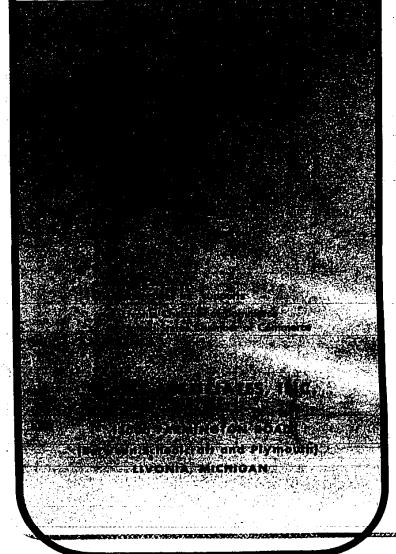
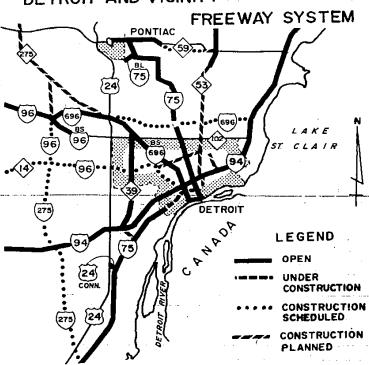


SCANS ASSOCIATES, INC.



DETROIT AND VICINITY



Observerland Will Have A New Set Of Highway Arteries During 1970's

By TIM RICHARD

If management is the nerve center of the economic body and finance its flow of blood, then roads are the arteries and veins by which the vital fluids are car-

The northwestern suburbs' growth forced an expansion of state federal freeway plans, and our area is due to get a new set of arteries in the 1970s. Already their impact is being felt.

I-96 will be brought south from Novi along the Haggerty Road corridor to the present Schoolcraft Road and then progun on this dogleg and will be completed

IT WILL SERVE industries already located on the present I-96 and offices scattered along I-96 to the north. The extended I-96 will skirt Schoolcraft College and give a new jolt of life to the al-ready thriving industrial corridor between Plymouth and Schoolcraft Roads, from Detroit through Redford Township and Livonia, out to Plymouth commun-

At the intersection of I-96 and I-696, along the Novi-Farmington border, change will accelerate. J.L. Hudson's has purchased land on the Novi side, and Sears has announced a major project on the Farmington Township side.

I-96's route will make a right-angle turn in the vicinity of Haggerty and Schoolcraft, but that turn will one day be a major intersection. I-275 will be extended northward from Monroe to meet it. Later, I-275 will be extended northward from Novi and tie into I-75 on its way to Flint.

WHAT IT MEANS is that, in the Haggerty Road corridor, there will be a gigantic expressway bypassing Detroit and coming right through the heart of Observerland.

By around 1974, the Schoolcraft Hoad expressway will have been extended westward to meet M-14 west of Ann

on the north, to Monroe and Toledo on the south, and to Ann Arbor on the west.

But the saga won't stop there.

I-696 is due to be extended eastward, from Southfield across Oakland and Macomb Counties to meet I-94 on its way to Port Huron. The tedlous drive across suburb after suburb to the northeastern part of the Detroit metropolis will be reduced to 30 or 40 minutes of

expressway driving.

That leg of I—696 was held up by suburban political fighting for 10 years. A route arbitration board was finally empowered by the state to select the corridor. Next week a public hearing in Southfield will will bring the project another step closer to reality.

THESE NEW FREEWAYS are more than just roads. They will have profound industrial and social implications for the suburbs.

Their first effect will be to accelerate the flow of industry out this way. There will be new companies for present residents to join, and new residents to come in and grow with these communi-

We think of Observerland now as being on the western outskirts of a me-tropolis. By the time the decade of the 1970s has passed, we will be in the cen-ter of a new hub of activity. We will not have a downtown like Detroit's out here, but it will be a downtown of a different sort-oriented to the freeway.

The freeways will bring a balanced work force to this area—balanced between blue— and white—collar workers, bal-anced racially, balanced between the sexes as women find a greater role in industry and jobs come closer to their suburban homes.

The wonder of it all is that as the metropolitan frontier pushes ever northward and westward, we will all become tied closer together, economically and in Arbor. driving time, by those 300-feet—wide methods will baye direct tips to a correlate of grass and concrete—the downtown Detroit on the east, to Flint interstate freeways.