

Walled Lake  
Statistics

REDISCOVER WALLED LAKE



PRIDE IN OUR PAST

FAITH IN OUR FUTURE

98-650-01



CITY OF  
WALLED LAKE, MICHIGAN

INFORMATIONAL  
PORTFOLIO

JANUARY, 1985

Prepared By:

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Vice-Chairman  
Planning Commission

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## FOREWORD

This informational portfolio is designed to influence new development by making information available to developers, investors and realtors that would likely affect a decision to locate, build or invest in Walled Lake.

We, of the City of Walled Lake, are helping to create a better business climate in Walled Lake - just the right atmosphere and geographic location in which your business can locate or expand.

It's worth noting, Michigan laws permit local governments to grant tax and financial incentives.

We also offer site location assistance and serve as your liaison with units of government at all levels.

Now, if your getting the idea that we have got ourselves one great business community, you're absolutely right. And we haven't finished growing either. Interlaced by all major freeways which provide unparalleled access to business, industrial and governmental locations within the state and elsewhere, we're a prime spot for businesses to consider for relocation. We offer businesses a strong, well-run community, room to grow and a large, skilled work force. How could any business person resist?

Businesses like Walled Lake and Walled Lake likes business.

For information concerning these and other programs and how they can benefit your business, contact us and take advantage of our experience and expertise.

THE CITY OF WALLED LAKE WELCOMES YOU

J. Michael Dornan, City Manager  
1499 E. West Maple  
Walled Lake, MI 48088  
313-624-4847

POPULATION DERIVING INDIRECT SERVICES

Located within a radius of 8 miles reside approximately 161,519 persons deriving indirect services from Walled Lake in the form of:

Walled Lake School Administrative Offices

State of Michigan, Department of Social Services Offices

Walled Lake - United States Post Office

52nd District Court Facility

Nine (9) Churches representing most denominations

250 Merchants and Businesses offering a full compliment of goods and services

VARIOUS FINANCING THAT WALLED LAKE HAS TO OFFER NEW BUSINESSES

Tax Increment Financing

EDC (Economic Development Corporation)

General Obligation Bonds

Special Assessment Bonds

Tax Abatement

### Utilities

- . Electric - Detroit Edison
- . Gas - Consumers Power
- . Telephone - Michigan Bell
- . Water - City of Walled Lake
- . Sanitary Sewer - City of Walled Lake

### Newspapers

- . Walled Lake - Novi News
- . Spinal Column
- . Oakland Press
- . Detroit Free Press
- . Detroit News

Cable - TV available by 1985

### Safety

- . Walled Lake has both separate police and fire departments.
- . 10 Police Officers are available in the City providing over one Officer per 1,000 population ... supported by 8 Auxiliary Officers and 5 patrol cars.
- . 30 Firemen both volunteer and full-time are available for immediate response - Walled Lake has an Underwriter's Policy of 7 and 6.
- . Private Ambulance Service - Emergency run from Maple Road and Pontiac Trail (in minutes) to hospitals:

- St. Josephs'....(20)
- Pontiac Osteopathic....(20)
- Providence Ambulatory Care....(10)
- Botsford....(15)
- West Oakland Ambulatory....(2)
- Henry Ford Hospital Annex....(5)

## THE CITY OF WALLED LAKE

### Government

The City of Walled Lake was Incorporated in 1954 and adopted a Council - Manager form of Government.

### Character

- Population 6,278*
- . Involved citizens provide a stable base for growth and provision of community services.
  - . The historical and present rural characteristics are a strong influence on the character of the community.
  - . The biggest asset of the city is Walled Lake itself, and its natural beauty and dynamic government make for residential, recreational, commercial and industrial growth.
  - . The city has planned for growth to accommodate the needs of its citizens through its comprehensive Master Plan.

### Climate

- . Summer averages 73 degrees, high 90+ degrees
- . Winter averages 25 degrees, low 18 degrees
- . Mean yearly rainfall; 31.1 inches
- . Mean yearly snowfall; 32.1 inches
- . Humidity - moderate
- . Altitude - 949 feet above sea level *Lat: 43-32-16 N Long: 083-28-52 W*
- . Growth Season - 180 days

### Recreation

- . 5 parks incorporating approximately 15 acres
- . Walled Lake Recreation program for Senior Citizens and others
- . Summer outdoor community music concerts at the Walled Lake Villa
- . July 4th Fireworks over the lake
- . Walled Lake Market Days in the fall
- . October - Halloween "Hobgoblin Costume Run" 6miles
- . Magic square in Sims Park
- . 5 minutes to indoor riding stables
- . 15 minutes to Kensington Metro Park - 4,000 acres
- . 15 minutes to Cranbrook Museum/Planetarium
- . 40 minutes to Greenfield Village - Henry Ford Museum

## FOLKLORE AND LEGEND

The question, generally sooner or later, arises as to "How Walled Lake Got Its Name?" There are several versions - even more than that. But for purposes of general interest here are some to consider:

Walled Lake, probably is an aftermath of glacial "bull-dozing" action that occurred eons ago. It is but one of thousands of lakes formed in that manner.

Some simply think Walled Lake found its name by the "Walled" appearance due to the effect of its trees growth and "bluffs".

And, still another version is that it appears at one time the Indians could have built a stone wall across the portion of the far eastern part of the lake so as to trap or hinder fish return as they entered that area to lay eggs in little eddies of water offshore. They point to the visible stones sprawled over a considerable length there. It certainly gives an appearance of a toppled wall.

In connection with the above version and in full recognition that it might, indeed, only be a legend we repeat the following two accounts:

Considerably before the Boston Tea Party, with a touch of our imagination, we can well see perhaps, what Walled Lake looked like then. Probably not unlike a small boy badly in need of a haircut, the wild fastness grew tightly to the shoreline. Tangled vines of grape and sorral nut would have wound themselves over the bluffs, and up around fallen trees and draped downward into the quiet lake waters.

The ageless lament of the morning dove, the splash of the spotted pike or loon and the clap of thunder following jagged lightening were the mainstays for sound hereabouts then.

Encircling the lake through thickets and wooded areas but going around and about the berry bush thorns was a hard beaten Indian foot path. It would have darted toward an especially good fishing haunt and then rejoin itself a ways on.

The Legend goes that in that far, far past - before white men had appeared that an Indian tribe had settled along the northeast portion of Walled Lake's shoreline. It was a peaceful and good life that they lived there until one day they looked across the south shore (which is now a Township Park). There, on the open-faced hill they saw an encampment of what they recognized to be unfriendly Indians who apparently had gained that foothold that very dawn.

Promptly, a ceremonial canoe was dispatched from each side and met halfway in the lake waters with their respective V.I.P.'s to see what was to be done about the matter.

Each had a healthy and deserving respect for the other. It was agreed that the lake was to be divided into north and south halves and each was to respect the territory of each other.

Thereafter the path that encircled the lake still did. But different moccasins of a different tribe trod the north side and stopped midway as did the same on the south side. Likewise the hunting territory followed the same pattern of adjustment off the lake.

It became a lake divided by primitive peoples separated in tribal life and ways, but united, however, in keeping their respective pledges of truce.

This sullen, but determined truce went on for about a year or so until something occurred to break the restraint of the northside tribesmen.

For, in that past year the southside tribesmen had cunningly and steadily piled a wall of stone, just under the water's surface along a naturally shallow sandbar of Walled Lake which was then located, and still is, a short ways distant from what was, until recently, the Walled Lake Amusement Park.

Their intention was unmistakable. They planned to trap fish in the Spring of the year, especially those that spawned up into what is now an outlet to the Rouge River.

Abundance of fish often spelled life or death of a tribe. The northside Indians prepared for an onslaught and breaking of the truce when receding waters of the lake in summer revealed the projecting wall of stone.

Great preparations were underway. The young men flexed their muscles, smeared warpaint on their bodies and leaped seemingly as high as flames they were dancing around. The old men looked stonily southward across the warm, moonlit waters. The women and children stood in the outer ring of the firelight watching the angry, leaping menfolk.

At dawn, the scheduled time for attack, the southside tribesmen had broken camp and disappeared as suddenly as they had come. The whys and wherefores of their sudden departure will perhaps never be known. But, gone they were and the hopped up young warriors faced nothing but an abandoned camp.

Suddenly, they were said to have looked towards the wall of stones and as a one they leaped, jumped, and ran into the shallow waters towards the hated, built-up stone wall. Stones were hurled, rocks rolled away and by late afternoon work that had taken the southside tribesmen weeks to construct was toppled and rendered useless.

Today, should one take a rowboat and go over this site one can see clearly underwater stones strewn along the shallow path of that Indian built stone wall. A herculean task that hate and cunning had directed and that hate and frustration at meeting no enemy had toppled.

There stands today, in Walled Lake, a most ancient tree which is called the Lone Oak under which that War Dance took place. And the very bark, old timers say, was charred from heat of that fire. It could verify this, if only it could talk. Otherwise, we must rely on this account as wafted through time itself from the lips of a knowing Indian grandmother to a listening little savage and from him to his offspring, who in turn perhaps confided it to theirs and finally someone told it at the Old Town Pump and so on down to us.

From the mists of time itself this legend has been wafted down to us. Perhaps it was told to someone by a grizzled old settler in the tap room of the Olde Pioneer Inn who, in turn, had heard it from the lips of a wrinkled and gnarled old Indian squaw, who in turn ... and so on and so on through the many moons of the past as Indians counted time.

Once, an incredible number of years ago when Walled Lake was simply a body of water surrounded by miles and miles of complete wilderness the trees and vines and grasslands grew rampant and unkempt.

Roving bands of Indians would upon an occasion camp there. But they would then move on towards the Big Waters to the eastward, The Great Lakes. Just as cockleburs attach to passing animals so did Walled Lake finally manage to intertwine itself into the fancy of several families in their roamings.

They began to settle about where the present high "bluff" is on the eastern shoreline of Walled Lake. It doubtless served as a "lookout" for them over the blue waters.

The legend has it that a beautiful Indian girl was stepping dutifully behind her intended husband as they gathered wild berries. Their young love was apparently one of those idyllic dream kind that the most ardent of poets would be hard put to describe. According to the legend those two were something to behold. Wherever he went her moccasin feet would follow. Then it happened. It was on an early summer's morning after gathering the berries that he, an ardent fisherman, was raising his stone-tipped barbed spear to hurl at a fish in the clear water far down from the bluff on which he stood. Somehow his foot slipped on a wet, dewey rock. He tumbled down the embankment and in his fall he suffered a broken neck. He died in her arms.

Legend further has it that she was inconsolable. Her family and many friends gathered around her and offered to do anything and all to alleviate her deep hurt and lamentations.

The girl recalled how he had one day dreamed of building a stone barrier wall across that portion of the lake to retain the fish there as food for their little tribe. There was held a Council Meeting that very night. The next morning and for many weeks afterward the tribe labored to accomplish this for her. It was, indeed, a labor of love and each rock symbolized their intense grief for her loss and their determination to carry out the last wish of her departed lover.

Today for all of us to see lies the now crumbled and scattered stone wall, if one were to take a rowboat offshore there and look about. Mute testimony from an incredible period of time of an Indian's unselfish dream for his tribe and the power of love of a most beautiful maiden to so accomplish this.

## THE TRUTH ABOUT WALLED LAKE

Yes, Walled Lake does have a very interesting and true history, even though most of the population would rather romanticize in its Folklore and Legends.

The area of Walled Lake was first settled prior to 1825 by the Pottawattomie Indians on the Western shore of the Lake.

The Lake achieved its name from an apparent stone wall rising five or six feet above the water's edge along the Western bank. The most widely accepted theory by geologists and others to explain the origin of the wall, was that it was formed by the action of the freezing weather causing the ice to accumulate on the surface of the water to a thickness of two feet or more. This, under atmospheric changes, expands from the center outwardly towards the margin, in all directions, with a force which is something wonderful being sufficient on such bodies of water as Walled Lake to move boulders of tons in weight. This caused the boulders to be heaped promiscuously one upon another without regard to size. There is no semblance of regularity of the wall except that the face towards the water is tolerably uniform in its outline.

The wall's top was covered with earth and soil, while in a number of places trees from one to three feet in diameter forced their roots down through the interstices of the loose stones comprising it. From the best known facts, most of the settlers arrived in Walled Lake from New York and other Eastern states to farm the land.

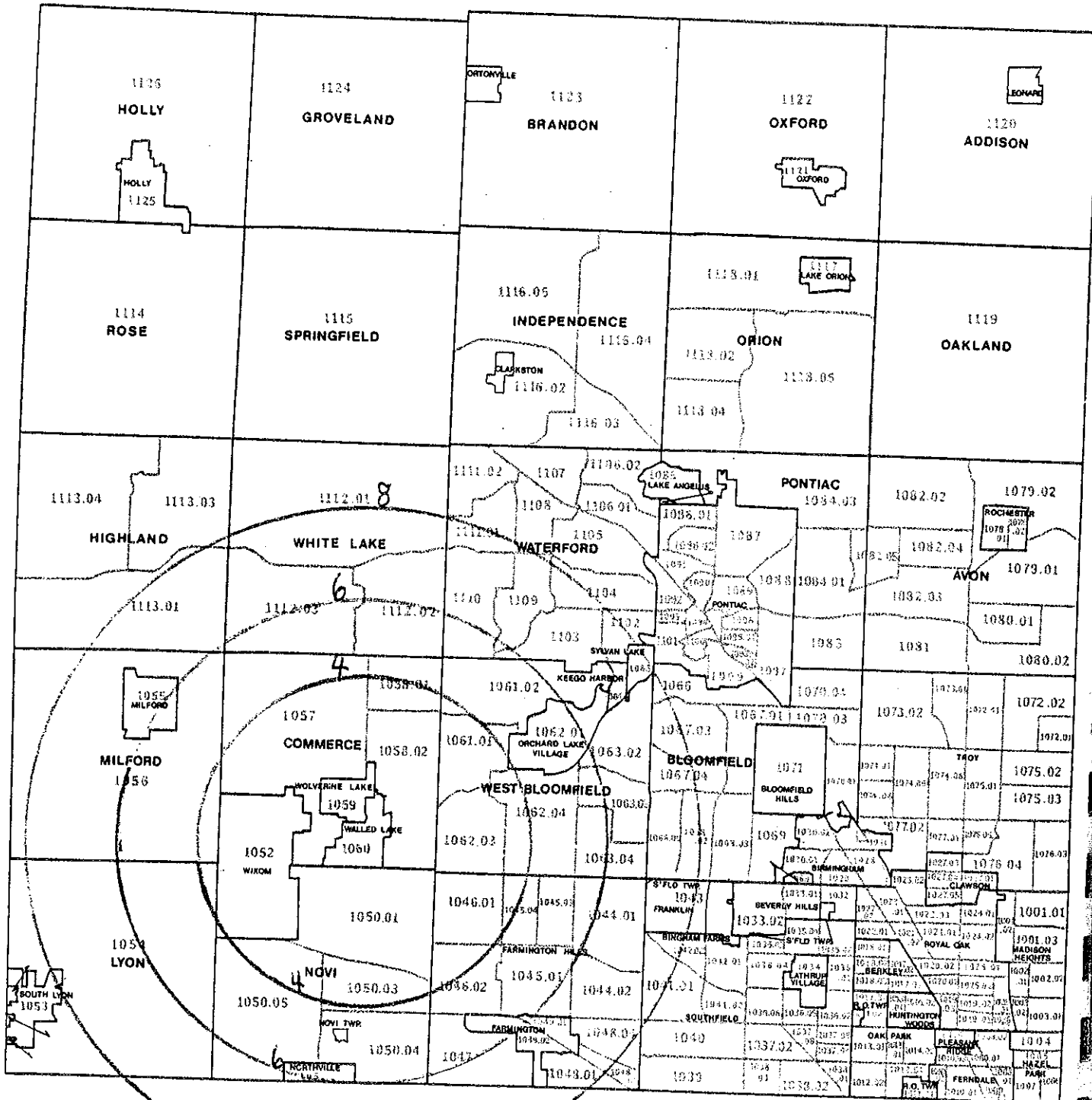
The old Town Pump stood at the intersections of Liberty and Main Streets and provided water for horses. The Town Pump still stands today and through some renovations to preserve its heritage in the Historical District has become Pepino's Restaurant, a fine place for dining.

## HISTORICAL ACCOUNTS AND LEGENDS

Walled Lake was situated along the path of an old Indian Trail which bridged Grand Rapids with Detroit. The name Walled Lake comes from legends and Indian tales passed down through the years from the Pottawattomie branch of the Algonquin Tribe.

- . 1825, Walled Lake was founded by Walter B. Hewitt from New York who built a log cabin near the corner of Barnston and Walled Lake Drive, and the land sold for \$2.00 an acre.
- . 1826, Bela Armstrong settled on a farm located near Pontiac Trail and Ladd Road. His was the first death recorded, in 1827.
- . 1834, The Walled Lake Cemetery was laid out on his farm and his remains were interred there.
- . 1831, The first white child was born in the community, George R. Tuttle.
- . 1833, The first general store was opened by William Adams and the first school was established with Mrs Fanny Tuttle as schoolmistress, in a log cabin near the cemetery.
- . 1834, The Baptist Church was the first church organized.
- . 1838, The Methodist Church was organized.
- . 1851, The area kept in touch with news and supplies from the outside world by stage coach on the Pontiac-Milford Route owned by George C. Hungerford.

# OAKLAND COUNTY MICHIGAN



## 1980 CENSUS TRACTS

Census Tract Number  
 Census Tract Boundary

## SOUTH EAST MICHIGAN COUNCIL OF GOVERNMENTS (SEMCOG)

## PROJECTION OF POPULATION AND HOUSEHOLDS WITHIN AN 8 MILE RADIUS

<u>Municipality</u>	<u>1970</u>	<u>1975</u>	<u>1980</u>	<u>1985</u>	<u>1990</u>	<u>1995</u>	<u>2000</u>
Commerce Twp.	Population 3,840	17,295	18,782	21,880	24,470	26,747	25,934
	Households	5,338	5,853	6,992	8,082	9,104	9,652
Highland Twp.	Population 2,301	12,999	16,819	18,826	21,231	23,666	25,363
	Households	4,041	5,170	6,038	7,134	8,117	8,913
Lyon Twp.	Population 1,347	6,312	8,010	9,617	11,494	15,173	22,346
	Households	2,098	2,530	2,988	3,568	4,758	7,155
Milford Twp.	Population 2,561	2,945	5,073	6,867	7,998	8,596	9,174
	Households	646	931	1,495	2,017	2,581	2,864
Milford Village	Population 1,325	6,656	5,518	5,163	5,033	5,068	4,982
	Households	2,043	1,867	1,870	1,932	2,015	2,032
WALLED LAKE	Population 3,758	4,687	4,924	4,938	4,896	4,887	5,269
	Households	1,066	1,534	1,764	1,892	2,063	2,280
White Lake Twp.	Population 4,023	18,389	24,987	26,271	29,098	31,379	31,986
	Households	1,066	5,867	8,047	8,585	11,045	11,562
Wixom	Population 2,008	4,892	9,333	10,418	9,724	9,937	9,908
	Households	609	1,903	3,448	4,043	4,319	4,502
Wolverine Lake	Population 4,301	5,009	5,120	4,618	4,242	3,998	3,865
	Households	1,155	1,461	1,494	1,494	1,494	1,494
Keego Harbor	Population 1,001	3,358	3,064	2,845	2,782	2,995	3,026
	Households	1,001	1,211	1,173	1,146	1,295	1,333
Orchard Lake	Population 1,487	1,481	1,628	1,742	1,930	2,211	2,625
	Households	410	481	544	592	796	974
Sylvan Lake	Population 2,217	2,048	1,961	1,864	1,812	1,788	1,822
	Households	697	723	736	734	755	782

<u>COMMUNITY</u>	<u>DWELLING UNITS</u>	<u>WESTERN OAKLAND COMPARISON</u>		<u>DENSITY<sup>1</sup></u>
		<u>STREET MILES</u>	<u>(WHEEL)</u>	
Commerce Township	6301	119.5	(125.5)	52.7
Highland Township	5668	126.4	(112.9)	44.8
Lyon Township	2552	95.8	( 71.6)	26.6
Milford Township	1627	71.7	( 75.3)	22.7
Milford Village	1778	20.0	-	88.9
<b>WALLED LAKE</b>	1906	22.1	-	86.2
White Lake Township	7562	168.5	(160.9)	44.9
Wixom	3571	33.6	-	106.3
Wolverine Lake	<u>1616</u>	<u>20.8</u>	-	<u>77.8</u>
Sub-total	32,581	678.4	-	48.0
Keego Harbor	1324	10.8	-	122.6
Orchard Lake	554	20.3	-	27.3
Sylvan Lake	<u>837</u>	<u>8.8</u>	-	<u>95.1</u>
Sub-total	2,715	39.9	-	68.0
<b>TOTAL</b>	35,296	718.3	-	49.1

<sup>1</sup>Density is derived by dividing DU's by Street Miles

OAKLAND COUNTY ROAD COMMISSION

TRAFFIC DEPARTMENT

VOLUME COUNTS

ROAD NAME Pontiac Trail/Maple Intersection TOWNSHIP City of Palled Lake

LOCATION Weather/Rd. Condition: Cloudy/Dry

Time	Date	PONTIAC TRAIL, Speed limit 45MPH			MAPLE ROAD, Speed limit 35 MPH			TOTAL
		Northbound	Southbound	NB&SB Total	Eastbound	Westbound	EB&WB Total	
12 M		109	73	182	0	92	92	274
1 a.m.		40	31	71	0	30	30	101
2 a.m.		25	20	45	0	36	36	81
3 a.m.		13	15	28	0	14	14	42
4 a.m.		84	31	115	0	14	14	129
5 a.m.		46	149	195	0	20	20	215
6 a.m.		179	287	466	0	64	64	530
7 a.m.		421	495	916	0	163	163	1079
8 a.m.		530	534	1064	0	257	257	1321
9 a.m.		485	437	922	0	315	315	1237
10 a.m.		530	395	925	0	310	310	1235
11 a.m.		629	507	1136	0	501	501	1637
12 noon		692	565	1257	0	620	620	1877
1 p.m.		622	557	1179	0	513	513	1692
2 p.m.		601	511	1112	0	450	450	1562
3 p.m.		677	518	1195	0	564	564	1759
4 p.m.		784	554	1338	0	583	583	1921
5 p.m.		839	563	1402	0	755	755	2157
6 p.m.		687	537	1224	0	569	569	1793
7 p.m.		461	394	855	0	431	431	1286
8 p.m.		396	290	686	0	330	330	1016
9 p.m.		302	213	515	0	288	288	803
10 p.m.		238	152	390	0	179	179	569
11 p.m.		152	116	268	0	123	123	391
<b>Total</b>		9542	7944	17486	0	7221	7221	24707

CITY OF WALLED LAKE

SOUTH EAST MICHIGAN COUNCIL OF GOVERNMENTS (SEMCOG)

PROJECTION OF POPULATION AND HOUSEHOLDS WITHIN AN 8 MILE RADIUS

<u>Municipality</u>	<u>1970</u>	<u>1975</u>	<u>1980</u>	<u>1985</u>	<u>1990</u>	<u>1995</u>	<u>2000</u>	
<b>Farmington</b>	Population Households	10,516 3,131	12,244 4,277	11,123 4,270	10,827 4,474	10,357 4,514	10,936 4,979	10,547 5,005
<b>Farmington Hills</b>	Population Households	49,878 13,357	52,910 16,998	65,134 21,920	63,493 22,492	66,721 25,323	64,357 25,809	67,929 28,241
<b>Waterford</b>	Population Households	59,111 <u>16,835</u> 185,351	59,313 18,883	66,205 22,796	65,832 <u>23,884</u> 255,201	65,499 25,095	63,012 25,204	65,889 <u>27,045</u> 290,665

OAKLAND COUNTY ROAD COMMISSION

TRAFFIC DEPARTMENT

VOLUME COUNTS

ROAD NAME W. Walled Lake Drive TOWNSHIP City of Walled Lake

LOCATION Between Pontiac Trail & Angle St.

Date Time	Eastbound 9-13-84	Westbound 9-13-84			
7-8 A.M.	473	266			
8-9	398	210			
9-10	289	152			
10-11	277	168			
11-12	273	232			
12-1 P.M.	319	252			
1-2	218	261			
2-3	274	297			
3-4	315	303			
4-5	348	430			
5-6	347	517			
6-7	292	432			
7-8	229	343			
8-9	142	281			
9-10	82	247			
10-11	79	181			
11-12	66	74			
12-1 A.M.	45	77			
1-2	17	38			
2-3	20	26			
3-4	9	24			
4-5	18	9			
5-6	72	21			
6-7	288	70			
Total	4890	4911			
	Total:	9801			

OAKLAND COUNTY ROAD COMMISSION  
TRAFFIC DEPARTMENT  
VOLUME COUNTS

ROAD NAME Decker and Maple Intersection TOWNSHIP City of Walled Lake

LOCATION Weather/Rd condition: Cloudy/Dry

Time	Date	DECKER ROAD, Speed Limit 35 MPH		MAPLE ROAD, Speed Limit 45 MPH				Total
		Northbound	Southbound	NB & SB Total	Eastbound	Westbound	EB & WB Total	
12 M		56	15	71	53	82	135	206
1 a.m.		34	12	46	23	43	66	112
2 a.m.		25	13	38	16	29	45	83
3 a.m.		14	12	26	12	14	26	52
4 a.m.		9	6	15	14	4	18	33
5 a.m.		25	52	77	30	16	46	123
6 a.m.		69	153	222	154	36	190	412
7 a.m.		187	292	479	292	129	421	900
8 a.m.		143	345	488	387	177	564	1952
9 a.m.		94	178	272	303	188	491	763
10 a.m.		120	134	254	244	187	431	685
11 a.m.		175	164	339	322	241	563	902
12 noon		252	185	437	520	517	1037	1474
1 p.m.		222	231	453	495	253	748	1201
2 p.m.		247	151	398	411	287	698	1096
3 p.m.		336	200	536	438	407	845	1381
4 p.m.		439	219	658	489	386	875	1533
5 p.m.		531	200	731	534	573	1107	1838
6 p.m.		350	190	540	336	331	667	1207
7 p.m.		211	178	389	229	182	411	800
8 p.m.		159	99	258	173	184	357	615
9 p.m.		173	64	237	149	126	275	512
10 p.m.		101	64	165	106	107	213	378
11 p.m.		95	44	139	62	74	136	275
<b>Total</b>		<b>4067</b>	<b>3201</b>	<b>7268</b>	<b>5792</b>	<b>4573</b>	<b>10365</b>	<b>17633</b>

OAKLAND COUNTY ROAD COMMISSION

TRAFFIC DEPARTMENT

VOLUME COUNTS

ROAD NAME: Angle St.

TOWNSHIP: City of Walled Lake

LOCATION: Between W. Walled Lake Dr. & Ladd

Date Time	9-13-84						
7-8 A. M.	700						
8-9	579						
9-10	422						
10-11	392						
11-12	444						
12-1 P. M.	533						
1-2	434						
2-3	506						
3-4	586						
4-5	667						
5-6	780						
6-7	656						
7-8	495						
8-9	337						
9-10	296						
10-11	213						
11-12	155						
12-1 A. M.	121						
1-2	50						
2-3	47						
3-4	30						
4-5	28						
5-6	88						
6-7	347						
Total	8906						

POPULATION AND BUSINESS FACTS OF WALLED LAKE MARKET AREA

How Income is Derived in Oakland County Households	Earnings	Social Security	Public Assistance
Commerce Twp	93%	15%	4%
Farmington	75%	34%	1%
Farmington Hills	90%	17%	2%
Highland Twp	88%	17%	6%
Keego Harbor	85%	20%	8%
Lyon Twp	88%	19%	4%
Milford	84%	22%	7%
Northville	97%	11%	3%
Novi	93%	13%	2%
South Lyon	84%	26%	4%
Sylvan Lake	81%	27%	2%
<b>WALLED LAKE</b>	84%	18%	8%
Wixom	93%	11%	3%
White Lake Twp	91%	15%	5%
West Bloomfield	94%	12%	1%

OCCUPATIONS HELD BY OAKLAND COUNTY RESIDENTS

Area	Mgrs. & Profess.	Tech Sales & Adm Support	Service	Farm, Forest & Fishing	Skilled Workers	Operative Laborers
Commerce Twp	24%	33%	12%	1%	16%	15%
Farmington	31%	38%	11%	0%	10%	9%
Farmington Hills	39%	32%	10%	0%	10%	8%
Highland Twp	18%	28%	12%	2%	17%	23%
Keego Harbor	18%	25%	16%	1%	14%	26%
Lyon Twp	21%	29%	12%	2%	18%	19%
Milford Village	23%	29%	14%	0%	18%	15%
Milford Twp	29%	28%	9%	2%	18%	14%
Northville	33%	39%	8%	1%	10%	9%
Novi	31%	36%	9%	1%	12%	11%
South Lyon	19%	32%	15%	1%	14%	19%
Sylvan Lake	37%	31%	14%	0%	7%	11%
<b>WALLED LAKE</b>	23%	31%	14%	1%	14%	18%
White Lake Twp	22%	30%	12%	1%	17%	17%
Wixom	26%	35%	11%	0%	13%	13%
Wolverine Lake	25%	37%	10%	1%	10%	17%

OAKLAND COUNTY COMMUNITIES

<u>With Greatest % of Skilled Workers</u>		<u>With Lowest % of Skilled Workers</u>	
Milford Village	18%	Sylvan Lake	7%
Milford Twp	18%	W. Bloomfield Twp	8%
Highland Twp	17%	Farmington	10%
White Lake Twp	17%	Farmington Hills	10%
Commerce Twp	16%	Northville	10%
Keego Harbor	14%		
<b>WALLED LAKE</b>	14%		

OAKLAND COUNTY RESIDENTS 16 & OLDER IN THE WORK FORCE

Area	Total Persons 16 & Older	Civilian Labor Force	Employed	Unemployed	Armed Forces	Not in Labor Force
Commerce Twp	13,663	9,574	8,614	960	0	4,089
Farmington	9,270	5,646	5,363	283	0	3,624
Farmington Hills	44,449	30,615	28,742	1,873	0	13,884
Highland Twp	11,406	7,787	6,827	960	7	3,810
Keego Harbor	2,427	1,691	1,542	149	0	736
Lyon Twp	5,212	3,584	3,190	394	0	1,628
Milford	3,602	2,442	2,224	218	5	1,155
Milford Twp	3,719	2,427	2,218	209	0	1,292
Northville	2,103	1,512	1,144	70	0	591
Novi	16,827	12,178	11,367	811	0	4,649
Orchard Lake	1,412	841	800	41	0	571
South Lyon	3,915	2,434	2,145	289	0	1,481
Sylvan Lake	1,594	1,066	988	78	0	528
<b>WALLED LAKE</b>	3,489	2,432	2,193	239	14	1,043
White Lake Twp	15,484	10,593	9,630	963	8	4,883
Wixom	5,340	4,206	3,844	362	0	1,134
Wolverine Lake	3,476	2,568	2,341	227	0	908

## GOOD THINGS ABOUT OAKLAND COUNTY

- Oakland County is large - over 900 square miles
- Over 25,000 business establishments in Oakland County
- High Growth - in past decade grew more than 99% of counties in U.S.
- High Income - Oakland is 2nd largest, highest income county in U.S.
- Population is over one million
- The highest income community in U.S. is located in Oakland County
- Based on population Oakland is 2nd largest county in Michigan (83 counties) and 25th largest county (of 3,137 counties) in U.S.
- Room to grow - over half of Oakland is non-urban
- Annual payroll earned in Oakland County exceeds \$7 billion
- Quality of Life - over 400 lakes, 50,000 acres of recreation areas: 9 county parks, 8 state parks, 3 metro parks
- Skilled labor force
- 14 colleges and universities in Oakland
- 8 major regional shopping centers in Oakland
- 31 local community newspapers
- 4 general aviation airports
- No toll roads
- 11 major acute-care hospitals, 40 long term care facilities
- Over 200 churches and synagogues
- 2 open air theaters, 5 downhill ski hills
- Oakland has most (55%) of the foreign firms in the metro area
- Corporate headquarters for American Motors, Pontiac Motor, K-Mart, Federal Mogul
- In 1982 over \$255 million dollars of new construction put in place in Oakland

POPULATION HIGHLIGHTS  
(from the 1980 census)

OAKLAND COUNTY WITHIN THE NATION:

- There are 3,137 counties in the U.S.A.
- Oakland County is the 25th largest.
- Oakland County grew more than 99% of all counties in the U.S.A.
- Of the 50 counties that gained the most population during the 70's, all but four are in the south and west:

Illinois - Dupage  
New York - Suffolk  
New Jersey - Ocean  
Michigan - Oakland

OAKLAND COUNTY WITHIN THE STATE:

- Oakland County grew more than any other county in Michigan

What kind of growth?

- Young People (18 years and younger) - Down 50,000  
There are 15% fewer today than 10 years ago when we had 350,000.
- Older People (age 65 and older) - up 30,000  
There are 50% more today than 10 years ago when we had 60,000.
- Everyone Else (ages 19 to 64) - up 130,000  
There are 25% more today than 10 years ago when we had 500,000.

## BUSINESS FACTS/OAKLAND, MICHIGAN

Oakland County has: 16% of all business establishments in Michigan  
15% of all employees in Michigan  
16% of all small business establishments in Michigan  
15% of all manufacturing establishments in Michigan  
11% of manufacturing payroll earned in Michigan

### Oakland County

- 72% of firms are small business (fewer than 10 employees)
- Over 18,000 small businesses are located in Oakland County (18,209)
- Payroll earned in Oakland exceeds seven and one half billion dollars per year
- 25% of jobs in Oakland are in Manufacturing
- 34% of payroll earned in Oakland is in Manufacturing
- 26% of jobs in Oakland are in Services
- 21% of jobs in Oakland are in Retail

SOURCE: County Business Patterns 1981, U.S. Dept. of Commerce  
Issued April 1983

Prepared By: David R. Hay

AREA COMMERCIAL INDUSTRIAL RETAIL GROWTH

## POPULATION AND TRANSPORTATION IN THE WALLED LAKE CORRIDOR

The Walled Lake market area is undergoing dramatic growth in ten (10) specific areas from industrial to recreational. This is validated by more present and proposed square footage growth than any other area in the Detroit 7-County region.

Walled Lake has a base population of 5,000 people in a 2.9 sq. mile area with 150,000 in the Walled Lake market area and 250,000 in the Walled Lake corridor out of a population of 1 million in the county.

Walled Lake has spillover on all four (4) sides from Farmington Hills, Novi, Wixom and Commerce. The site is located in the Detroit to Lansing freeway growth corridor, recognized by economists, planners and developers for distribution, business, residential and light manufacturing as the strongest-fastest growth corridor in the metropolitan area of Southeast Michigan.

The market area is served by three (3) major toll-free expressways; I-96 at Novi Road has a total count of 80,000 vehicles per 24-hour period, I-696 at Orchard Lake Road has a total count of 60,000, and I-275 at 9 Mile Road, coming into the Walled Lake area, carries a 70,000 per 24-hour traffic count and is within 10 minutes of the proposed site.

Oakland County is the second largest U.S. county of over 1 million people as ranked by median household income and as validated by its recent resurgence and recovery rate from the recession with its statistics showing 50% of the U.S. population within 500 miles of the proposed site.

Business establishments of 25,000, 14 colleges and universities, 4 general aviation airports and \$255 million of new construction took place in 1982.

The area has two (2) new hotels: The Sheraton at 12-Oaks and the Hilton at Orchard Hills Place within four (4) miles with meeting rooms available plus two (2) budget hotels proposed for the area.

Trip times from the Walled Lake market area is as follows:

- 40 minutes to Detroit
- 45 minutes to Metro Airport
- 45 minutes to Ann Arbor
- 45 minutes to Flint
- 70 minutes to Lansing, the State Capital
- 10 minutes to 12-Oaks Mall
- 20 minutes to Northland Mall
- 20 minutes to Pontiac

## COMMERCIAL - INDUSTRIAL RETAIL GROWTH

A four year trend is established in Oakland County as commercial and industrial property rise.

The value of industrial real estate in Oakland has increased 2 percent since 1982 and over 10 percent since 1980.

The value of commercial real estate increased 3 percent over 1982 figures and 15 percent since 1980.

Oakland County is attracting more Hi-Tec, research oriented industries than any other county in the State of Michigan with Walled Lake industrial growth having paralleled residential growth with national and international firms locating in the area.

There are also five (5) industrial parks and two (2) industrial-research office parks in the Walled Lake market area plus free-standing industrial plants ranging from Ford-Wixom to Guardian Industries, Excello, Gay Toys and Williams International which provides a degree of sophistication.

National and International employers of TRW, Bosch, Digital, CBS/Fox, Jervis B. Webb, Texas Instruments, Alexander Hamilton, and Manufacturer's Hanover find this a viable market.

Activity generators in the market place include 12-Oaks, West Oaks, Kensington Park, Mt. Brighton, Walled Lake, Meadowbrook and Farmington Country Club.

Retail stores of K-Mart, Kroger and Farmer Jack have some of their highest retail sales per square foot in the region.

Private investors are presently investing heavily in the market place from small medical clinics to the multi-million dollar, church sponsored Glen Oaks high-rise apartment building at 12-Oaks.

The Walled Lake market area has attracted more industry than any other minor civil divisions in the Detroit 7-county region in the suburban area, which is indicative of its tax rate.

VALUE OF INDUSTRIAL/COMMERCIAL REAL ESTATE IN MARKET AREA

	<u>INDUSTRIAL</u>	<u>COMMERCIAL</u>
NOVI	58,233,250	93,598,100
WIXOM	39,922,270	23,547,650
<b>WALLED LAKE</b>	4,761,400	12,378,700
WOLVERINE LAKE	---	---
COMMERCE TOWNSHIP	22,917,300	20,035,900
LYON TOWNSHIP	---	---
SOUTH LYON	1,399,300	10,839,500
MILFORD	---	---
MILFORD TOWNSHIP	15,422,000	15,562,400
FARMINGTON	5,941,430	34,684,890
FARMINGTON HILLS	58,671,300	138,196,300

## INTERNATIONAL INVESTMENT

- OAKLAND COUNTY is the international investment center of the fifth largest metropolitan area in the United States.
- More than half of all foreign firms in metropolitan Detroit are located in OAKLAND COUNTY.
- They employ nearly 8,000 people.
- The products and services of these foreign firms include:
  - Chemicals
  - Automotive Products
  - Computers
  - Machine Tools
  - Metal Products
  - Electronics
  - Airline Service
  - Marine Equipment
  - Heavy Machinery
  - Office Equipment
  - Industrial Robots

Prepared By: David R. Hay

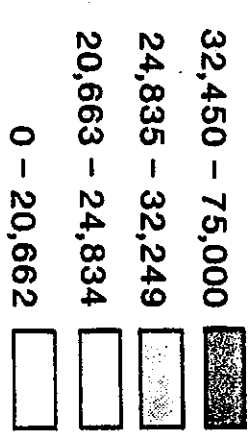
RANKED MEDIAN HOUSEHOLD INCOME FOR ALL U.S. COUNTIES OF OVER ONE MILLION PEOPLE

<u>County</u>	<u>State</u>	<u>Median Household Income</u>	<u>Households</u>
1. Nassau	New York	\$26,090	423,795
2. OAKLAND	MICHIGAN	25,323	356,132
3. Santa Clara	California	23,369	458,914
4. Orange	California	22,557	687,059
5. Suffolk	New York	22,359	385,753
6. Harris	Texas	20,805	871,570
7. King	Washington	20,717	498,221
8. Middlesex	Massachusetts	20,433	475,639
9. Cook	Illinois	19,187	1,880,486
10. Alameda	California	18,700	427,372
11. Wayne	Michigan	18,629	824,872
12. Dallas	Texas	18,571	577,939
13. Cuyahoga	Ohio	18,009	563,277
14. Allegheny	Pennsylvania	17,944	541,204
15. Maricopa	Arizona	17,728	545,503
16. Los Angeles	California	17,551	2,735,091
17. Erie	New York	17,119	365,177
18. San Diego	California	17,106	670,634
19. Queens	New York	17,028	712,342
20. Broward	Florida	16,580	418,464
21. Dade	Florida	15,571	611,237
22. New York	New York	13,904	706,015
23. Philadelphia	Pennsylvania	13,169	620,639
24. Kings	New York	11,919	829,304
25. Bronx	New York	10,947	430,468

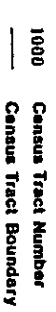
SOURCE: 1980 U.S. Census

# Median Household Income by Census Tract

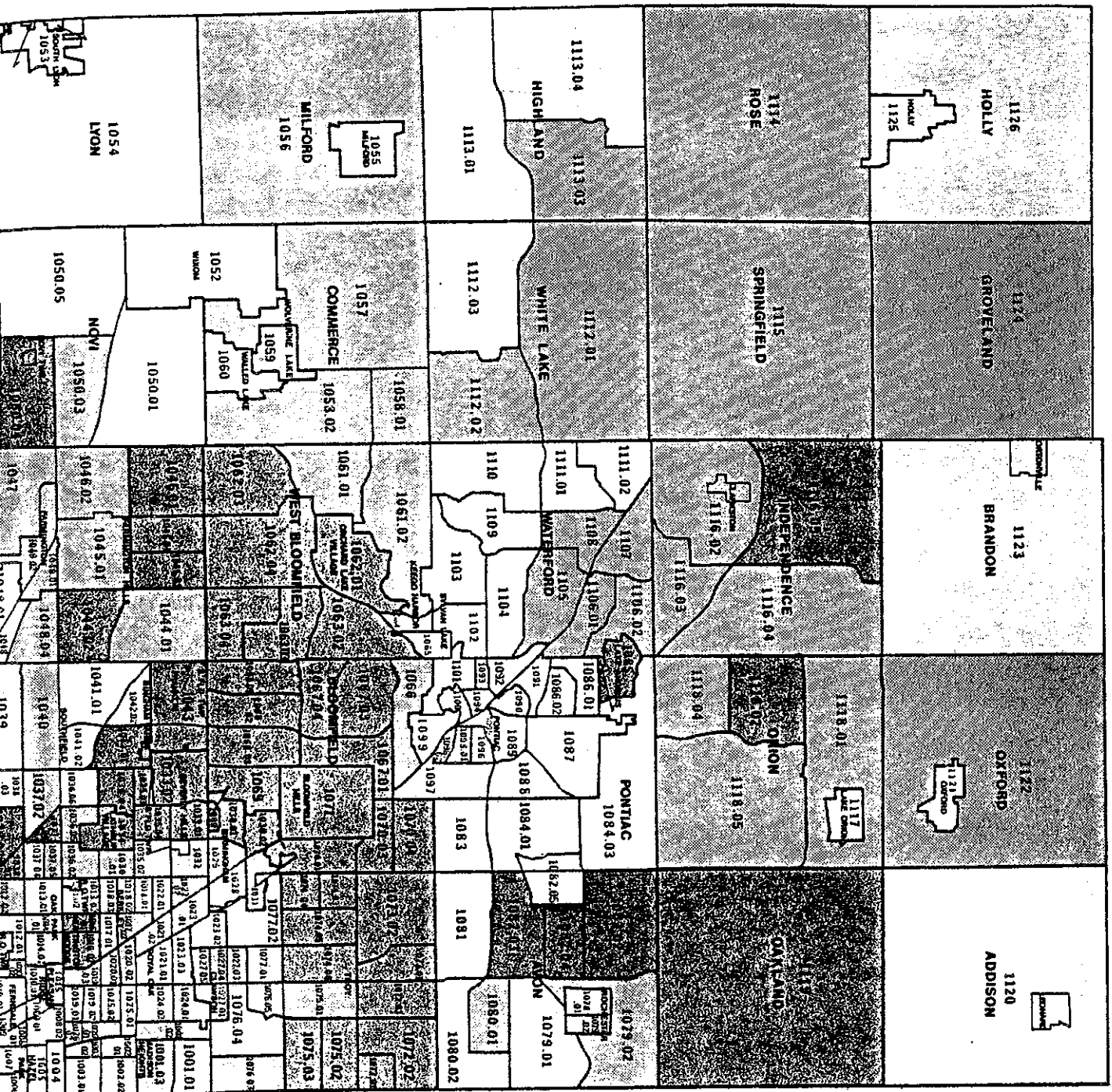
## INCOME IN DOLLARS



## 1980 CENSUS TRACTS



Source: 1980 U.S. Census



## Oakland County

### Jobs Gained

1. Medical Health
2. Misc. Retail Trade Stores
3. Rubber, Misc. Plastic Products
4. Eating & Drinking Places
5. Legal Services

### Jobs Lost

1. Machinery, Nonelectrical
2. Transportation Equipment
3. Wholesale Trade-Durables
4. Fabricated Metal Products
5. Special Trade Contractors

## Michigan

### Jobs Gained

1. Business Services
2. Eating & Drinking Places
3. Medical, Other Health
4. Social Services
5. Misc. Retail Trade Stores

### Jobs Lost

1. Machinery, Nonelectrical
2. Primary Metal Products
3. Transportation Equipment
4. Wholesale Trade-Durables
5. Fabricated Metal Products

Detailed Data available from Planning Division

SOURCE: Michigan Employment Security Commission, Bureau of Research & Statistics ES202

## OAKLAND COUNTY CIVILIAN LABOR FORCE

<u>Classification</u>	<u>Number of Workers</u>	<u>Percent of Civilian Labor Force</u>
Administration	68,008	13.5
Professional	104,138	20.7
Technicians	25,256	5.0
Protective Service	5,487	1.1
Paraprofessionals	10,941	2.2
Office/Clerical	110,540	22.0
Skilled Craft	54,648	10.9
Service/Maintenance	123,736	24.6
	<u>502,754</u>	<u>100.0</u>

Civilian Labor Force is defined as employed and unemployed persons 16 years of age and over living within Oakland County.

SOURCE: 1980 U.S. Census, E.E.O. File

### OAKLAND'S TOP FIFTY EMPLOYERS

GMC Pontiac Motor Division	26.	Pontiac Osteopathic Hospital
GMC Truck and Coach Division	27.	Walled Lake Schools
Michigan Bell	28.	Royal Oak Schools
K Mart	29.	Rochester Schools
William Beaumont Hospital	30.	Huron Valley Schools
Oakland County	31.	International Business Machines
Providence Hospital	32.	Kroger Company
Ford Motor Company - Tax Dept.	33.	Bloomfield Hills Schools
GMC Fisher Body	34.	Sears Roebuck Company
Dayton Hudson Corporation	35.	Martin Place Hospital E.
Pontiac Schools	36.	Oakland Community College
St. Joseph Mercy Hospital, Pontiac	37.	William Beaumont Hospital - Troy
Elias Brothers Restaurant	38.	Ferndale School District
Pontiac General Hospital	39.	Volkswagen of America
Little Caesar Enterprises	40.	Ford Motor Company - Tax Depart.
Southfield Schools	41.	Pontiac City
Williams International Corporation	42.	Federal Mogul Corporation
Waterford School District	43.	Hazel Park Schools
Valeron Corporation	44.	Bendix Corporation
Crittenton Hospital	45.	G. B. Webb Company
Birmingham Schools	46.	Southfield City
Oakland University	47.	Clinton Valley Center
Farmington Schools	48.	Modern Engineering Service
Troy Schools	49.	Vickers Incorporated
Babcock Wilcox	50.	Royal Oak City

MESC Second Quarter 1982

COMPILED BY: Oakland County Planning Division

FEBRUARY 8-14, 1984

# Area rich in commercial land

## Walled Lake

Fewer than 50 acres of undeveloped industrial land lie within Walled Lake's city limits, but the community is still taking an aggressive tack to attract industry.

Since A-Line Plastics Corporation came to the city in 1980, city manager Michael Dornan said Walled Lake has been involved "in a very aggressive industrial and commercial marketing stance." With the efforts of the Michigan department of commerce and the Southeast Michigan Business Attraction Group, Dornan said the city is actively pursuing corporations involved in research and development and high technology to diversify the Walled Lake economy.

Where workers have flocked to auto-related industries and communities have built their tax bases on the auto industry, Michigan has become a state of "junkies," Dornan said.

To escape that dependency, Dornan said Walled Lake has been eyeing "diversified industrial types" of corporations. Electronics manufacturers, medical equipment manufacturers and high technology companies like the 3M Corporation, General Electric and Panasonic are now being considered by the city.

Dornan stressed that those are only the types of corporations being sought and that negotiations with any firm remain confidential until there is an agreement for the firm to move to the Walled Lake area.

Only 3 industrially-zoned developable parcels are located in the city. A 5-acre parcel is located extending west from Decker Road and north of the railroad tracks. Another 40-acre parcel is located south of the tracks and east of Ladd Road, and the final piece, also on Ladd, is 38 acres and lies north of the tracks.

Dornan said 75 per cent of the Decker property remains vacant while only 50 per cent of the other parcels could be built upon.

City officials would not hazard a guess at how much tax revenue would be earned if corporations filled the remaining area, but Dornan did say it would reduce the city's tax rate and stabilize the tax base.

HOUSING LIFESTYLE AND DEVELOPMENT

THE FOLLOWING TABLES ARE FOR COMPARATIVE PURPOSES AS TO HOW WALLED LAKE RANKS IN ITS OWN MARKET PLACE AMONG OTHER MINOR CIVIL DIVISIONS.

WHAT IS POPULATION CHANGE 1970-1980?

	<u>0 - 18</u>		<u>19 - 59</u>		<u>60 - Over</u>		<u>TOTAL</u>	
	#	%	#	%	#	%	#	%
Novi	2,884	71	8,732	183	1,241	138	12,857	132
Wixom	867	109	3,494	344	331	160	4,695	233
WALLED LAKE	-131	-8	785	41	335	139	989	26
Wolverine Lake	-166	-8	738	34	95	42	667	15
Commerce Township	-127	-1.	3,771	53	589	58	4,233	29
Lyon Township	480	27	1,868	85	230	42	2,578	57
South Lyon	440	41	1,559	121	540	167	2,539	94
Milford	-292	-14	496	21	139	36	342	7
Milford Township	727	66	1,645	139	217	74	2,589	101
Farmington	-1,634	-41	055	18	1,372	103	693	6
Farmington Hills	-3,303	-16	9,263	37	3,402	97	9,362	19

. . . 40 (41,544) INCREASE!!

POPULATION TRENDS - 1970 - 1980

	0 - 18		19 - 59		60 & Over	
	<u>1980 Change</u>		<u>1980 Change</u>		<u>1980 Change</u>	
Novi	6,910	2,884	13,480	8,732	2,135	1,241
Wixom	1,656	867	4,507	3,894	542	334
<b>WALLED LAKE</b>	1,499	-131	2,674	785	575	335
Wolverine Lane	1,770	-160	2,879	738	319	95
Commerce Township	6,365	-127	10,825	3,771	1,599	589
Lyon Township	2,256	480	5,053	1,868	769	230
South Lyon	1,511	440	2,841	1,559	862	540
Milford Township	1,746	-292	2,777	496	518	138
Milford	1,814	727	2,825	1,645	507	217
Farmington	2,324	-1,634	5,998	955	2,700	1,372
Farmington Hills	17,003	-3,303	34,155	9,263	6,898	3,402
	44,854	-255	87,014	33,706	17,424	8,493
1980 POPULATION	149,292					
CHANGE	41,944					
% INCREASE	28%					

PERSONS, FAMILIES, HOUSEHOLDS, IN PRIMARY,  
SECONDARY, TERTIARY MARKET AREA

	<u>PERSONS</u>	<u>FAMILIES</u>	<u>HOUSEHOLDS</u>
Novi	22,525	6,118	7,990
Wixom	6,705	1,622	3,052
<b>WALLED LAKE</b>	4,748	1,251	1,806
Wolverine Lake	4,968	1,310	1,570
Commerce Township	18,784	5,015	5,980
Lyon Township	7,080	1,909	2,439
South Lyon	5,212	1,470	1,998
Milford	5,041	1,338	1,772
Milford Township	5,146	1,325	1,548
Farmington	11,022	3,079	4,496
Farmington Hills	58,056	15,416	20,178
	<hr/>	<hr/>	<hr/>
	149,287	39,853	52,829
Oakland	1,011,793	269,390	355,187

. . . 150,000 POPULATION - 50,000 HOUSEHOLDS!!

MONTHLY RENT BY COMMUNITY IN MARKET AREA

	MONTHLY RENT		VALUE OF HOME	
	<u>MEDIAN</u>	<u>MEAN</u>	<u>MEDIAN</u>	<u>MEAN</u>
Novi	302	299	80,700	81,368
Wixom	264	257	65,360	65,264
<b>WALLED LAKE</b>	239	220	45,080	46,207
Wolverine Lane	259	266	61,340	62,786
Commerce Township	244	242	64,280	70,865
Lyon Township	265	245	69,590	73,669
South Lyon	253	241	58,340	55,048
Milford	250	230	54,440	53,193
Milford Township	192	189	79,340	83,771
Farmington	337	325	68,900	71,576
Farmington Hills	356	351	87,460	91,625

INCOME POSITION

	<u>AV.FAMILY INCOME</u>	<u>AV.H.H. INCOME</u>	<u>MED.FAM. INCOME</u>	<u>MED.H.H. INCOME</u>	<u>PER CAP. INCOME</u>
Novi	32,860	29,664	30,169	26,906	10,686
Wixom	26,501	22,018	25,012	19,902	10,065
<b>WALLED LAKE</b>	24,629	21,087	24,163	20,159	7,930
Wolverine Lake	32,788	31,239	31,323	30,289	9,920
Commerce Township	31,403	29,738	28,811	27,146	9,543
Lyon Township	27,222	24,579	25,531	22,418	8,462
South Lyon	23,782	21,049	23,942	21,409	8,180
Milford	27,714	24,632	25,916	22,651	8,364
Milford Township	34,015	31,634	30,194	27,658	9,890
Farmington	32,891	28,262	30,006	25,064	11,689
Farmington Hills	40,651	36,064	35,197	30,807	12,731
Akland	34,006	30,226	28,806	25,325	10,718

WHAT ARE HOUSEHOLDS AND INCOME BY TRACT

<u>TRACTS</u>	<u>HOUSEHOLDS</u>	<u>MED. FAM.</u> <u>INCOME</u>	<u>PER CAP.</u> <u>INCOME</u>
<u>Novi</u>			
1050.04	3,516	35,985	12,057
1050.03	1,439	30,700	10,146
1050.05	703	24,808	8,726
1050.01	2,332	21,852	9,199
<u>WIXOM</u>			
1,052	3,052	25,012	10,065
<u>WALLED LAKE</u>			
1060	1,806	24,163	7,930
<u>WOLVERINE LAKE</u>			
	1,576	31,323	9,920
<u>COMMERCE TOWNSHIP</u>			
1057	3,167	28,811	9,543
1058.02	1,414	18,196	9,514
1058.01	13,994	29,093	9,401
<u>LYON TOWNSHIP</u>			
1054	2,439		8,462
<u>SOUTH LYON</u>			
1053	1,989		
<u>MILFORD</u>			
1055	1,712	25,916	8,369
<u>MILFORD TOWNSHIP</u>			
1056	1,548	30,194	9,890

continued...

WHAT ARE HOUSEHOLDS AND INCOME BY TRACT

(cont)

FARMINGTON

1049.01	1,342	30,006	11,864
1049.02	3,154	30,703	11,954

FARMINGTON HILLS

1044.01	2,784	38,283	16,344
1044.02	1,987	40,304	12,488
1045.01	1,510	38,295	13,707
1045.03	2,097	37,973	14,288
1045.04	1,942	42,008	13,468
1046.01	633	43,111	14,417
1046.02	2,312	34,372	14,981
1047	2,179	32,792	12,483
1048.01	1,074	20,362	8,251
1048.03	1,579	22,169	7,708
1048.04	2,081	18,066	9,229

WHAT ARE REAL ESTATE VALUES SET BY MARKET

1982

Novi	393,823,795
Wixom	104,683,095
<b>WALLED LAKE</b>	46,397,024
Wolverine Lake	41,692,600
Commerce Township	238,004,132
Lyon Township	77,788,884
South Lyon	44,450,792
Milford	48,301,884
Milford Township	87,423,866
Farmington	145,604,681
Farmington Hills	891,157,212

REAL ESTATE VALUES BY SQUARE MILE

	<u>R. E. AVERAGE SQUARE MILE</u>
Novi	12,602,361
Wixom	11,160,244
WALLED LAKE	19,412,980
Wolverine Lake	24,670,177
Commerce Township	8,451,851
Wagon Township	24,432,422
South Lyon	17,296,098
Wilford	19,167,414
Wilford Township	2,485,751
Warminster	55,574,305
Warminster, Hills	26,729,370

Single-family construction dominates in Oakland County which has maintained its role as the largest provider of new housing in the region, absorbing 45% of the regional total. Residential development in Oakland County exceeded 3,650 building permits in 1983 as single-family units accounted for approximately 74% of the county total, followed by multi-family (25%) and two-family units (1%).

Residential building permits issued in 1983 rebounded from four previous years of declining residential construction.

Oakland County experienced a 53% increase in new construction (3,655 permits) compared to 1982 (1,727 permits), approximating the level of construction recorded in 1980.

In 1983 the average selling price of a single-family residential dwelling unit in Oakland County was \$71,200 and condominiums \$69,600. The average selling price is based on the total number of units sold and recorded in each community, exclusive of sales through creative financing. A total of 9,709 single-family units and 1,000 condominiums were sold in 1983.

A total of 10,709 residential units were sold and recorded in 1983 which represents a reversal of the downward trend of the proceeding four years. In 1979 approximately 18,700 units were sold, followed by 11,700 units in 1980, 9,000 units in 1981 and 6,400 units in 1982.

All major developers of Rose, Slavik and Sloan construction are investing in the Walled Lake market. Household trends from 1970 to 1980 show the Walled Lake market has been generating an estimated 2,500 units per year with 60% single-family, 40% multiple in the 5 to 36 square mile area.

There are two segments in the market place. Primarily the top end is the single-family housing market evident in the Walled Lake School District with a sample of "Country Ridge" to Pulte priced product in comparison. Top end of the line condos are selling well, as well as the bottom end, based upon the \$600,000 condos on Pine Lake to those in Novi and Walled Lake.

One hundred thousand (100,000 (97,594)) new housing units were added in Oakland County between 1970 and 1980 with the Walled Lake market area generating the highest percentage of increase in Oakland County. This is validated by the 1980 census and building permits.

The Walled Lake market area ranks number 2 in proposed condominium in the Detroit 7-County region. Outranked only by the West Bloomfield market which has continuously ranked number one.

Walled Lake has Lake Village - Pulte - Levin located at 14 Mile Road. Pulte, the third largest home builder in the United States, has completed the sellout of 208 condominium quads, originally developed in Keatington and Chicago, selling from \$48,000 to \$50,000 with 870 square feet to 1,000 square feet for \$49.70 to \$57.47 per square foot. Since the first of the year, they have achieved four (4) sales per week and based upon this success were proceeding with the next phase of 13 acres and 137 units at Decker Road in Walled Lake next to "Roycroft" Apartments. At this time the property is being actively pursued by other investors for this type of development since Pulte has announced its move to the Southwest United States.

OAKLAND PRESS  
 TRIVIA LISTS  
 Sunday May 6, 1984

Housing Units Oakland County	Total Occupied Units	# of Owner Occupied Units	Average Value of Owner Occupied Units	Number of Renter- Occupied Units	Average Rent	% of Owner Occupied Units
Commerce	5980	5414	70865	566	298	91%
Farmington Hills	20178	14471	91625	5707	364	72%
Highland Twp	5285	4828	61984	437	262	92%
Keego Harbor	1250	686	33209	564	301	55%
Lyon Twp	2438	2049	73666	389	271	84%
Milford Village	1712	1173	53193	539	251	69%
Northville	850	781	80759	69	361	92%
Novi	8036	6617	81368	1419	320	82%
South Lyon	1999	1310	55048	689	249	66%
Sylvan Lake	801	695	58428	106	311	87%
<b>WALLED LAKE</b>	1806	1022	46207	784	229	57%
Wixom	3052	1150	65264	1902	261	38%
White Lk. Twp	7036	6211	64835	825	271	88%
West Bloomfield	12877	12087	113692	799	439	94%
Farmington	4496	2967	71576	1529	338	66%
Milford Twp	1548	1449	83774	99	268	94%

TABLE II  
RESIDENTIAL BUILDING PERMITS ISSUED  
IN OAKLAND COUNTY: 1979 - 1983

<u>Community</u>	<u>Number of Permits Issued</u>		
	<u>1983</u>	<u>1982</u>	<u>1979</u>
1. Farmington Hills	654	287	1,622
2. Avon Township	584	315	840
3. Novi	315	81	251
4. Troy	289	79	693
5. West Bloomfield Township	258	252	705
6. Waterford Township	227	43	600
7. Pontiac	221	1	160
8. Southfield	130	29	362
9. Bloomfield Township	113	46	453
10. Commerce Township	70	37	164
11. Orion Township	64	10	201
12. <b>WALLED LAKE</b>	63	32	56
13. White Lake Township	56	16	146
14. Independence Township	53	10	180
15. Royal Oak	48	226	36
16. Bingham Farms	48	18	79
17. Wixom	46	3	76
18. Oakland Township	45	6	53
19. Springfield Township	33	7	151
20. Lyon Township	30	12	66
21. South Lyon	28	0	131
22. Bloomfield Hills	26	11	38
23. Oxford Township	23	6	44
24. Milford Township	21	9	58
25. Highland Township	21	10	103
26. Addison Township	21	11	41
27. Brandon Township	19	10	81
28. Oxford	18	0	11
29. Wolverine Lake	17	1	10
30. Birmingham	17	1	25

Continued

Community	Number of Permits Issued		
	1983	1982	1979
31. Orchard Lake	14	7	36
32. Rose Township	14	11	61
33. Pontiac Township	11	0	21
34. Groveland Township	8	11	46
35. Farmington	7	0	173
36. Rochester	6	2	13
37. Holly	5	33	5
38. Madison Heights	5	17	45
39. Clawson	4	2	22
40. Pleasant Ridge	3	0	0
41. Holly Township	2	6	32
42. Lake Orion	2	4	5
43. Sylvan Lake	2	2	4
44. Beverly Hills	2	1	12
45. Franklin	2	0	8
46. Oak Park	2	0	1
47. Northville	2	0	23
48. Hazel Park	1	1	256
49. Milford	1	1	124
50. Berkley	1	0	13
51. Lake Angelus	1	0	0
52. Clarkston	1	0	2
53. Huntington Woods	1	0	0
54. Ferndale	0	61	15
55. Ortonville	0	1	12
56. Lathrup Village	0	0	6
57. Keego Harbor	0	0	3
TOTAL	<u>3,655</u>	<u>1,729</u>	<u>8,374</u>

SOURCE: Preliminary report; authorized dwelling units based on building permits issued in the Detroit Region: Southeast Michigan Council of Governments.

U.S. Dept. of Commerce, Bureau of the Census, Construction Statistics Division.

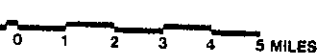


# OAKLAND COUNTY MICHIGAN



## 1983 Platted Subdivisions

### Level of Intensity



HIGH



(over 1 plat/geographic township)

LOW



(1 plat/geographic township)



None

Total Plats: 19

TABLE XIII  
1983 AVERAGE SELLING PRICE AND RECORDED SALES OF  
RESIDENTIAL DWELLING UNITS

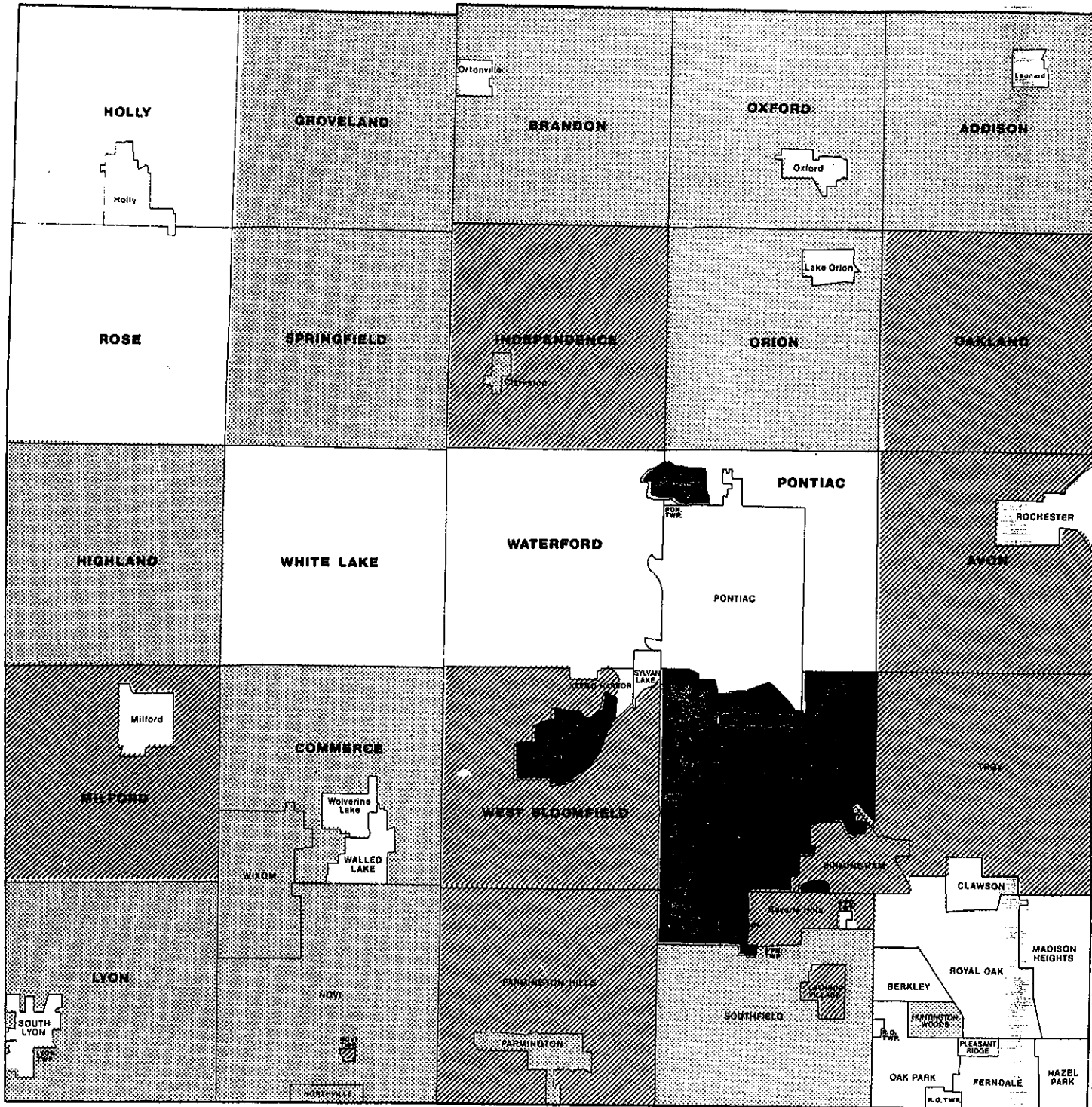
	<u>Community</u>	<u>Single Family</u>		<u>Condominium</u>	
		<u>Units Sold</u>	<u>Ave. \$</u>	<u>Units Sold</u>	<u>Ave. \$</u>
1.	Lake Angelus	1	310,000	--	--
2.	Bloomfield Hills	25	299,600	12	103,000
3.	Bingham Farms	13	175,300	5	174,400
4.	Orchard Lake	29	151,400	--	--
5.	Franklin Village	42	141,700	--	--
6.	Bloomfield Township	590	134,900	90	107,300
7.	West Bloomfield Township	517	105,000	85	116,200
8.	Novi Township	1	98,000	--	--
9.	Oakland Township	60	96,800	--	--
10.	Beverly Hills	218	95,900	4	91,500
11.	Avon Township	560	90,000	126	69,900
12.	Farmington Hills	641	89,400	75	54,700
13.	Birmingham	405	88,900	40	74,600
14.	Milford Township	30	87,600	--	--
15.	Troy	841	82,700	76	62,300
16.	Independence Township	175	81,100	6	65,500
17.	Lathrup Village	66	78,500	10	70,000
18.	Northville	30	74,800	19	76,700
19.	Novi	223	74,300	147	55,500
20.	Addison Township	17	73,200	--	--
21.	Groveland Township	10	72,900	--	--
22.	Huntington Woods	91	71,200	--	--
23.	Farmington	109	69,900	22	63,700
24.	Clarkston Village	10	69,900	--	--
25.	Lyon Township	23	68,400	--	--
26.	Commerce Township	182	67,300	4	45,400
27.	Springfield Township	52	67,000	--	--
28.	Southfield	540	66,000	111	67,700
29.	Oxford Township	34	63,800	1	53,500

Community	Single Family		Condominium	
	Units Sold	Ave. \$	Units Sold	Ave. \$
30. Wixom	50	63,000	--	--
31. Brandon Township	39	61,800	--	--
32. Highland Township	92	60,500	--	--
33. Orion Township	168	60,100	9	30,300
34. Pleasant Ridge	37	59,900	--	--
35. Rochester	63	59,100	7	47,000
36. White Lake Township	162	58,900	--	--
37. Holly Township	17	58,700	--	--
38. Sylvan Lake	28	54,800	--	--
39. Oxford Village	16	53,000	--	--
40. Waterford Township	538	51,200	23	35,100
41. Rose Township	38	50,000	--	--
42. Wolverine Lake	35	49,700	--	--
43. Milford Village	36	49,200	--	--
44. South Lyon	42	48,500	5	40,700
45. Royal Oak	862	47,500	77	44,100
46. Clawson	160	45,700	--	--
47. <b>WALLED LAKE</b>	32	45,000	16	48,000
48. Pontiac Township	86	44,400	15	41,500
49. Holly Village	56	42,300	--	--
50. Lake Orion Village	20	41,400	--	--
51. Berkley	225	41,200	--	--
52. Oak Park	306	40,300	2	32,500
53. Madison Heights	296	40,000	12	37,500
54. Leonard Village	2	39,000	--	--
55. Ferndale	284	29,700	--	--
56. Keego Harbor	10	28,400	--	--
57. Hazel Park	194	28,300	--	--
58. Royal Oak Township	2	28,300	--	--
59. Pontiac	270	27,500	1	20,000
TOTAL	9,709	\$71,300	1,000	\$ 69,600

Ave. County \$ Value - \$71,200

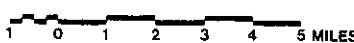
Total County Sales - 10,709

# OAKLAND COUNTY MICHIGAN



## 1983 Average Selling Price/Res. Dwellings Level of Value (Condominiums excluded)

CITY  
Village  
TOWNSHIP



- HIGH** (over \$125,000/community)
- UPPER MIDDLE** (between \$75,000 and \$125,000/community)
- LOWER MIDDLE** (between \$60,000 and \$75,000/community)
- LOW** (less than \$60,000/community)

County Ave. Value: \$71,300  
Source: Oakland County Planning Division



## WALLED LAKE SCHOOL DISTRICT and MAJOR LENDING INSTITUTIONS

The Walled Lake School District covers 66 square miles and educational trends show the Walled Lake School District and the recent ACT scores validate that the Walled Lake School District is reputed to be on a par with Farmington Hills, as validated by a recent U of M study for "Country Ridge" - Walled Lake.

Institutional growth in the area has 11,000 students at Oakland Community College, five (5) new medical clinics under construction totaling over 150,000 square feet and new libraries and churches totaling over 300,000 square feet in the Walled Lake Market area.

The market area is at a normal rate of unemployment and due to its trade school training at local high school level, unemployment has been held to a minimum with Oakland County being more diversified than any other county in the Detroit 7-county region as validated by its high income and high employment.

Personnel directors, employment agencies and social service agencies report a higher than previous years' number of skilled laborers entering the market place, indicating an improvement.

The local Walled Lake market area is looked upon with increasing favor by major lending institutions as validated by Occidental, Aetna, Alexander Hamilton, MSHDA and others.

The Walled Lake market is acceptable to most major funders in the Detroit 7-county region at the present time, based upon the funding of the two recent hotels, condominium and apartment developments.

Financial branch growth indicates four (4) new bank and S&L branches have been added in the primary area in the past four years, plus four (4) additional branches have been added in the next one mile area. Financial branches validate the growth of the area.

## AREA RECREATION AND OTHER ATTRACTIONS

The image and character of a community are often more important than brick and mortar. The market area offers a variety of lifestyle attractions validated by its sporting licenses, boat registrations, sporting goods stores and other activities.

Recreational diversification shows Oakland County with 400 lakes, 50,000 acres in recreational land and 9 county parks, 8 state parks, 3 metro parks, 4 ski areas and 2 outdoor theaters.

Recreational growth shows increased attendance of golf courses, country clubs, Kensington Park, Walled Lake and restaurants that validate growth in the Walled Lake market area.

The Walled Lake swimming, boating and fishing has returned as its waters have improved to the extent that you can now see the bottom in many areas.

The Sheraton Hotel is currently attracting gourmet and food connoisseurs from all over the state due to its fine quality as well as attracting local celebrities.

Library circulation for the Walled Lake, Novi, Farmington Hills area has a higher than normal library circulation for 100,000 population with Walled Lake having an annual book circulation over 65,000. The addition to the library in 1983 has given the city unlimited services.

The market area has an estimated 20% more churches than other comparable market areas on a per 100,000 population basis.

Neighborhood watch and other controlling factors have held crime to a minimum in the market area.

There are NO adult book stores, adult theaters or topless bars in the market area.

The lifestyle of the market area contains 40% 2-car ownership, first car - 1980 or better, second car - 1978 or better; 11 travel agencies serve the area, zip codes for the market area in comparison to credit card mailings reveal it as a Class "B" area.

# Communities join hands to promote tourist trade

NOVI — There is a movement afoot to make Novi, Farmington and Farmington Hills places where people will stop, rather than pass through, as they travel area freeways.

A group of local business and community leaders are brainstorming methods to convince people to visit the three communities and spend money by shopping, dining and staying in area hotels.

The committee is working to change the area's image as simply a "pass through" point on the way to other places.

It's an idea that didn't spring up overnight. "I've been thinking about this for years," said John Anhut, in-keeper of the Botsford Inn.

Anhut decided to take action on the idea at the beginning of the year by calling a meeting of 18 city officials, organization heads and public relations experts to form a travel and tourism committee. The committees' make-up ranges from city managers and historical society members, to hotel managers like Sheraton Oaks' Ray Biggs. The group was organized by Anhut to investigate the potential for attracting tourist trade to the area.

"Our goal is to actively participate in the tourist dollar and get a rub-off of the dollars people are spending in other areas," said Anhut.

**Kriewall: 'The idea goes beyond tourism and travel — it's really community promotion. Travel and tourism are a part of it.'**

During the Detroit Grand Prix, many visitors stayed in the suburbs, Anhut said, and if more people know what these communities have to offer, it would happen on a regular basis.

Novi City Manager Edward Kriewall concurred that the focus of the committee is to "find the financial benefit for existing businesses that could be generated from tourist trade that is passing through our communities" on their way to another destination.

"We want to be included in tour packages as a stop-off point for a group that's on its way to Frankenthum, for example," Kriewall said. "With something like the mall (Twelve Oaks) we have a good stop-off point to offer. People can stop at the Sheraton for lunch and then go to the mall for a couple hours of shopping. If we can't be a destination point, like Greenfield Village, we can be a

place where people stop as they travel to another place."

Another idea the group has discussed is planning a tri-community event, such as Plymouth's balloon festival and Traverse City's cherry festival. "Right now we don't have any preconceived ideas of what it might be," Kriewall said. "It could be some kind of shopping event."

Soon members of the committee will be appearing before the city councils of each of the three participating municipalities, seeking funding for the travel and tourism program. The money will be used to investigate and analyze the potential of travel and tourism in the area by establishing an understanding of tourism among political leaders, businesses and residents.

Funds also would be used to pay the salary of a part-time director for

Continued on 12

## Tourist trade eyed

WALLED LAKE EDITION

THE NOVI NEWS

WEDNESDAY

JULY 18, 1984

Continued from Novi, 1

the program. Kriewall noted the group has not yet determined the program's cost. The committee may seek funding from Economic Development Corporations in the three communities, if local legislators would rather handle the program that way, Kriewall added.

"If the council feels more comfortable with it this way, we may go to the EDCs," Kriewall said.

Through its meetings the ad hoc committee has established a number of goals for the program, including development of ideas for luring visitors by creating a major tri-community event and providing tour packages and developing points of in-

terest. Implementing hospitality training and developing a means of tracking and evaluating tourism are other committee suggestions.

"This ad hoc committee is another example of the private sector and government working together to create a public image for this area," Kriewall said. "The idea goes beyond tourism and travel — it's really community promotion. Travel and tourism are a part of it."

The concept of developing tourism in the three communities is surfacing at a time when the state as a whole is reaching for the traveler's dollar. Slogans like "Say Yes to Michigan" are promoting new attractions like Auto World in Flint and the riverfront changes in downtown Detroit.

# Walled Lake rail service gets approval from ICC

By PATRICIA N. BOWLING  
Walled Lake editor

**WALLED LAKE** — The Interstate Commerce Commission (ICC) has approved Franklin resident Larry Coe's purchase of six miles of Grand Trunk Western railroad from Wixom to Walled Lake.

The ruling came just one day after the ICC announced its approval of Grand Trunk's abandonment of its Wixom to Keego Harbor line in July.

Coe said last week he is extremely pleased with the ICC's action. Included in his purchase of the 5.7 miles of rail is the historic Walled Lake depot off Pontiac Trail. In addition to maintaining rail service to local industry, Coe has said he plans to restore the depot. One year ago when Coe first announced his intentions to purchase the rail, he spoke of the possibility of running "picturesque" historic steam engine rides on the Wixom-Walled Lake line.

Coe said he has purchased and

restored a steam engine which will be arriving in Walled Lake soon. He also has a coach car and diner in the process of being reconditioned, he said.

Coe, a 10-year resident of Franklin Village, where he has been active in historic restoration projects, first appeared before city officials in July last year. In addition to maintaining a local rail service for customers such as Gay Toys and Haggerty Lumber, Coe said the rail option would promote new industry in Walled Lake.

Coe told officials last year that the Walled Lake depot would play an important part in his plans for purchasing the portion of Grand Trunk railway. The tax credit from owning historic property would make his plans for maintaining the local rail service possible, he said.

The city had planned to purchase the depot from Grand Trunk for \$1, transport it to the park behind city hall, and restore it to a museum for

local artifacts. The parks and recreation commission organized a "Save the Depot" committee to plan the restoration.

But following Coe's argument, the commissioners voted to abandon their claim to the depot and recommend that the city council cooperate with Coe.

The Michigan Department of Transportation, Lakes Area Chamber of Commerce, Oakland County Board of Commissioners, Commerce Township Board and Gay Toys all filed letters of protest against Grand Trunk's abandonment of the railway. These groups alleged that the abandonment would have an adverse impact on the economic stability of the area. But the ICC found these objections to be unsubstantiated and noted the parties also indicated they would withdraw their objections and support Coe in his purchase of the property if the abandonment was inevitable.

WALLED LAKE EDITION

THE NOVI NEWS

WEDNESDAY

AUGUST 1, 1984

# WALLED LAKE EDITION the NOW NEWS

**WEDNESDAY  
August 8, 1984**

## Coe Rail is ready to roll

BY PATRICIA N. BOWLING  
walled lake editor

WALLED LAKE — Larry Coe, owner and operator of "Coe Rail," said last week he is moving toward an end of August start-up date for his private rail service.

Despite a thicket of red tape, the Franklin resident made "Coe Rail" a reality in just over one year. He first announced his plans for the private rail service to city officials in July of 1983.

"There were so many problems," he said of the paperwork involved in purchasing the rail. "I'd heard about it, people had warned me. But I didn't believe it would be to this extent. Everyone's been cooperative, though — the state, the ICC, Grand Trunk."

Hardly aware that a full year has passed since he first began his crusade, Coe's zeal for the project has not flagged in the least. "I'm still very enthusiastic about doing something that makes sense."

Gay Toys, Haggerty Lumber and

**Coe: 'We want to get operating and do a good job before we make any decisions on (the depot).'**

Marco Brothers are among the local businesses that formerly used Grand Trunk Western Railroad and now will have access to continued rail service through Coe's operation. Grand Trunk's abandonment of its Wixom to Keego Harbor line is effective Thursday, August 9.

The Interstate Commerce Commission (ICC) approved Grand Trunk's abandonment of the line after determining that the company had experienced significant losses in its operation due to declining traffic.

"On balance, we believe that neither the speculative prospects for future economic development of the area, nor the adverse effects on present shippers, offsets the actual burdens which continued operation of

the line will impose upon (Grand Trunk) and interstate commerce," ICC officials concluded.

Meanwhile, Coe is predicting better service for local customers and increased potential for industrial growth in Walled Lake as a result of his operation. He bought an added stretch of track — bringing the total miles to eight — in anticipation of new industry on Haggerty Road, he noted.

Coe's cars will interchange with the Chesapeake and Ohio (C&O) Railway in Wixom. Grand Trunk cars serving local businesses interchanged in Pontiac. The new arrangement will serve local

Continued on 8

## Local rail service to begin operations

Continued from Walled Lake, 1

customers better, Coe suggested.

Coe has purchased a Whitcomb switch engine of 1942 vintage which he has completely restored. Initially, Coe said he hopes to run two or three cars on the line.

In addition to the engine, Coe said he purchased two other historical

cars in Winnipeg. One is an old Canadian National Railway diner car, the other a coach car. Both are of 1950s vintage, he said.

"They really don't look old," Coe added, noting that he plans to restore both cars to their period.

Although Coe is notably enthused about his purchase and renovation of the cars, he noted that "getting in

operation" is his first priority. The second priority will be renovation of the cars and the Walled Lake depot, he added.

The city originally planned to purchase the depot from Grand Trunk for \$1. The parks and recreation commission organized a "Save the Depot" committee to raise funds for transporting the depot to a site

behind city hall where it would be renovated and used for a city museum.

Coe said he has no definite plans for the depot yet, although he has "a whole bunch of ideas." "We want to get operating and do a good job before we make any decisions on that," he added. "I really hope to have something nice for Walled Lake."

WALLED LAKE  
EDITION  
**the NOW!**  
**NEWS**

**WEDNESDAY**  
**August 8, 1984**

# Husky Envelope moves into city

**WALLED LAKE** — Three new business or industrial operations are moving into the city, bringing with them a few more jobs for area residents. Ace Hardware Store will be closing Friday, August 24, and moving across the street into the former D&C Department Store location in Maple Plaza. The store has been purchased by ACO Hardware, which plans a Tuesday, August 28 opening. Dave Granbach, ACO's director of properties, said four new people have been hired for the expanded store. Most of the Ace employees have been retained for the ACO store, Granbach noted.

In addition to extensive interior remodeling, a 3,500-square-foot addition has been added to the former D&C building to accommodate ACO. Improvements to the site have been estimated at

\$192,000. Granbach said several retail operations are interested in the soon-to-be vacated Ace Hardware building. Although no deals have been finalized, interested parties include a food market, a meat market and a fruit market.

Also on Maple Road, Husky Envelope Products of Commerce Township has purchased the former A-Line Plastics plant at 1225 East West Maple Road. President William Settle said he hopes to double his operation over the course of the next two years. This will include doubling the number of employees — presently there are 25.

Husky moved from a 12,000-square-foot building at 8234 Goldie just across the border in Commerce Township. The 46,000-square-foot building on East

West Maple will enable Settle to consolidate his operations, moving his warehouse under the same roof as the plant. "We will be growing as the economy lets us grow," Settle said. Husky has been in business about 10 years.

A-Line Plastics has completed its move to a 168,000-square-foot facility on Plymouth Road in Plymouth Township. The majority of A-Line employees moved with the firm.

Just down the road, Rick and Phillip Bastianelli of Livonia plan to open a Maaco Auto Paint store at 1625 East West Maple. The brothers were out of town last week and could not be reached for comment, but a family member said they are shooting for a September opening date.

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Walled Lake Legend, Harry G. Champe.

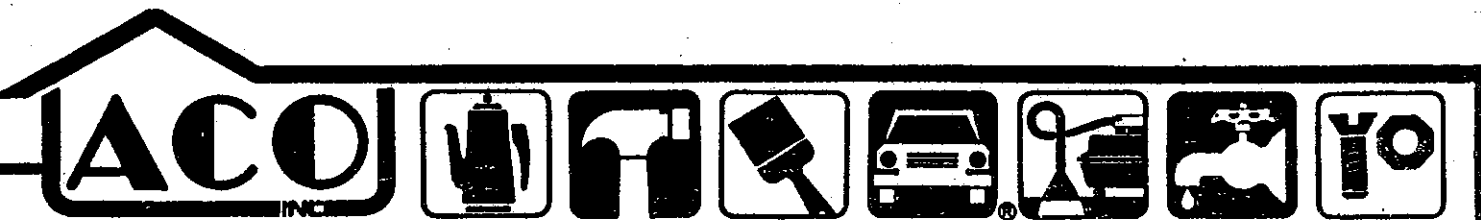
The Story of a Village Community by H.O. Severance, 1931.

Bruce Robinson, Robinson Reports.

Thanks to the City Clerk, Deputy Clerks at the Walled Lake City offices for their help.

Thanks to my sister, Carol Hall, for the front cover.

Thanks to my husband, Ken, for support and help on final typing.



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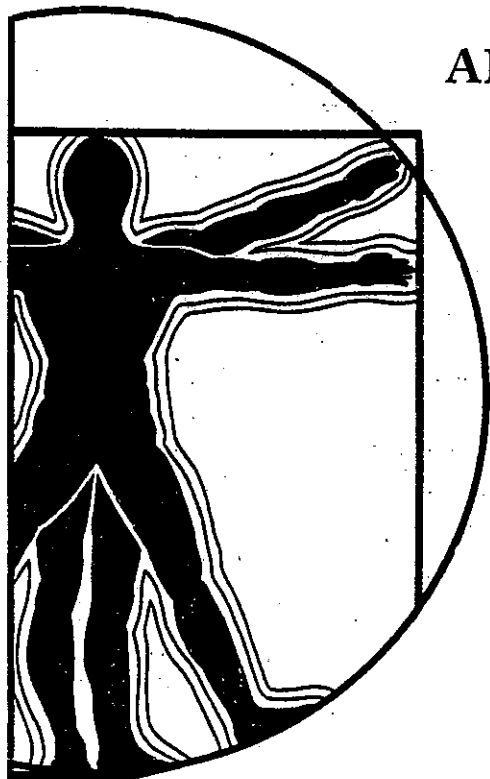
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**THE FACTS**

Did you know...  
 On any day 6.5 million people in this country suffer from back pain. Much of that suffering is needless.  
 Over 90 million patient visits are made each year in the United States to the chiropractic physician.  
 The incidence and cost of back problems are so high in the populations of western nations, that further research is imperative.  
 Back pain and injury are two of the major causes of industrial time loss.  
 In studies conducted by state workmans compensation bureaus the ability of chiropractors to return an employee to pre-injury status was 51%, compared to only 34.8% with M.D. care, according to Dr. Wolfman M.D.  
 According to the same studies, chiropractic fees averaged 34% less than M.D. costs for rehabilitation of work related injuries.

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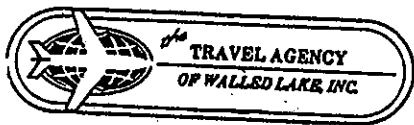
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