

# THE ULTIMATE

IN STREET PLAN AND RESTRICTIONS HAS BEEN  
— REALIZED IN —

## FLEMING'S ROSELAND PARK

THIS IS A MIGHTY BROAD SWEEPING STATEMENT BUT WE HAVE AN IDEA THAT THE PROPER WAY TO ADVERTISE IS TO START RIGHT OUT IN BIG, BOLD TYPE WITH A STATEMENT, BROAD AND SWEEPING—IF YOU CAN BACK IT UP WITH ENOUGH REASONING AND ENOUGH FACTS TO MAKE ITS TRUTHFULNESS OBVIOUS. JUDGE FOR YOURSELF WHETHER WE ARE JUSTIFIED—BUT JUDGE NOT, WE BESECH YOU, UNTIL YOU HAVE READ EVERY WORD CAREFULLY.

### The Street Plan

is made up of splendidly co-ordinated curved drives 60 feet wide and Boulevards 80 feet wide. This type of street greatly improves the architectural possibilities and adds an individuality and charm to the neighborhood not obtained in any other way.

They also reduce traffic to a minimum. Strangers simply avoid streets that don't seem to be going anywhere in particular.

Another new and effective means of preventing accidents was found. It is this. We eliminated side streets. In other words, lots front on every street and each corner lot was made large enough so that the buildings could and must be kept back an equal distance (35 feet) from both streets. All of these factors combined will give to children living in this development a degree of safety not equalled in any other subdivision.

Every subdivision improvement enjoyed by Farmington—sewer, water, gas, sidewalks, electricity, graded and graveled streets and shade trees—will be enjoyed by those who build in FLEMING'S ROSELAND PARK. These improvements are included in the price and will be installed on two streets this summer.

We expect to build at least three Income Bungalows and two single homes in this subdivision in the spring.

To desirable families interested in acquiring a home, we are prepared to make a most unusual offer. If interested see

### Restrictions

Subdivision restrictions are both elusive and technical. Unless they are complete and thorough and unless they have been worded by attorneys familiar with every law pertaining to property rights they are of little or no value.

The restrictions for Fleming's Roseland Park embody many ideas gleaned from Detroit's best restricted subdivisions. Many points covered by us, however, are rarely given consideration and some of them are absolutely new.

For example: With a side lot building line restriction we govern the side the driveway is on. This makes the shortest possible distance between houses eleven feet and guarantees to every builder plenty of light and sunshine. It also keeps your fire insurance rate at the minimum—any building within 10 feet increases the rate.

Fleming Boulevard is 80 feet wide and over a mile long. The lots are from 50 to 80 feet wide and are restricted to single homes two stories in height. Then we say, "Not less than 65 per cent of the exterior walls should be constructed of brick, stone, brick veneer, or stucco." The 65 per cent clause is new. We believed in variety and we know that many brick homes have been made more artistic and beautiful by a touch of wood in the gables, dormers, bay windows or other places. On other streets, frame houses are permitted.

On some streets, we permit an approved type of Income Bungalow, so-called in the vicinity of Detroit, having but one heating plant and to be occupied by not more than two families. We know of no other subdividers who have defined and permitted Income Bungalows. These homes are very popular in Detroit. They do not detract in any way from the home-like appearance of the street and they will fill a real need in this community.

On all corner lots, garages must set back at least 35 feet from the street line and the exterior walls must be constructed of the same material as those of the residence. Two more important points that are rarely considered.

"No vegetable gardens shall be maintained closer than 70 feet to the front lot line and no fence closer than 35 feet to the street lot line except ornamental shrubbery fences." This is another brand new restriction and its usefulness is obvious. It will keep the chickens and gardens in the back yard where they belong.

The above are but a few of the high lights in our restrictions. Space prevents us listing more.

### What Others Think

In last week's advertisement, we made this statement, "Fully two-thirds of the ultimate market value of a residence lot depends upon the restrictions and street plan of the subdivision. This, of course, must in a lesser degree, include every subdivision near enough to affect the neighborhood."

Below are the opinions of a few men on this subject who are familiar with the principles underlying Real Estate values:

The future of a city is based on the conditions and influence of its early days. Nothing is of more importance to the future of Farmington than definite city planning, building and subdivision restrictions.

Wells D. Butterfield,  
Architect and Mayor of Farmington.

Two-thirds of the lot value usually represents approximately one-sixth of the value of the completed home and to say that one-sixth of the market value of a residence of the better class depends upon the character of the neighborhood would seem to be a most conservative statement.

Harley D. Warner, Banker.

Over thirty years of experience and observation in the Real Estate and building business in Detroit has convinced me that one of the main factors in creating future values in residence property is in the proper laying out of the Subdivision and in placing thereon of adequate and carefully considered building restrictions.

Ample proof of your statement as above quoted can be found in the City of Detroit.

Rufus N. Crossman, Real Estate, Building,  
Farmington, Michigan.

I do not claim to be an expert in Real Estate values and my experience has been rather limited, but if I were selecting a site on which to build a new home, the character and appearance of the homes already built and of those still to be built would be a very important consideration.

Dr. G. F. Weaver,  
President Farmington Exchange Club.

To realize that an investment in highly restricted real estate is the biggest opportunity possible, you must sit down in a cold-blooded business manner and check over the possibilities. You will find that instead of a gamble, it is the safest investment you can make.

Compare the opportunity confronting you in Farmington with anything ever offered you before, then make a careful investigation and you will find that the statements made by myself and Mr. Fleming are conservative.

John J. Schulte, Jr., Attorney.

## F. D. FLEMING & CO.

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"Farmington -- Five Thousand Before 1935"