

L'OREAL **CreScendo** Luminous Liquid Color

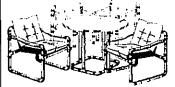
From subtlest special effects to full color

brilliance At l'Oreal Exclusive Line Salons

Phovoux Balon COMPLETE BEAUTY CARE 29260 Franklin Road / 353-4470

Phone now for an appointment.

HAPPY BIRTHDAY, SOUTHFIELD!



20% OFF Always on Shower & Wedding Gifts. Cash Refunds

Celebrate Spring! 20 % OFF New

P.V.C. Furniture in Pastel Colors

ittin' Pretty

27030 Evergreen at 11 Mile Lathrup Landing Daily 9-5:30, Thurs, til 6, 552-8850

2001 Committee looks to the future

T'S UNFORTUNATE that most cities have trouble planning for their needs from year to year.

It's unusual when a city plans

for its needs over the next 20 years.
But that's what Southfield has done.
On the city's 25th birthday, Southfield
2001 will be unveiled.

Southfield 2001 is a long-range planning document which examines the city's background, present situation and future outlook.

The document represents more than a

year's work by committees of residents, business and professional persons, elect-ed officials and city employees. It in-cludes 362 pages of history, statistics, trends and projections, summaries, objectives and recommendations.

Southfield 2001 calls itself a "first annual report," but it will be used as a basis for developing policy over the next 20 years. Actually, the report is only the latest wrinkle in a long-standing city planning philosophy.

Southfield can attribute much of its

success over the last 25 years to thoughtful and for-reaching development strategies. When other communities were zoning developments willy-nilly, Southfield was forming an overall plan. When other communities shunned high-rise buildings, Southfield welcomed them

INNOVATIVE PLANNING

planning to the nth degree, with the in-volvement and input of nearly every seg-

ment of the population.

The Southfield 2001 Committee was appointed by Mayor Donald Fracassi on April 28, 1982. It was led by 34 chief ex-cutive officers of the city's leading busi-ness, commercial, educational and governmental institutions.

The committee was divided into 11 subcommittees with a total of 236 members. A city resident chaired each sub-committee, and staff support and resources were supplied to each group by a city department director or employee.

Subcommittees studied communica-tions; economic development; education; energy, utilities and environmental bulance; government; human services; lei-sure; population and housing; preservation and neighborhood development; public safety/criminal justice; and transportation.

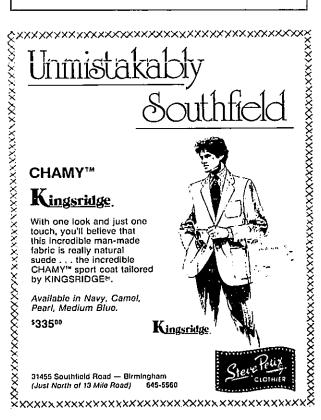
An executive summary of the report consolidates recommendations into three areas: development, redevelopment and preservation; services; and implementation structure and strategies.

Highlights of the summary include:

DEVELOPMENT

Establish an economic climate which is conducive to retaining, expand-

Please turn to Page 10









Congratulations and

Best Wishes

In Honor of Southfield's 25th Anniversary

40% OFF Entire Stock* Thru May 7, 1983 *Excluding loose gems, labor and class rings.

Al Kay Jewelers

Manufacturers and Stylists of Fine Jewelry 27831 Southfield at 111/2 Mile Road Lathrup Village • 559-5780

> Hours: Mon.-Sat. 10-5:30 Thursday 10-8
> Member: National Association of Jenetry Appraisers