



Michigan's  
Nonpoint Source  
Program

## Clean Michigan Initiative

### Clean Water Fund

2007-0110



City of Walled Lake

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## Cool City by the Lake: Promoting the Connections of Walled Lake

January 1, 2008 through August 31, 2010

The Middle One Rouge River Subwatershed is located in western Wayne County, eastern Washtenaw County, and southern Oakland County. Walled Lake is a 670-acre, 53-foot deep body of water located in southwest Oakland County at the headwaters of the Middle One branch of the Rouge River. The City of Walled Lake's Historic Downtown District is located on the shores of Walled Lake and the only Historic Lakefront Downtown in Oakland County.

This project was designed to capitalize on the geography of the Downtown Walled Lake Historic Lakefront District by creating a unique brand identity with a slogan and logo for the Downtown that connects Walled Lake and the Rouge River Watershed. The result was encouraging economic development while educating the public about the watershed and their role in nonpoint source pollution in order to protect our water resources.



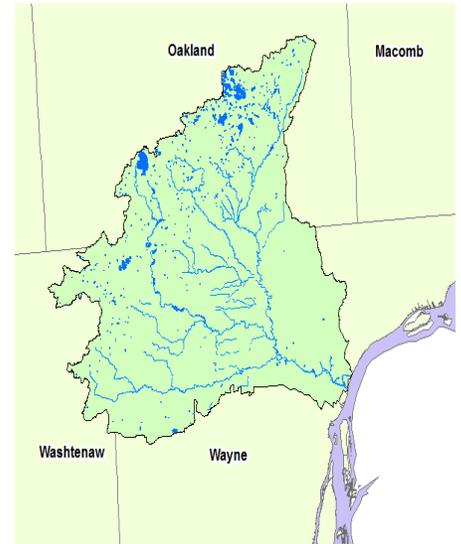
Grant Amount: \$ 20,000.00

Match Funds: \$ 25,065.74

Total Amount: \$ 45,065.74

### Best Management Practices:

- Installed two rain barrels
- Installed three planters full of native plants
- Environmental Consulting & Technology, Inc. investigated and recommended future opportunities, such as:
  - Rain gardens
  - Vegetated swales
  - Shoreline stabilization
  - Native landscaping
  - Riparian buffers
  - Manufactured treatment Systems
  - Additional rain barrels



### I&E Activities:

- Interpretive sign at public beach
- Decorative streetlight banners
- Storm drain markers/stenciling
- Medallions for benches, trash cans, and planters
- Newspaper articles
- Newsletter articles
- Website articles
- Survey at civic events & at local businesses
- Display/presentation at partnership Meetings/conferences

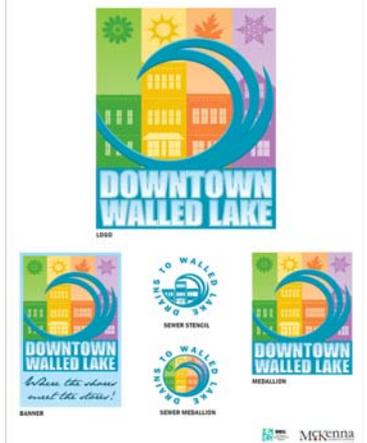


### Partners involved:

- Walled Lake DDA
- Oakland County Planning & Economic Development Services
- McKenna Associates
- Environmental Consulting & Technology, Inc.
- Oakland County Main Street
- Walled Lake Downtown Business Owners

### Image of project

WALLED LAKE, MI LOGOS AND SLOGANS



August 9, 2010



Bench with medallion (one of three)



Streetlight banner (one of twenty)



Trash can with medallion (one of three)



Curb marker (one at each gutter within the project area)



Rain barrel with medallion (one of two)



Planter full of various native plants with medallion (one of three)



Drain stencil (one at each catch basin within the project area)



Interpretive sign located at E. V. Mercer Beach