Placemaking: Creating a Vision for White Lake Township

White Lake Charter Township
Master Plan

White Lake Township Overview
## White Lake Township Overview

### Table 2: Demographics, White Lake Township

<table>
<thead>
<tr>
<th></th>
<th>2000 Census</th>
<th>2010 Census</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>28,219</td>
<td>30,019</td>
<td>6.4%</td>
</tr>
<tr>
<td>Occupied Dwelling Units/Number of Households</td>
<td>10,092</td>
<td>11,262</td>
<td>11.6%</td>
</tr>
<tr>
<td>Avg. Household Size</td>
<td>2.77</td>
<td>2.66</td>
<td>-4.0%</td>
</tr>
<tr>
<td>Age Distribution</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Under 5</td>
<td>2,021</td>
<td>1,607</td>
<td>-20.5%</td>
</tr>
<tr>
<td>5-17</td>
<td>5,492</td>
<td>5,791</td>
<td>5.4%</td>
</tr>
<tr>
<td>18-34</td>
<td>5,860</td>
<td>5,050</td>
<td>-13.8%</td>
</tr>
<tr>
<td>35-64</td>
<td>12,637</td>
<td>14,149</td>
<td>12.0%</td>
</tr>
<tr>
<td>65+</td>
<td>2,208</td>
<td>3,422</td>
<td>55.0%</td>
</tr>
<tr>
<td>Median Age</td>
<td>36.4</td>
<td>41.3</td>
<td>13.5%</td>
</tr>
<tr>
<td>Race/Ethnicity</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>White</td>
<td>95.4%</td>
<td>93.3%</td>
<td>-2.2%</td>
</tr>
<tr>
<td>Hispanic/Latino</td>
<td>1.8%</td>
<td>3.0%</td>
<td>66.7%</td>
</tr>
<tr>
<td>African American</td>
<td>0.8%</td>
<td>1.1%</td>
<td>37.5%</td>
</tr>
<tr>
<td>Asian</td>
<td>0.6%</td>
<td>0.9%</td>
<td>50.0%</td>
</tr>
<tr>
<td>Median Income</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Household</td>
<td>$65,894</td>
<td>$72,537</td>
<td>10.1%</td>
</tr>
<tr>
<td>Family</td>
<td>$75,842</td>
<td>$82,472</td>
<td>8.7%</td>
</tr>
</tbody>
</table>
Residential Development

Permits between 1970-1990: 3,173
Residential Development

Permits between 1990-2012: 3,091

Total Permits 1970-2012: 6,264
The Four Seasons Playground

- 6,019 Acres of Recreation Land
- 25.4% of the Township’s Land Use is Categorized as Park Land
The Four Seasons Playground

- Alpine Valley Ski Resort
- Three (3) Golf Courses
- Four (4) Riding Stables
- Twenty-three (23) named lakes
Community
- Schools
- Senior Center
- Library
- Township Hall
- Historic Fisk Farm
Commercial Development

Older development: Properties considered prime for redevelopment.
Commercial Development

Newer development: Approximately $200 Million in total investment since the year 2000.
Placemaking
Placemaking

- Placemaking is an asset-based approach to economic development.
- Cultivating the unique and special draws people to a community or region.
  - Adds economic opportunities
  - Enhances the environment
  - Builds feeling of community
At the community or regional level:

• Placemaking is a process that identifies publicly accessible spaces in the natural and built environment as well as other defining qualities – community assets – that are meaningful, valuable, and useful.
Area Plans
Area Plans

• During the Master Plan process, specific areas were identified by their assets as opportunities to expand on the concepts of placemaking and economic development.

• The Area Plans offer a framework for:
  – Improving economic opportunities (redevelopment)
  – Enhancing the environment (natural resource protection)
  – Creating a community feel for the Township
White Lake Township
Four Towns
Area Plan

Using the story of a place to rejuvenate a tired landscape
Four Towns

Assets:

• Historic “place”

• Regional Destinations:
  – Oakland Community College Highland Lakes Campus
  – Union Lake & Long Lake boat launches
  – Destination restaurant (It’s a Matter of Taste)
  – Hess Hathaway Park
Revitalizing a Commercial Strip

• Planning Commission’s elements of a modern Four Towns Village:
  – Strong pedestrian orientation
  – Mix of uses: residential over retail/services
  – In-town style condos
  – Access management to relieve congestion
  – Landscaping to soften streetscape
  – Sidewalk connectivity
  – Structure or public art to define key corners
Four Towns

• Buildings close to street
• Parking in rear
• On-street parking
Four Towns

- 2 to 3-story buildings
- Ground floor retail/service
- Residential component
- Sidewalks
- Improved linkages to existing neighborhoods/commercial
White Lake Township
Lakes Town Center
Area Plan

Envisioning a new center of civic life
Lakes Town Center

Assets:

• Attractive newer commercial development with adjacent property ripe for redevelopment
• Unique quality local restaurant – The Root (Free Press 2012 Restaurant of the Year)
• “Third Place” – coffee shop
• Close to existing Township Offices
• Location in center of Township on major thoroughfare (M-59)
A Town within the Township

- Civic Center (Township offices, public safety, library)
- Places to live, work, and shop
- Community gathering places
Life on Main Street

- On-street parking
- Multi-story, mixed use buildings
- Streetscape: trees, benches
- Open spaces
- Buildings frame the street
The Town Square
• Flexible open space
• Informal gathering/people watching
• Art fairs & festivals
• Tree lighting
Accessible
• Adjacent commercial centers
• Neighborhoods
• Larger area (M-59)

Lakes Town Center
Connecting White Lake to the world

White Lake Township
Pontiac Lake Gateway Area Plan
Assets:

• Less than one mile from the Oakland County International Airport (12th busiest general aviation airport)
• Located at the eastern gateway to White Lake Township
• Adjacent to all-sports Pontiac Lake & White Lake Oaks golf course
• Properties ripe for redevelopment
Pontiac Lake Gateway

- Promote the identity of White Lake Township as the Four Seasons Playground
- Open up views to lake and golf course
Enhance entry to Township
• Increase visibility of Pontiac Lake
• Create spaces for people
• Add art, signage
Come to White Lake Township

- Unique identity opportunity at eastern gateway
- Hotel/conference center
- Restaurant(s)
- Mix of uses

Pontiac Lake Gateway
White Lake Township
Elizabeth Lake/Union Lake Area Plan: A Blueprint for Neighborhood Centers
Elizabeth Lake/Union Lake

Assets:

• Mix of uses in this area currently

• Shallow lots with buildings are situated near the street

• Located near several lakes and residential neighborhoods
Elizabeth Lake Road/Union Lake Road

- Mix of uses
- Connections to neighborhoods
- Small-scale
Elizabeth Lake Road/Union Lake Road

• Spaces between buildings help define the area

Elizabeth Lake / Union Lake Neighborhood
www.whitelaketwp.com

Sean O’Neil, AICP
soneil@whitelaketwp.com
248-698-3300 x172