

5-YEAR GROWTH GREATEST IN AREA

Livonia In Midst Of Huge 'Industrial Revolution'

Take some old, unused farm land that lies next to a busy transportation link, add a force of skilled workers and some enthusiastic civic leaders, and mix them together under the tutelage of a young, ambitious community "chief" — the result? You've got the makings of another "industrial revolution."

In Livonia, that's the process which in the past five years has created new industrial growth unequalled by other western Wayne or Oakland County communities.

With a direct transportation link to the rest of the Midwest through the C and O Railroad tracks, which cut a wide swath from east to west across Livonia, and with three state highways crossing the city, the first ingredients for promoting industrial growth — transportation — is there.

A wide-awake Industrial Development Commission, active for more than eight years in Livonia, has given the added thrust to industrial development, and the city's industrial Coordinator, Daniel C. Andrew, has worked full-time to put prospective industrial development in touch with landowners.

The combination has produced phenomenal results.

Last year alone, Andrew reports, close to a million square feet of manufacturing space was built in Livonia — either in the form of new construction or additions to present facilities.

Employment was boosted by more than 1500 jobs in the process, he said.

Today, commercial and industrial property in Livonia accounts for nearly as much of the city's tax base as does residential land. The figures: 44.5 per cent for industrial and commercial; 48.8 per cent for residential; and the balance in vacant property and public utilities.

What's ahead for 1966?

Andrew said estimated projections show that 2.4 million square feet will be added this year in industrial construction, representing an increase in \$10.8 million in the city's assessed valuation.

In terms more easily understood by the taxpayer, this can mean \$650,000 more a year in Livonia's city treasury.

"Most of the city's industrial growth is taking place in a series of developments along the C and O tracks," said Andrew. "The railroad itself has developed an industrial park along the south side of the tracks near Eckles Rd.," he stated. "In less than two years, all of the available acreage has been sold."

The city recently opened an Industrial Road which parallels the tracks just to the north, and which runs from Merriman Rd. east to Middlebelt. This industrial subdivision property is selling fast, and Kruger Corp., for example, has recently purchased 10 acres of land for addition to its warehouse.

The city's second largest industrial development is located at Plymouth Rd. and Newburgh, where the Barton-Share Co. has divided an area of land into 54 industrial lots. The Link-Welder Co. is the first firm to begin construction there.

Other individual industrial expansion during the past year has included a 500,000 square foot addition to the Chevrolet Spring and Bumper plant, a

240,000 square foot addition to the Ford transmission plant and 535,000 square feet for a Ford National Parts Warehouse expansion.

While most of the city's industrial development is taking place along the railroad, patches of industry have cropped up elsewhere. Along the southern side of Eight Mile Rd., several factories have been constructed in recent years, and there's a proposal being studied by the Planning Commission to increase the amount of land zoned for industrial use there.

"If the new Jeffries Freeway ever becomes a reality," Andrew told The Observer, "it's possible that we may set aside a small section of the northwest part of the city for what's called ERO zoning — engineering, research and office building development. It would be ideally located next to a busy transportation route."

Recently, Andrew said, additional industrial and residential areas were opened up to development with the announcement of a new 24" water main along Newburgh from Eight Mile to Schoolcraft. It will serve, basically, the new Chevrolet Spring and Bumper plant, and Ford Transmission Plant and other industry, but when it is completed this Spring, it will provide a chance for a new residential construction in the city's northwest section.

With 17 per cent of Livonia's land zoned for industrial development, and approximately 1100 acres still vacant for industrial use, the job of continuing the city's industrial growth shouldn't be hard.

Andrew, who works full-time as a city employee and who is backed up by the citizen volunteer Industrial Development Commission, describes his duties as those of a "broker."

"Whenever we hear of a firm interested in settling in Livonia," he said, "we immediately get in touch with them. We'll notify them of the location and availability of the 1100 acres of vacant industrial land, take them on a tour of the city, and put them in touch with the landowners."

"If and when they make a deal to purchase the property," he said, "then we help clear the way through the various city agencies to expedite construction, building permits, development of utilities, and other legal requirements are all met."

Andrew pointed out, however, that industrial development has to keep down residential land taxes to help pay for new schools, parks and community developments.

"We no longer need to think of industry as grimy, noisy, smoky developments that are unwanted for a modern homeowner too. Industry is the backbone of the community like Livonia. Today's contribution to Livonia's well kept industrial parks and that will give us the kind of tax modern techniques of construction and operation provide communities with facilities which are aesthetically, as well as financially, attractive."

"Our goal for Livonia is a well-balanced community of industrial, commercial and residential development, and we know that the tax contributions of industry will help us achieve this goal."

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FORD MOTOR COMPANY'S National Parts industrial plants. It has been cited several times for its excellent record in industrial safety.

Livonia Once Boasted Reputation of Being U.S. Cheese Center

It may come as a great surprise to many of the folks now living in Livonia to learn that it once was the "Cheese Center of America."

Back in the Gay Nineties the area that is now the City of Livonia was rich farm country and boasted many large herds of cattle.

The combination brought about a rich dairy industry, with the result that cheese became its greatest commodity. And it was shipped from here to all sections of the country.

Sounds fantastic now, doesn't it?

But remember, there were 27 farms under cultivation in Livonia Township just 16 years ago when the City of Livonia was born.

Ed-Lo

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Technician Posts Open

Senator Farrell E. Roberts (R-Pontiac), announced today open competition examinations for student Highway Technician B.

The qualifications for this position are as follows: The applicant must not have reached his 41st birthday and must be a high school graduate.

Senator Roberts stated that student highway technicians in this work-study program alternate between periods of full-time employment in the Highway Department and full-time attendance at college.

Written examinations will be given on March 5.

Senator Roberts added that additional information may be obtained from the Civil Service Commission, Lewis Cass Building in Lansing.

Arthur Bruckert Heads Livonia's IDC Program

Arthur J. Bruckert, 16366 Bell Creek Lane, will lead Livonia's Industrial Development Commission for the coming year. He is a project engineer.

Other Livonians who serve on the Industrial Development Commission include Stanley F. Steiner, 15735 Norwich; Burl T. Woodward, 37001 Ann Arbor Rd.; Frank M. Kastner, 13703 West Chicago; Earl Haab, 31645 Alabama; Harold V. Woodcock, 13351 Milburn; William C. Miller, Jr., 33745 Cindy Ave.; Ragnar I. Turquist, 34003 Roycroft; and Donald Taylor, 30562 Brookview.

Daniel R. Andrew is Industrial Development Coordinator for the city and Celesta S. Walker is secretary.

Busy in Vietnam

Morris Corp. Bruce W. Freels, son of Mr. and Mrs. S. L. Freels, 20137 Angling Road, Livonia, is off the Vietnamese coast in the South China Sea, serving aboard the attack aircraft carrier USS Hancock.

What does this emblem mean to you?

We hope all our customers recognize Consumers Power Company's new symbol.

These two free-form initials "C" and "P" however, stand for much more than just the name, Consumers Power Company.

They identify us as one of Michigan's Investor-Owned electric and gas utilities.

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These letters also represent our community participation, competent planning, capable personnel, conservation projects, constant power, citizenship programs, computer processing and continuing progress.

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Evans has long been the nation's leading designer and manufacturer of freight car damage prevention equipment.

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Evans has been building freight cars since September 1964. Our car building capacity will triple this year.

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With our recent acquisition of United States Railway Equipment Company and Chicago Railway Equipment Company, Evans now provides railroads and shippers with a wide range of products and services.

Evans Transportation Equipment Group is now composed of:

- Railway Equipment Division
Freight car and truck lading damage prevention equipment
- Railway Car Division
New freight cars, car modernization and components
- Automotive and Industrial Division
Truck and bus heaters, truck air conditioners, automotive trim, die model and pattern stock, trailer doors, freight car insulated panels, sectionalized low temperature warehouses
- Research & Development
Research and development in freight cars, components and equipment
- United States Railway Equipment Company
(a subsidiary of Evans Products Company) Freight car leasing and car construction

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