

SEE THE FUTURE...

The City of Lathrup Village



A LITTLE HISTORY



WHERE WE'VE BEEN

2007 - Today

- ✓ Convened Visioning Committee
- ✓ Created Planning Commission
- ✓ Developed Master Plan - Village Center
- ✓ Design Concepts for Village Center
- ✓ Updated Downtown Development Plan to include Village Center

WHERE WE'VE BEEN

- ✓ New *clearzoning*® code to implement Master Plan Village Center
- ✓ Design Guidelines for Village Center District
- ✓ Complete Streets in Master Plan - 1st in Oakland County
- ✓ Planning Initiative Award from APA for *clearzoning*® code
- ✓ Developed branding and marketing campaign for City

AN EYE TOWARD THE FUTURE



WHAT THE FUTURE HOLDS



Walkable. Vibrant. **Destination.**

WHAT THE FUTURE HOLDS



Equal parts town square, retail district and **community social hub**

WHAT THE FUTURE HOLDS



Tree-lined streets, **bustling activity**, public spaces

WHAT THE FUTURE HOLDS



Live, work, play: lofts, office, retail/entertainment, parks

WHAT THE FUTURE HOLDS



A welcoming, **diverse community** of residents and businesses

WHAT'S FIRST

EXCITING NEW DIRECTIONS | WHAT'S FIRST

- Giving the city a new “brand voice”
- Developing the matching brand image
- New logo, new tagline
- Redesigned website, with new section focusing on the vision for the future
- New visuals throughout the City
(banners, signage, brochures, etc.)
- A picture paints a thousand words...

EXCITING NEW DIRECTIONS | LOGO



EXCITING NEW DIRECTIONS | TAGLINE

HOMETOWN. DOWNTOWN. **YOUR TOWN.**

EXCITING NEW DIRECTIONS | WEBSITE

www.lathrupvillage.org

lathrup village.org

Personalize your online experience to stay up-to-date on news, events and other information you care about. [View my dashboard](#) [Sign In](#)

CITY OF
LATHRUP
VILLAGE

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SERVICES

BUSINESS/DDA

VISION

■ Transparency in Government

■ Reports

■ FAQ's

■ Staff Directory

■ Employment Opportunities

■ Agenda & Minutes

■ Ordinances

■ E-Services

EMERGENCY
PREPAREDNESS

NOTIFY ME
E-NEWS SIGNUP

NEWSLETTER
COMMUNITY NEWS

PAY ONLINE
TAXES & BILLS

\$

Calendar of Events

April 2012

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5

MON, MAY. 7

City Council Study Session

TUE, MAY. 8

Planning Commission Meeting

MON, MAY. 21

City Council Meeting

Hometown.
Downtown. Your town.

READ MORE

Rich in history and tradition, The City of Lathrup Village has long been a preferred community where people and families of all stripes would gather to live, work, connect with each other and enjoy recreational pursuits.

Based on an innovative and award-winning master plan, what is becoming a reality may be in many ways virtually unrecognizable to those who lived and travelled here before. Borrowing from the past, but with an eye toward the future, Lathrup Village is being transformed into the type of walkable New Urban destination that is so highly desired by a diverse population of both young professionals and Empty Nesters alike.

NEWS FLASH

VIEW ALL

Volunteers Needed! The Recreation Department is putting a call out for volunteers! [Read on...](#)

Lathrup Village Children Garden Annual Arbor Day Bike Parade It's Finally Here! Saturday April 28, 2012 the Annual Bike Parade will get underway! [Read on...](#)

Saturday April 28, 2012 is Arbor Day! Don't miss Arbor Day in Lathrup Village this Saturday 9:30 am- 1:00 pm [Read on...](#)

OPINION POLL

Why are you visiting our site?

● Job Hunting

● Government Information

● Document Download

● Visiting the Area

SUBMIT

QUICK LINKS

■ [Municipal Code](#)

■ [Zoning Ordinance](#)

■ [Master Plan](#)

■ [Oakland County](#)

■ [City Attorney](#)

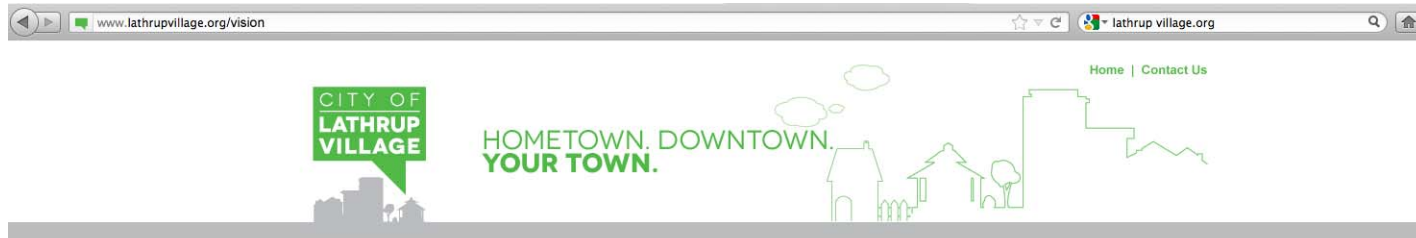
■ [Michigan Secretary of State](#)

VIEW ALL

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EXCITING NEW DIRECTIONS | WEBSITE



THE LEGACY...



Lathrup Village is here today because of the vision and passion of groundbreaking developer Louise Lathrup Kelley, who first purchased a 1,000-acre plot of land in 1923. Kelley and her husband Charles retained a number of well-regarded architects to individually design many of the custom homes that ultimately became distinctive features of the community.

The legacy of that inspired design ethos and attention to detail are still evident today, in a series of interconnected residential neighborhoods that reflect the historic traditions that have shaped the city.

The community has historically been referred to by both citizens and visitors alike as "southeastern Michigan's best-kept secret." Until now...

THE VISION...

Equal parts town square, retail district and community social hub, the future Lathrup Village is anchored more by the experience of being there than by one specific retail or commercial draw. The Lathrup Village city center will soon feature a series of warm, inviting public spaces that encourage pedestrian traffic. Wide sidewalks adorned by alluring park benches, lampposts and attractive landscaping flank shady tree-lined avenues.

For all of its aesthetic, architectural and experiential appeal, Lathrup Village will still define itself by its people acknowledging that blueprints are nothing without footprints, and that, ultimately, it is human activity that defines a community.



THE FUTURE...



The sight of families, young professionals, and couples young and old strolling through downtown Lathrup Village, or visiting the farmer's market, or enjoying a musical performance in the city's public park, will serve as testament to the extent to which the new vision has been successfully applied to the city's strategic development.

With small cafés, restaurants, shops, boutiques and community gathering spaces, Lathrup Village's walkable and engaging city center will offer an appealingly diverse mix of retail, dining and entertainment options to complement the district's planned office and residential components. Newer loft-style residences are to be positioned above a diverse mix of bright canopies and colorful retail storefronts.

The city's architectural growth has been thoughtfully calibrated to convey a sense of permanence, with the feeling of a community that has evolved organically over time. The downtown was conceived with the understanding that the spaces between the buildings are as important as the buildings themselves. Planned commercial and residential development has been integrated into the existing fabric of the

EXCITING NEW DIRECTIONS | **SIGNAGE**



EXCITING NEW DIRECTIONS | SUMMER



Summer in the Village

WHAT'S NEXT

WHAT'S NEXT

- An ongoing communications/marketing program
- Business development & recruitment
- Meeting with developers, retailers, restaurateurs
- Development & redevelopment
- More announcements to come!

WHAT'S NEXT | HISTORIC REUSE



WHAT'S NEXT | Village Center

To further illustrate the Village Center concept, a 2-minute video will simulate a “fly-over” of the Village Center area.

[This link will take you to the video on You Tube.](#)

Village Center Concept

WHAT YOU CAN DO

WHAT YOU CAN DO

- ✓ Give us your feedback
- ✓ Spread the word
- ✓ Be an ambassador
- ✓ Volunteer to help
- ✓ Connect us with potential partners
- ✓ Complete comment card tonight
- ✓ Visit website for additional information

Questions?



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