

Business takes a shift north of expressway

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road electric streetcar travelled Orchard Lake.

SOME IMPRESSIVE numbers from the city planner's office quantify the recent growth in the Farmington area. From 1960 to 1970, the population in Farmington Hills (then Farmington Township) exploded 62 percent to a total of 48,694. It grew another 19 percent from 1970 to 1980, to 58,076.

Farmington's population of 10,329 climbed 6.8 percent in that decade, to 11,035.

In the same period, the number of housing units in Farmington Hills increased 59.3 percent, from 13,510 to 21,522. It jumped 18.9 percent in Farmington to 57,922.

Since becoming Farmington Hills' city planner in the mid-1970s, Richard Launi has listed 61 new residential, industrial and commercial subdivisions.

His figures show that by 1980, nearly 200 businesses had sprouted up between 12 and 14 Mile Roads on Orchard Lake Road. Forty churches and 21 retail shopping areas were serving Farmington and Farmington Hills.

COMMERCIAL AND industrial growth has paralleled residential growth, due partially to the creation of an industrial-research-office zoning district in Farmington Hills. With immediate freeway access, it has attracted national and international firms such as Robert Bosch, Hewlett-Packard, Panasonic, Hoechst, TRW, 3M, and ACO.

Within the past 10 years, Texas Instruments, Manufacturers Hanover Mortgage, Jervis B. Webb, Tally Hall, Hunter's Square, and the Quakerstown Medical Building have been built in the city's north end. Additional offices are planned along the I-498 corridor south of 12 Mile Road and along Northwestern Highway.

It represents quite a change from the Farmington area of 1838, when land originally prized by Indians as a hunting ground was occupied by 20 Quaker families, five flouring mills run by stone, water and steam; two saw mills,

two stores, two physicians and one druggist.

IT TOOK until 1980 for 91 percent of Farmington Hills to be developed. Only poor economic conditions have curtailed the development of the remainder, according to Cairns.

"I'd say the recession has put us two to three years behind. I think once it's off we'll continue to grow and the whole area will be utilized."

The Farmington native sees little possibility of rural areas remaining in their natural state for much longer.

"I can't see it. The trouble is, if you want land for horses or orchards, you've got to buy it. People just can't afford to keep an apple orchard or a horse farm. The taxes are too high."

The development boom in Farmington Hills has not deprived other areas, said Lamp.

"I don't know that we've taken that much business away from other places. The new commercial development has helped accommodate the residential development."

"IF DOWNTOWN Farmington's been hurt, it's been by (Novi's) 12 Oaks Mall, which offers people plenty of parking and air-conditioned stores," he said.

Cairns remembers how worried people became about Farmington when I-96 was built in the 1950s.

"Grand River pulled a lot of traffic, and the freeway cut that off. Farmington actually died. But gradually it came back."

"I think it will remain viable. It attracts from the surrounding area south of 10 Mile Road — particularly Independence Green (Apartments), Mulwood (Apartments and Terraces), and Chatham Hills (Apartments)."

"Plus they work at it," Cairns said. "They've spruced up and landscaped the center of town along Grand River, and they really draw with the Founders' Day Festival. Any time you can bring that number of people in to see a store they like, you know they'll be back."

Even Cairns is surprised by the amount of development in the Farmington area.

"We never expected it would grow like this," he said.

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U-M to offer arts-business degree

University of Michigan has approved a new joint degree program between the School of Music and the Graduate School of Business Administration.

The program, to be administered through the two schools, leads to two degrees: master of business administration and master of music in arts administration.

"The objective of the program, which will require no new courses or resources of any kind, is to prepare qualified administrators and managers for the board spectrum of careers which utilize a combination of music and business skills. Example of management of administrative careers in arts center director, and development officer," according to the deans of the two schools.

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The Farmington Observer and The Farmington/Farmington Hills Chamber of Commerce

are proud to present a
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at the Holiday Inn
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CHARLES A. MOUSER
Advertising and Marketing Consultant

Charles A. Mouser's Seminar is a highly acclaimed and very informative program. The testimony to its value is found in the techniques and ideas that can be immediately implemented on a personal and business level.

Charles A. Mouser, an international advertising-marketing consultant with more than 26 years of serving the graphic communications industry, is the author of "My Customers Won't Pay For It." Mouser has studied at Pratt Institute, Eureka College and Cornell University. As an artist for the Department of Defense, his duties included art director of the Supreme Headquarters of the Allied Powers in Europe.

Charlie, as he prefers to be called, has vast experience as an ad agency director, in newspapers and outdoor advertising, and in sales training motivation. During the past several years, he has inspired more than 6,000 attendees, who have each paid \$125 per day to attend his seminars throughout the U.S.A. and Canada.

In addition to being a "walking encyclopedia of advertising information," Charlie is a perceptive, dynamic and charismatic person. He has the unique ability to motivate his audience—

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