

WHITE LAKE TOWNSHIP

COMMUNITY DEVELOPMENT DEPARTMENT

DATE: January 12, 2026

TO: Rik Kowall, Supervisor

FROM: Sean O'Neil, Community Development Director



SUBJECT: Pontiac Lake Conceptual Plan Presentation (8300 Pontiac Lake Road)

This month Mr. Greg Fisher, with Tripshock, is requesting an opportunity to present a conceptual plan for the development of the property at 8300 Pontiac Lake Road (where Caruso Circle Private Road is located) to both the Planning Commission and Township Board. Mr. Fisher and his group would like to develop a mixed-use project that includes a restaurant, a residential component, retail users, and a commercial marina/launch on the property. He would like to present his concept and also discuss the timetable he is proposing for the development.

Please contact me if you require further information.



LAKEFRONT BOARDWALK

PONTIAC LAKE

Project Summary



A thoughtfully planned **mixed-use waterfront development** designed to activate underutilized shoreline while preserving White Lake's character.

Key Components

- Restaurant and gathering space
- Condominiums for upscale short term & long term rental
- 900-foot public boardwalk
- Watersport rentals
- Managed marina with seasonal slip rental and fueling station

Vision

A year-round destination for residents and visitors that balances economic growth, recreation, and environmental stewardship.



Mixed-Use Site Components



Hospitality & Dining

- Waterfront restaurant designed to serve locals and visitors
- Outdoor seating integrated into the boardwalk
- Event venue for weddings, corporate, and community events

Lodging

- Condominium units designed for low-density, high-quality occupancy
Year-round and seasonal residency

Public Waterfront Access

- 900 feet of boardwalk open to the public
- Green space, seating, and pedestrian flow

Recreation & Marina Access

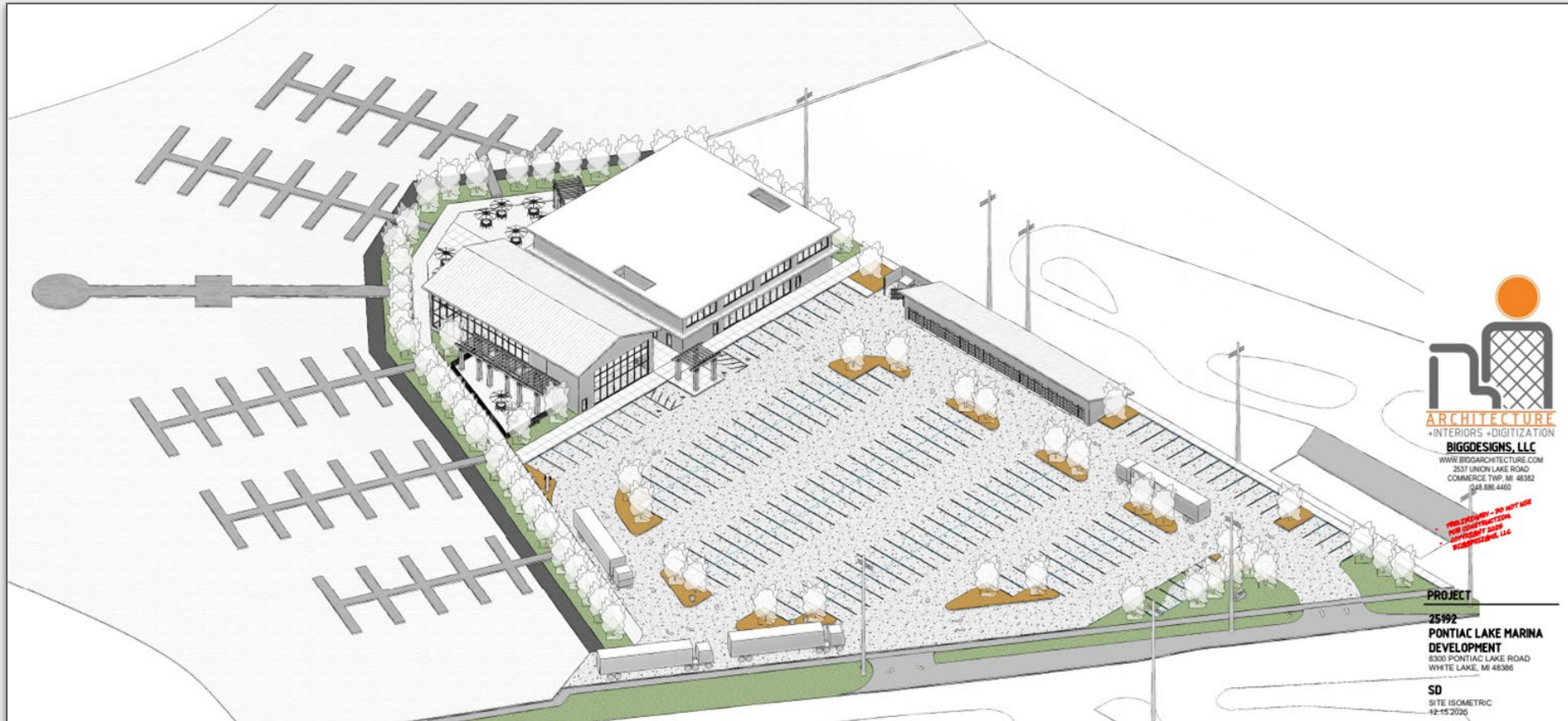
- Watersport rentals operated with staff and scheduling controls
- Guided sunset cruises for post-dining entertainment and private events
- Managed boat slips for seasonal and transient use



Site Design Concept



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BIGDESIGNS, LLC
WWW.BIGDESIGNARCHITECTURE.COM
2537 UNION LAKE ROAD
COMMERCE TWP, MI 48382
248.886.4460

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PROJECT
25192
PONTIAC LAKE MARINA
DEVELOPMENT
8300 PONTIAC LAKE ROAD
WHITE LAKE, MI 48386

SD
SITE ISOMETRIC
12-15-2020

Development Timeline & Phases



Phase 1: Summer 2026 Activation & Plan Refinement

Purpose

Phase 1 allows the property to remain **active, maintained, and financially viable** while additional time is taken to refine long-term development plans and complete approvals.

Temporary Use Authorization (Seasonal Only)

- Watersport rentals with on-site staff and defined hours
- **60 seasonal boat slips** using floating docks
- **Transient dock access** for short-term daytime visits from residents and transient boaters
- **Food trucks** and special events

Why This Approach

- Waterfront approvals and design take time
- Modest revenue supports ongoing maintenance and required financial commitments to purchase the property



Development Timeline & Phases



Phase 2: Boardwalk, Restaurant & Public Realm

2027

- Construction of the **900-foot public boardwalk**
- Waterfront **restaurant and gathering space**
- Landscaping, parking, green space, and pedestrian flow improvements
- Integrated access, seating, and lake-facing public areas

Phase 3: Residential Condominiums

2028+

- Low-density **condominium residences**
- Designed to complement the scale and character of the area
- Supports long-term economic sustainability of the development



Community Feedback



- **Will this add too many boats on the lake?**

The overall impact on lake traffic is expected to be minimal.

Experience on similar inland lakes shows that even when slips are fully leased, **daily usage is typically well under 10%**. Many slip holders use their boats occasionally rather than every day, which helps prevent congestion.

- **Will there be quality and behavior standards for boaters?**

Yes. Boats renting from or slipping at the property will be subject to **clear operating guidelines and stewardship expectations**. This includes safety rules, noise considerations, and responsible lake use, all enforced by on-site management to protect the lake and surrounding neighbors.

- **Are there benefits specifically for Pontiac Lake residents?**

Yes. The intent is for this to be a **community asset**, not just a visitor destination. Resident-focused benefits may include:

- Discounts on food and beverage
- Preferred or discounted use of the event space for neighborhood or HOA gatherings
- Community events such as organized holiday programming (for example, July 4th)
- Local-resident incentives tied to lodging or marina-related amenities



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For project inquiries, please contact
gfisher@tripshock.com