditions.

Recruit a developer or developer partner to buy, lease, or pursue partnership options with current owners.

Explore mixed-use of activity on the site and buildings that include active adult and the gamut of senior living arrangements

Utilize space on first floors for pop-up retail activity year-around and seasonal

Explore reuse for the above in combination with co-working space.

Expand community activity space for arts, culture, educational training.

The following is also suggested.

If needed to increase development density options, explore the transitioning of alleys in the rear of the key parcels to private use or consideration in density requirements.

Consider and explore funding for potential five-year tax abatement, an equity financing fund, public-private investment funding entity for a stake in redevelopment, or other mechanisms to diminish short-term redevelopment risk and increase the probability of property redevelopment.

APPENDIX

Condos

Avg Square Feet	\$/Sq Ft	Avg HOA Monthly Fee
919	94	272

Rentals

Square Feet	Rent/Month	#/sq ft
1149	1323	1.15

Weekly Spending	Percent
Less than \$35	4%
\$35 to \$44.99	5%
\$45 to \$59.99	3%
\$60 to \$74.99	13%
\$75 to \$99.99	14%
\$100 to \$124.99	21%
\$125 to \$149.99	17%
\$150 to \$199.99	10%
\$200 to \$249.99	5%
\$250 to \$299.99	4%
\$300 or more	2%

*Developed by The Chesapeake Group, Inc., 2019.

Locations for Lunch

10 Mile
 12 Mile
 Birmingham
 Detroit
 Ferndale
 Lathrup Village
 Midtown Detroit
 Novi
 Pontiac
 Royal Oak
 Southfield
 Village Glen
 Warren
 West Bloomfield

*Developed by The Chesapeake Group, Inc., 2019.

Locations frequented for dinner

10 Mile and Evergreen
11 and Evergreen
12 Mile & Southfield
Berkley
Birmingham
Clawson
Detroit
Farmington Hills
Ferndale
Oak Park
Pontiac
Royal Oak
Southfield

*Developed by The Chesapeake Group, Inc., 2019.

Online purchases

Frequency	Percent
A few times/week	22%
About once/week	27%
About twice/month	16%
Once/ month	11%
4 to 9 times/year	11%
Once or twice/year	9%
Less often than once/year	4%

*Developed by The Chesapeake Group, Inc., 2019.

Size	Percent
Under 750 square feet	1%
1,000 to 1,999 square feet	51%
2,000 to 2,499 square feet	26%
2,500 to 2,999 square feet	15%
3,000 to 3,499 square feet	4%
3,500 square feet or more	1%

*Developed by The Chesapeake Group, Inc., 2019.

Primary Reason For Move	Percent
life-style changes	24%
increase in the number of people living in the residence	3%
decrease in the number of people living in the residence	9%
housing market conditions	8%

rental conditions	0%
changes in a household member's physical conditions/medical change	18%
changes in fiscal conditions	6%

*Developed by The Chesapeake Group, Inc., 2019.

Category	2020 Sales	2030 Sales	2020-30 Sales	2020 Sq Ft	2030 Sq Ft	2020-30 Sq Ft
Food	12,925,000	14,086,000	1,106,000	20,560	22,407	1,759
Eat/Drink	12,716,000	13,858,000	1,142,000	30,276	32,995	2,719
General Merchandise	17,487,000	19,058,000	1,571,000	103,789	113,114	9,324
Furniture	1,917,000	2,090,000	172,000	4,413	4,810	397
Transportation	13,663,000	14,891,000	1,228,000	44,779	48,803	4,025
Drugstore	8,044,000	8,766,000	723,000	7,886	8,594	709
Apparel	5,300,000	5,776,000	476,000	14,707	16,027	1,320
Hardware	9,619,000	10,484,000	864,000	39,197	42,722	3,521
Vehicle Service	11,272,000	12,285,000	1,013,000	27,441	29,908	2,467
Miscellaneous	17,244,000	18,794,000	1,549,000	68,863	75,055	6,185
Advert. Signs, etc.	275,904	300,704	24,784	1,003	1,093	90
TOTAL	110,187,000	120,088,000	9,844,000	361,911	394,435	32,426

*Developed by The Chesapeake Group, Inc., 2019.

Sub-category	2020 Sales	2030 Sales	2020-30 Sales	2020 Sq Ft	2030 Sq Ft	2020-30 Sq Ft
Food	12,925,000	14,086,000	1,106,000	20,560	22,407	1,759
Supermarkets	10,792,375	11,761,810	923,510	16,352	17,821	1,399
Independents	1,034,000	1,126,880	88,480	2,585	2,817	221
Bakeries	284,350	309,892	24,332	948	1,033	81
Dairies	168,025	183,118	14,378	467	509	40
Others	646,250	704,300	55,300	208	227	18
Eat/Drink	12,716,000	13,858,000	1,142,000	30,276	32,995	2,719
General Merchandise	17,487,000	19,058,000	1,571,000	103,789	113,114	9,324
Dept. Stores	6,190,398	6,746,532	556,134	25,793	28,111	2,317
Variety Stores	1,259,064	1,372,176	113,112	7,406	8,072	665
Jewelry	1,206,603	1,315,002	108,399	1,699	1,852	153
Sporting Goods/Toys	1,906,083	2,077,322	171,239	7,624	8,309	685
Discount Dept.	6,557,625	7,146,750	589,125	59,615	64,970	5,356
Antiques, etc.	87,435	95,290	7,855	380	414	34

Others	279,792	304,928	25,136	1,272	1,386	114
Furniture	1,917,000	2,090,000	172,000	4,413	4,810	397
Furniture	289,467	315,590	25,972	934	1,018	84
Home Furnishings	398,736	434,720	35,776	1,477	1,610	133
Store/Office Equip.	302,886	330,220	27,176	631	688	57
Music Instr./Suppl.	82,431	89,870	7,396	412	449	37
Radios,TV, etc.	843,480	919,600	75,680	959	1,045	86
Transportation	13,663,000	14,891,000	1,228,000	44,779	48,803	4,025
New/Used Vehicles	4,782,050	5,211,850	429,800	11,955	13,030	1,075
Tires, Batt., Prts.	6,025,383	6,566,931	541,548	25,106	27,362	2,256
Marine Sales/Rentals	724,139	789,223	65,084	1,957	2,133	176
Auto/Truck Rentals	2,131,428	2,322,996	191,568	5,761	6,278	518
Drugstore	8,044,000	8,766,000	723,000	7,886	8,594	709
Apparel	5,300,000	5,776,000	476,000	14,707	16,027	1,320
Men's and Boy's	694,300	756,656	62,356	1,736	1,892	156
Women's and Girl's	1,759,600	1,917,632	158,032	4,756	5,183	427
Infants	111,300	121,296	9,996	371	404	3
Family	1,473,400	1,605,728	132,328	5,894	6,423	529
Shoes	1,107,700	1,207,184	99,484	1,259	1,372	113
Jeans/Leather	21,200	23,104	1,904	71	77	6
Tailors/Uniforms	95,400	103,968	8,568	477	520	43
Others	37,100	40,432	3,332	143	156	13
Hardware	9,619,000	10,484,000	864,000	39,197	42,722	3,521
Hardware	4,655,596	5,074,256	418,176	16,929	18,452	1,521
Lawn/Seed/Fertil.	182,761	199,196	16,416	538	586	48
Others	4,780,643	5,210,548	429,408	21,730	23,684	1,952
Vehicle Service	11,272,000	12,285,000	1,013,000	27,441	29,908	2,467
Gasoline	3,832,480	4,176,900	344,420	2,643	2,881	238
Garage, Repairs	7,439,520	8,108,100	668,580	24,798	27,027	2,229
Miscellaneous	17,244,000	18,794,000	1,549,000	68,863	75,055	6,185
Advert. Signs, etc.	275,904	300,704	24,784	1,003	1,093	90
Barber/Beauty shop	1,051,884	1,146,434	94,489	5,259	5,732	472
Book Stores	793,224	864,524	71,254	4,407	4,803	396
Bowling	396,612	432,262	35,627	3,966	4,323	356
Cig./Tobacco Dealer	120,708	131,558	10,843	241	263	22
Dent./Physician Lab	689,760	751,760	61,960	2,122	2,313	191
Florist/Nurseries	1,293,300	1,409,550	116,175	3,043	3,317	273
Laundry, Dry Clean	586,296	638,996	52,666	1,954	2,130	176
Optical Goods/Opt.	413,856	451,056	37,176	1,182	1,289	106
Photo Sup./Photog.	1,189,836	1,296,786	106,881	3,400	3,705	305
Printing	1,396,764	1,522,314	125,469	5,079	5,536	456
Paper/Paper Prod.	741,492	808,142	66,607	3,707	4,041	333
Gifts/Cards/Novel.	2,465,892	2,687,542	221,507	8,220	8,958	738
Newsstands	137,952	150,352	12,392	276	301	25
Video Rent/Sales	2,241,720	2,443,220	201,370	11,209	12,216	1,007
Others	3,448,800	3,758,800	309,800	13,795	15,035	1,239
TOTAL	110,187,000	120,088,000	9,844,000	361,911	394,435	32,426

*Developed by The Chesapeake Group, Inc., 2019.

