

1991 Annual Report

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Oakland County Department of Community and Economic Development
Community Development Division Economic Development Division Planning Division

Oakland County is leading the Greater Detroit region in emerging from its rust belt past as a world-class center of technology and world trade.

There are some who say that we can continue to prosper while Detroit and other areas of the region decline – I disagree. We are not an island.

Our economic operating region is the Greater Detroit area. One-third of our residents work outside the county. And one-third of those who work in the county live elsewhere.

Although our economy is becoming more diversified, most of Oakland County's economic growth continues to be connected in one way or the other to motor vehicle manufacturing. The re-industrialization of this industry has been the foundation of our growth during the past ten years. The difference is that fewer people are bending metal and more are crunching numbers.

Experts tell me that employment in Oakland County will grow much faster than the population during the next 20 years. The Southeast Michigan Council of Governments (SEMCOG) forecasts over 200,000 new jobs in Oakland County by the year 2010, a 31.6 percent gain. But the population is expected only to increase by 16.6 percent.

This means that a lot more people will be commuting to jobs in Oakland County. If these jobs are to be filled and if the region is to benefit by this potential growth, Oakland County businesses will depend more upon well-educated workers from other parts of the region. Adequate transportation will be needed to make these jobs accessible.

Recognizing this regional interdependence, Oakland County government and our communities are active in SEMCOG and work to sustain a thriving region. For this same reason, I also have been working with the chief officials of Detroit, Wayne, and Macomb counties in the Greater Detroit Economic Development Group.

We in Oakland County have problems faced by older cities. Pontiac, our county seat, shares Detroit's history as a major motor vehicle manufacturing and commercial center that has declined over the years.

We are addressing racial integration. I support the work of the Oakland County Center for Open Housing. This agency promotes integration and discourages discriminatory housing practices. The center is endorsed by 22 Oakland County municipalities, two realtor groups, the Oakland County Board of Commissioners, and SEMCOG.

We are working on a proposal for the Michigan Legislature to enact a land assembly program. This program would enable older cities like Pontiac, Royal Oak, Detroit, and Warren to compete for industrial and commercial development.

We also are working with our communities to approach sprawling development in different ways instead of following the "business-as-usual" approach. We are trying to mitigate taxpayer's expense and conserve our natural assets, like lakes, wetlands, and woods, which make Oakland County so attractive.

But in dealing with urban sprawl, we should avoid being dogmatic and unresponsive to legitimate needs.



Daniel T. Murphy, County Executive

There are better ways of dealing with land development trends than stopping highways badly needed to carrying existing traffic.

All in all, we live in a complex and heterogeneous society comprised of people with diverse lifestyles and desires. I believe that our region's development can be planned to accommodate this diversity while still protecting environmental assets.

Many of our community leaders in both mature and rural communities realize that they have a common interest in addressing the issues of sprawl. What happens over the next 10 to 20 years in our outlying communities, like Addison, Springfield, and Holly, will influence what will happen in Southfield, Royal Oak, and Farmington – and the reverse also is true.

We face immense challenges in how our region develops. But the "business-as-usual" approach will not do the job. We are all in this together.

I wish to thank the many citizens who have participated in our numerous advisory bodies, including the Economic Development Corporation, Local Development Company, Community Growth Alliance, the Community Development Citizen's Advisory Council. Their tireless and devoted service to the citizens of Oakland County is greatly appreciated.

A handwritten signature in black ink that reads "Daniel T. Murphy". The signature is written in a cursive, flowing style. Below the signature is the printed name "Daniel T. Murphy, County Executive".

Daniel T. Murphy, County Executive

During 1991, the business cycle proved to be alive and well. But while Oakland County, along with the Greater Detroit region and most places in the nation, were impacted by recession, the impact here has not been nearly as severe as the last recession in 1982. Unemployment here has edged over seven percent, but far below the 16 percent level of 1983. Meanwhile, important milestones of economic development included dedication of the \$1 billion Chrysler Technology Center and the Nissan Technical Center. Downtown Royal Oak, Southfield, and Farmington Hills continue to benefit by the I-696 freeway. The area's economic diversification during the eighties has paid off in better resistance to cyclical fluctuations.

During the year, we participated in meetings of local officials to consider the framework for a county planning program. The great majority of community leaders supported the need for an overall county plan to help coordinate plans by localities and the many agencies who shaped development trends. Because of budgetary restraints at both the local and county level, the program has been shaped to primarily use our existing staff resources. We are proceeding with this work, further discussed in the Planning Division's report which follows.

The SEMCOG Regional Development Initiative (RDI), in which we participated, has stimulated much interest on regional development issues of particular relevance to Oakland County since this is the region's leading growth area. The heightened public awareness of development issues should pay off in our county planning program.

At a time of increased economic stress on low and moderate income residents, the operations of the Community Development Division have been of particular importance in helping people improve their housing situation.



Jack Driker, *Director*
Department of Community & Economic Development

The Economic Development Division, while impacted by substantial cuts in funds heretofore received from the Michigan Department of Commerce, has focused its operations to help retention and success of businesses in Oakland County, and attraction of industrial investment from Canada, the Pacific rim, and European companies.

As part of the Greater Detroit Economic Development Group (Six Pack), we have continued to strengthen regional dialogue on important issues and challenges which will shape our well-being during this decade.

Jack Driker, *Director*
Department of Community & Economic Development

Community Development Division

The Urban County Program

Each year, the federal government distributes billions of dollars nationwide for housing and community improvement programs through the U.S. Department of Housing and Urban Development (HUD). In order to receive its share of this money, 49 Oakland County communities band together to form an "urban county." The Oakland County Community Development Division administers the annual flow of federal Community Development Block Grant (CDBG), Rental Rehabilitation Program (RRP), and Emergency Shelter Grant Program (ESGP) funds to Oakland County on behalf of the 49 urban county community participants.



Kenneth R. Patterson, *Manager*
Community
Development Division

The CDBG Program

Congress first authorized the Community Development Block Grant (CDBG) program in 1975 as a means of benefiting low and moderate income residents of many communities throughout the nation, including Oakland County. CDBG program funds support many activities for county residents. Part of the money goes directly to low and moderate income homeowners in the form of loans for home improvements. Funds are also distributed to local communities to upgrade streets and walkways; install water, drainage, and sewer systems; renovate community centers; build fire stations; revitalize downtowns; and complete a host of other improvements. All of these improvements are carried out to enhance the quality of local communities and life in Oakland County.

Oakland County was one of the first jurisdictions in the country to participate in the CDBG program and in the 17 years since, has received over \$74 million to finance hundreds of vital community development projects.

CDBG funds are distributed by an allocation formula designed to primarily benefit low and moderate income residents. Approximately 80 percent of 1991 funds was earmarked for projects benefiting low and moderate income residents or eliminating deteriorating community conditions, while 20 percent was allocated for planning, management, administration, and contingency costs.

As an integral part of the Department of Community and Economic Development, the Community Development Division works in partnership with the Economic Development and Planning divisions to promote both greater county growth and better service to residents.

Programs administered by the Community Development Division demonstrated solid accomplishments during

1991. Working together in a spirit of cooperation, Community Development and 49 participating communities alleviated physical decline and promoted economic growth in our diverse rural, suburban, and urban communities.

Property Rehabilitation Programs

Structural rehabilitation is a long-standing commitment of Oakland County. Community Development provides financial incentives to property owners to upgrade single-family residences and rental units through two programs: the Home Improvement Program, funded through CDBG; and the Rental Rehabilitation Program, financed with federal funds authorized by the Housing and Urban-Rural Recovery Act of 1983.

Home Improvement Program. The Home Improvement Program provides low interest loans of up to \$9,900 to homeowners to make their houses safer and more comfortable places to live. Improvements may include roofs, plumbing, electrical, water and sewer systems, or other structural repairs. All work is completed by a licensed residential builder selected by the homeowner from the county's list of prequalified contractors.

The loan program works on a sliding scale of income and family size. Depending on these two variables, homeowners may receive a three percent interest installment loan, a zero percent interest deferred payment loan, or a combination of the two. Income as high as \$46,100 may qualify for a family of eight.

During 1991, Community Development revitalized 179 homes of low and moderate income residents. Rehabilitation loans totaling \$1,657,413 were issued. The majority of the loans, 59 percent, were issued as zero percent interest deferred loans to lower income families.

Two percent was issued as three percent interest installment loans, and 39 percent was issued as combination deferred and installment loans. The average cost of repairs per home was \$9,259.

Rental Rehabilitation Program (RRP). RRP encourages rental property owners to improve their properties, making rentals safer and more appealing for low and moderate income tenants. Since 1984, Oakland County has received federal grant awards for rental rehabilitation totaling \$786,130.

Rental property owners upgraded 20 units and received a 50 percent rebate on repair costs, up to a maximum of \$8,500 per unit, totaling \$115,642 during 1991. Investors must bring the units to HUD Section 8 Existing Housing Quality Standards, have rents affordable to low and moderate income tenants, and agree to retain rental status for 10 years.

In addition to the landlord rebate, income-qualified tenants are eligible for a Section 8 voucher or certificate. Section 8 is a rent subsidy program offered through the Michigan State Housing Development Authority whereby a portion of a low income tenant's rent is paid directly to the landlord by the government. The amount paid is proportional to the tenant's income.

RRP was discontinued by Congress in 1991 under authority of the Cranston-Gonzalez National Affordable Housing Act (NAHA), the same act authorizing the new HOME Program (see HOME Program below). Consequently, RRP will be discontinued in Oakland County with the expenditure of 1991 RRP funding. A replacement program for RRP is uncertain.

Emergency Shelter Grant Program

Oakland County received \$83,000 in the 1991 funding round of the Emergency Shelter Grant Program (ESGP). A total of \$282,000 in ESGP funds have been granted to Oakland County since 1987.

Oakland County grants ESGP funds to local homeless shelters for a variety of purposes. Shelters can use the funds for operations and maintenance (rent, utilities, security services, insurance, equipment) or public services (counseling, medical supplies, education, food). ESGP is designed to improve the quality of existing emergency shelters for the homeless, help meet operating costs, and to provide certain supportive services for homeless persons.

Recipients of 1991 Oakland County ESGP funds were South Oakland Shelter (SOS), Help Against Violent Encounters Now (HAVEN), Baldwin Avenue Human Services Center, and Pontiac Area Transitional Housing (PATH). SOS is a consortium of over 40 churches that provide shelter for up to 30 persons per night on a weekly, rotating basis. Baldwin Avenue Human Services Center is a permanently-sited facility in Pontiac that houses up to 20 persons. HAVEN is a shelter for women and women with children made homeless through physical or emotional abuse. PATH is a transitional housing development for homeless women and homeless women with children. The purpose of transitional housing is to prepare homeless persons to re-enter mainstream society.

HOME Program

The Cranston-Gonzalez National Affordable Housing Act of 1990 authorized a new program known as the HOME Investment Partnership Act. This program expands the supply of decent, safe, sanitary, and affordable housing for low and moderate income persons, primarily through housing rehabilitation. The first national distribution of HOME funds will occur in early 1992, with Oakland County expecting to receive \$1.41 million.

Fifteen percent of HOME funds received must be distributed to community housing development organizations for housing activities to benefit low and moderate income persons. The remaining 85 percent is administered by Oakland County. This county portion (\$1,198,500) will be used for the Home Improvement Program. This should approximately double the current number of housing rehabilitation projects completed annually through the Home Improvement Program.

Community Assistance and Citizen Participation

Community Development staff provide professional, fiscal, and administrative assistance to the 49 participating Oakland County "urban county" communities regarding financial management, planning, contract compliance, project eligibility and implementation, and interpretation of federal regulations.

Fair housing activities and information provided through Community Development in 1991 helped assure that county residents were aware of their rights to housing of their choice and financial means.

Oakland County also assisted homeowners and renters in danger of foreclosure or eviction through referrals to the county's housing counseling service.

Citizen participation is a cornerstone of all Community Development's programs. Community Development has involved hundreds of Oakland County residents into a network of planning and building better neighborhoods. During 1991, the Citizens' Advisory Council for Community Development met monthly in an advisory role in planning, implementing, and assessing Community Development Division activities and hosted the annual county-level public hearing for 1991 CDBG funding. In addition, each community conducted one or two local public hearings, offering citizens an opportunity to voice how 1991 CDBG funds could be spent to satisfy their neighborhood needs.

Oakland County Urban County Program 1991 Forty-Nine Participating Communities

Cities	Townships	Villages
Auburn Hills	Addison	Beverly Hills
Berkley	Brandon	Clarkston
Birmingham	Commerce	Holly
Clawson	Groveland	Lake Orion
Farmington	Highland	Leonard
Ferndale	Holly	Milford
Hazel Park	Independence	Ortonville
Huntington Woods	Lyon	Oxford
Keego Harbor	Milford	Wolverine Lake
Lathrup Village	Oakland	
Madison Heights	Orion	
Northville	Oxford	
Novi	Rose	
Oak Park	Royal Oak	
Orchard Lake Village	Springfield	
Pleasant Ridge	West Bloomfield	
Rochester	White Lake	
Rochester Hills		
South Lyon		
Sylvan Lake		
Troy		
Walled Lake		
Wixom		

Economic Development Division

Mission

The fundamental mission of the Economic Development Division is to enrich the quality of life for all Oakland County residents by encouraging and facilitating the maintenance and creation of private sector jobs and investment.



Jeffrey A. Kaczmarek, *Manager*
Economic Development Division

Objectives

The primary objective of the County's economic development effort is to retain those businesses currently operating in Oakland and to help them identify and pursue expansion opportunities for their growth and profitability.

The second objective is to facilitate the creation of new businesses by assisting the entrepreneurial process.

The third objective of our efforts is to attract desirable new businesses to Oakland which are compatible with the quality of life and economic structure of our communities.

Activities

In order to accomplish its mission and meet its objectives, the Economic Development Division carries out an Annual Action Plan, which has seven components:

- Business Assistance
- Community Support
- Small Business Development
- Financing
- Research and Analysis
- Marketing
- Organization and Operations Support

The Economy in 1991

The past year saw the continuation of the economic downturn which began in the second quarter of 1990.

On the negative side, the County's unemployment rate averaged 7.4 percent for the year, the worst figure since 1982. Domestic auto and light truck sales were only 12.3 million units for the year, the lowest since 1983. Building construction activity declined to its lowest level since 1983, with a dollar value of \$800 million. Bankruptcies reached 3,000, the highest level during the last decade. Finally, some significant companies laid off a substantial number of employees, and in the cases of Votrax, Clawson Tank, Troy Hilton Hotel, Fayette Tubular Products, Sea Ray Boats, and Autopolymer Design, permanently shuttered their Oakland County operations.

Because of the State of Michigan's budget crises, the Division, along with many other development agencies throughout the state, lost its CGA funding and consequently had to eliminate two staff positions, a number of business services, and the CGA program.

On the positive side, interest and inflation rates remained low, and the area did not suffer the steep decline in real estate prices or trauma in financial institutions that plagued other parts of the country. There were success stories among companies too, as both Nissan and Chrysler Corporation opened major new R&D facilities, while Marketing Displays, Delta Tooling, Siemens Automotive, BASF, D&S Plastics, Ford Motor Company, Volkswagen of America, New Bright, and Pure-Pak completed substantial new and expanded facilities.

1991 Division Accomplishments

- The Oakland County Economic Development Corporation (EDC) issued industrial revenue bonds for the Rose Hill, Everest Academy, and Cranbrook Educational Community projects this year. These three projects represent \$13.5 million in new capital investment and the creation of 58 new jobs.
- The Oakland County Local Development Company (LDC) completed financing on eight new projects in 1992. These projects represent an aggregate investment of \$4.1 million in plant and equipment and will create or retain 190 jobs.
- As a whole, the Division assisted 21 company investments in 1991, eight of which were recruitments of new businesses to the County and 13 of which were expansions/modernizations for existing County companies. These 21 successful projects comprise a total plant and equipment investment of almost \$30 million and will create or retain 625 jobs.
- During 1991, Economic Development Division staff provided technical assistance to 19 communities in a variety of efforts including: infrastructure financing techniques; business financing programs; downtown retail recruitment; transportation improvement grant applications; business retention calling programs; tax abatement issues; real estate information; and student educational efforts. For the last time under the seven year program to assist communities impacted by the completion of I-696, the Oakland County Board of Commissioners gave a total of \$383,219 to Madison Heights, Southfield, Oak Park, and Royal Oak for economic development purposes.
- For the year, 1,528 entrepreneurs, individuals, and businesses were provided direct counseling by our Small Business Development Group in areas including: needs assessment; business plans; financial planning and recordkeeping; market analysis; pricing; inventory control; permits/licenses; industry standards; and agency referrals. Direct assistance and support was given to the Southeast Michigan Venture Group and to other public sector small business assistance centers in Oakland and Greater Detroit.
- Staff attended 11 trade shows and participated in three foreign trade/investment missions during 1991, making personal contact with 328 companies and identifying 89 leads. The Business Services Group developed 65 new prospect companies and provided assistance to 145 businesses. A total of 75 retention calls on Oakland County companies were conducted.

- The Marketing and Research Group responded to 651 requests for information for the past year and generated 150 leads from our space advertising effort. In addition, staff as a whole made over 40 presentations to business groups, service clubs, Chambers of Commerce, and many other organizations throughout Oakland to provide information on the County's economy and the services available from the Division.
- Staff marketing initiatives over the course of the year: continued to produce the quarterly *Oakland Focus* newsletter and Annual Report; created and published a new marketing brochure; developed new advertising as part of an updated Marketing Plan; created and implemented an Ontario, Canada direct mail program targeted to 6,000 key companies; and provided regular information kits to local Chambers of Commerce.
- Research efforts during 1991: updated the 1991 Economic Profile; produced a new Industrial/Research Parks Map in conjunction with Detroit Edison; held our annual Economic Outlook Luncheon (attended by 360 people); produced the 1991 Community Profiles; updated a variety of economic and demographic data bases; and distributed 800 of the Oakland County books produced by Windsor Publications.
- During 1991, Division staff provided support to education and training initiatives throughout Oakland by: sitting as a member of the Balance of County Private Industry Council; planning and participating in a career fair in conjunction with Oakland Schools, OCC, and the Oakland County Chamber of Commerce (15,000 attendees); and participating in the Business/Education Partnership organized by Oakland Schools.
- We continue to maintain Michigan's largest county level computer data base of industrial sites and buildings for sale or lease (570 sites and 309 buildings at year's end). We have worked closely with commercial and industrial real estate professionals by exchanging information and assistance and by involvement in key

association activities. Finally, we continue to maintain and upgrade our computerized client tracking system and to enhance our PC based capabilities.

- Division staff continued its high level of involvement in local and regional organizations dedicated to the economic enhancement of the area including: BAEC, the Greater Detroit Chamber of Commerce, local Chambers of Commerce, the various utilities, and a number of special project efforts.
- Continuing its string of awards over the past years, the Economic Development Division won two recognitions in 1991. The American Economic Development Council gave the Division a "superior" award for its video, "Oakland: World Class." The Michigan Department of Commerce granted the Division its prestigious Communities of Overall Economic Excellence Award, annually presented to the three or four economic development programs in the state that are exceptionally effective and have a broad base of support in the community.

Outlook For 1992

The economy in the coming year for Oakland County can probably best be characterized as "more of the same." A variety of economic indicators, such as auto sales, building permits issued, commercial/industrial square footage leased, new orders booked and employment rates have followed a general downward trend since 1988-89. We expect these declines in activity to continue but at a more modest pace in 1992. A possible upswing in these indicators could occur in the latter half of the year.

Accordingly, the Economic Development Division has adjusted its 1992 Action Plan to emphasize more business retention efforts, entrepreneurial counseling, aggressive small business loan activity, and a marketing effort which is aimed at a very select group of industrial sectors and geographic areas which hold the greatest promise of growth.

Annual Performance Comparison

Measure	1988	1989	1990	1991
1. Company Retention Calls	72	145	178	75
2. New Prospects	84	124	125	65
3. Firms Assisted	159	158	305	145
4. Successful Investments	26	34	28	13
5. Jobs Created	1,853	746	800	625
6. Jobs Retained	1,346	1,147	723	N/A
7. Total Private Investment	\$169,668,000	\$57,933,000	\$102,802,000	\$29,682,000
8. Local Prop. Taxes Gener. (EDC/LDC)	\$81,700	\$474,655	\$193,000	\$117,000
9. Clients Counseled	1,524	2,133	1,652	1,528
10. Training Programs Conducted	16	20	8	0
11. Business Starts	N/A	64	29	N/A
12. Training Program Particip.	1,114	692	405	0
13. Special Workshops Held	2	5	2	1
14. EDC Projects Financed	2	2	2	3
15. EDC Bonds Issued	0	\$10,250,000	\$12,300,000	\$13,500,000
16. LDC Loans Completed	7	11	9	8
17. LDC Loan Amount	\$3,445,000	\$8,245,000	\$6,621,000	\$3,295,500
18. Presentations Made	35	18	34	38
19. Business Infor. Requests	928	873	800	868
20. Community Asst. Projects	6	15	21	31
21. Fees Generated	\$53,465	\$62,200	\$65,100	\$84,500

Economic Development Corporation Cumulative Portfolio Status

	12/31/87	12/31/88	12/31/89	12/31/90	12/31/91
Projects Completed	27	29	31	33	36
Communities Involved	10	10	10	12	16
Total Bond Amount	\$73,283,000	\$73,283,000	\$83,533,000	\$95,833,000	\$109,333,000
Jobs Created/Retained	2,343	2,343	2,567	2,708	2,766
Annual Tax Revenue	\$1,373,780	\$1,373,780	\$1,679,335	\$1,679,335	\$1,679,335

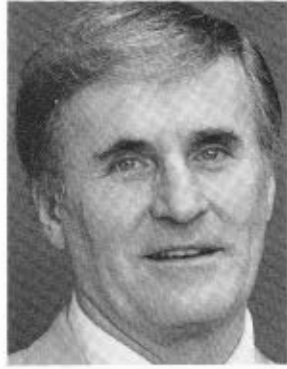
Local Development Corporation Cumulative Portfolio Status

	12/31/87	12/31/88	12/31/89	12/31/90	12/31/91
No. Loans Disbursed	28	35	46	55	63
Total Capital Investment	\$17,787,500	\$21,232,500	\$29,477,500	\$36,098,500	\$39,394,000
Total LDC/SBA Investment	\$7,125,000	\$8,522,000	\$11,501,000	\$13,649,000	\$15,327,000
Jobs Created/Retained	1,173	1,302	1,522	1,779	2,174
Annual Prop. Tax Revenue	\$457,200	\$538,900	\$708,000	\$901,000	\$1,018,000

Planning Division

The county Planning office was established in 1952 as staff to the County Planning Commission, which was established by resolution of the County Board of Supervisors in 1949. Under the county executive form of government, established in 1974, the County Planning Commission was abolished as provided for by Act 139 of the Public Acts of 1973, and the Planning office became the Planning Division of the Department of Public Works, responsible to the elected county executive. In 1987, the Planning Division became part of the Department of Community and Economic Development, under a departmental reorganization.

Michigan, as a home-rule state, grants each municipality autonomy to plan for its own growth and development. County planning, therefore, relates to the orderly, harmonious, and coordinated development of land within the county by its various cities, villages and townships.



Philip W. Dondero, *Manager*
Planning Division

Mission

The mission of the Oakland County Planning Division is to:

1. Prepare plans/options for Oakland County which:
 - encourage healthy communities
 - assist communities and their citizens to fulfill their vision
 - promote county policies
 - promote county-wide and regional interests
 - assist communities in achieving the greatest opportunity for choice in a natural and built environment.
2. Provide valued information, products, and services to meet the communities' needs.

In order to carry out its mission, the division is organized into functional areas.

County Plan

Relating to the first part of the division's two-fold mission, the Planning Division was charged in October 1991 to redefine a County Plan program. The subsequent program developed incorporated several basic principles:

1. Existing local municipal plans would be used as a foundation to work.
2. County-wide issues would be overlaid and variances addressed.

3. Local community leaders, county commissioners, and county executive office would be involved and part of the process.
4. County roles, responsibilities, and impact on land development, redevelopment, and conservation of natural features would be portrayed so that whatever is proposed is realistic in terms of being accomplished.
5. Existing studies, data, and information would be used where applicable.
6. Identification of issues important to this endeavor would be made upon which to present options for development.

Work on the following commenced: quantification of local plans to determine their buildout capacities, interviews with some county departments and divisions were held, analysis of the usefulness of available data from other sources was made, and research into value and cost of public opinion survey was done.

A draft work program was prepared for subsequent review by the Board of Commissioners, county executive office, and local communities in early 1992 as soon as details on how to best interact are worked out.

Zoning

One hundred thirty-four (134) rezoning petitions were received in the Planning Office in 1991 from townships, down from 169 received in 1990. (Cities and villages under state law are not required to submit rezoning petitions). Rezoning petitions cover two categories: Text amendments and map changes.

Of the 134 petitions, 36.6 percent were for text amendments, which are changes to the township zoning ordinances. This was 6.6 percent greater than in 1990. West Bloomfield had the most activity in text changes, representing 75 percent of that community's petitions. Highland and White Lake lead in map changes followed by Groveland and Orion.

A total of nine Zoning Coordinating Committee meetings were held by the Planning & Building Committee of the Board of Commissioners to review map changes that involved boundary properties, county-owned properties, or were of a regional impact nature.

Regional Review

Two primary activities are associated with the regional review function. The first is the monitoring of the Southeast Michigan Council of Government (SEMCOG) regional planning agency, including its work program and policy formulation. Monitoring includes attending and serving on various committees and meeting individually with key staff for detailing on particular items.

The second activity is the review of all applications for federal and state monies, including such funding sources



as Land & Water Conservation; Department of Transportation; Health, Education & Welfare; etc. One hundred fifty-six (156) applications were reviewed in 1991, up 21 percent from 1990.

The purpose of Regional Review is to provide a forum to inform county and local officials voting on SEMCOG matters of the impact of their particular entity of government.

Special projects completed within this unit included:

1. The 1991 Road Improvement Map Update, representing the only mapped source showing planned road improvements for the whole county.
2. A 1991 Traffic Count Map showing available traffic counts for the whole county.
3. In cooperation with Wayne and Macomb counties and the city of Detroit, two maps were prepared: showing land use and planned uses along 8 Mile from Lake St. Clair to I-275 and a half-mile either side of 8 Mile for the 8 Mile Road Task Force.
4. Served as co-chair of the 8 Mile Corridor Task Force.
5. A summary of the quantity and quality of development in Oakland County for 1990 was compiled and associated graphics prepared. Six separate information brochures will be printed so information can be provided more cost effectively and on a more tailored basis.
6. Prepared an analysis of performing fiscal impact analysis on proposed rezonings as part of the zoning coordinating review function.
7. Served as a Board of Directors member for the Michigan Society of Planning Officials.

Mapping & Aerial Photography

A low altitude flyover of Oakland County was made in 1990, which produced thousands of negatives from which 4,500 aerial mylars will be produced for a three year period. In 1991 we completed 1,840 aerial mylars covering nine geographic townships out of 25. Composites (those with aerial and property lines) are the leading product requested by Planning Division clientele.

The matching property line maps are updated continually, and over 5,205 parcels were added or modified.

The county base map was updated by geographic township (25 total) and then photographically mosaicked to produce a county map. The low altitude photography was used as a source of reference in the updating process as well as new plats.

State law requires base mapping of the county to be done; and once produced, the maps are used for a myriad of mapping purposes by various county divisions, as well as businesses and residents of the county.

County maps updated or created in 1991 were: Zip Codes, School Districts, Landfills, Census Tracts, Planned Road Improvements, Traffic Counts, and Mobile Home Parks.

In 1991, 952 custom aerial enlargements were purchased by the public and municipalities, representing an increase of 112 percent from 1990. We also made 59 aerial enlargements for county departments.

About 5,700 clients visited the Planning Division Mapping Unit for mapped and aerial products and collectively produced \$153,585 that was deposited in the General Fund to offset county expenditures.

A quantity of 100,000 new 1991-92 Street Index Maps were produced. Forty-three thousand were distributed to the county communities and 25,000 were provided free of charge to the public as requested.

Township base maps were put on computer with automated computerized drafting. When complete, this will become the new County Base Map.

Service Center Signage

Division staff worked with Department of Public Works and Purchasing staff to identify a signage consultant. The consultant will assist county staff in a replacement program for all exterior Service Center signage.

A combined county/consultant work program was developed, a request for proposal issued, interviews held, and a preferred consultant identified.

Statistical Data

Census population and demographic data was a major focus. Census tract and block group maps were developed. Presentations on trends were made to numerous groups, including Oakland University, Oakland Schools, and private sector clients. Staff service was provided to the County Reapportionment Commission, and four plans were reviewed and verified. Meetings on data services and coordination were held with national, state, and local experts. Training sessions were attended, and specialized reports to local units of government were prepared. Phone and walk-in clients and the public and private sector continued to receive data on request.

Springfield Oaks Youth Activities Center

The Oakland County Planning Division assisted the Oakland County Parks and Recreation Commission and Department of Public Works in the development of a master plan update for the Springfield Oaks Youth Activities Center. The work program included a summary of goals and objectives, a priority listing of facility improvements, and alternative building and site design plan solutions.

City of Pontiac

The City of Pontiac requested assistance in preparing a conceptual plan for the Clinton Valley Center.

Cooperative efforts began in 1991 between the city's Community Development/Planning Office and the County's Planning Division on developing options for the site. The emphasis of the plan was for preservation, restoration and redevelopment of the Clinton Valley Center's historical quality and beauty. Some general site land use policies determined by the City should pursue residential use for the Clinton Valley site; development should proceed according to an overall development plan, not on a piecemeal basis as in the past; and historic buildings at the state hospital be preserved to the maximum extent possible. The Planning Division assisted Pontiac in preparing development options to assist the city in attaining preferred development for the site. The project will be completed in February 1992.

COUNTY OF OAKLAND
DEPARTMENT OF COMMUNITY AND
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