

On the move

Housing hotspots outward bound

By TIM RICHARD
STAFF WRITER

Suburbia's residential housing boom stretched further into the green fields in 1993. Some familiar names dropped out of the top 10 list of building permits.

Novi, which led the pack in 1992 by issuing permits for 947 housing units, fell to seventh place last year. Farmington Hills, in 10th place in 1992, also dropped out of the top 10, according to a report compiled by the Southeast Michigan Council of Governments.

In part the listing was disturbed when 13 communities had to observe a state moratorium on water taps during a lawsuit over construction of a new water main. Observing the moratorium were parts of Detroit, Redford Township and Livonia in Wayne County, and the western Oakland communities of Farmington, Farmington Hills, Novi, Northville, Bloomfield Township, West Bloomfield Township, Orchard Lake, Keego Harbor, Walled Lake and Commerce Township. Westland, in fourth place in 1992, dropped out of the top 10 last year.

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development activity in 1993," said SEMCOG, a seven-county planning agency. "Residential building permits were issued for 17,293 housing units... a 3.4 percent increase over 1992."

SEMGOG predicted the boom "will continue into 1994 and residential construction will surpass its 1993 levels."

Here were the region's top 10:

1. Clinton Township, in Macomb County's second tier of communities north of Detroit, led the pack by issuing permits for 703 new residences, more than half multiples.
2. Canton Township, in Wayne

County's third range of townships west of Detroit, moved into second place from fifth with 699 units, nearly half for multiples, of which just 161 were multiples.

3. Shelby Township, in Macomb's third tier, permitted 676 units, nearly half for multiples. It stayed in third place in the region.

4. Troy, in eastern Oakland County, moved to fourth place from seventh with permits for 612 units, mostly single-family houses.

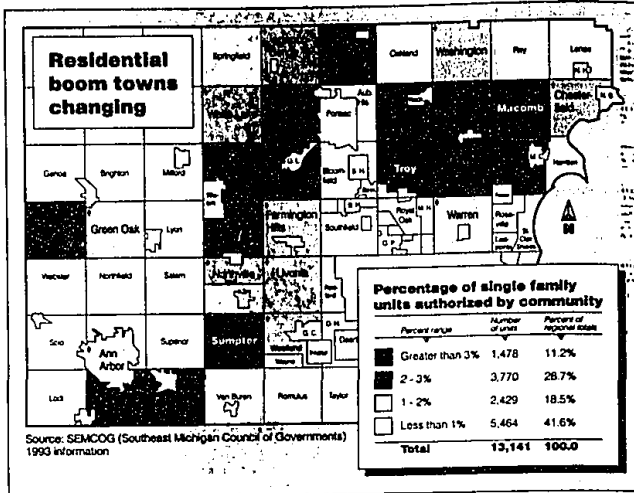
5. Macomb Township, in Macomb County's third tier north, permitted 466 units, moving back into the top 10.

6. Sterling Heights, just east of Troy in Macomb County, permitted 448 units, moving up from ninth place the prior year.

7. Novi permitted 444 units, three-fourths of them single-family houses.

8. Pittsfield Township, south of Ann Arbor, permitted 400 units and made the top 10 list for the first time. It also helped Washtenaw County show the biggest percentage year-to-year growth — 41.2 percent — of any of the region's seven counties.

9. Waterford Township, west of Pontiac, permitted 397 units and got back into the top 10 list.



10. Orion Township, north of Pontiac, permitted 375 units and also made the top 10 list.

Also noteworthy: Hamburg Township in Livingston County, permitted 268 units, putting it on

the leading edge of residential growth in the region. All were for single-family houses. Hamburg was ahead of Ann Arbor, where a net total of 285 housing units were permitted.

Detroit, long considered fully

developed, issued permits for 243 new housing units but also issued 3,204 demolition permits — a net loss of 2,961 units. Detroit's housing stock loss was almost equal to the total new permits in the top five communities.

Marketplace from page 2F

CERTIFIED CLEANER

Steve Kalbfleisch, co-owner of Birmingham Cleaners, at 1253 S. Woodward, Birmingham, earned the certified environmental dry cleaner designation after passing a written exam on environmental safety and dry cleaning practices.

The Birmingham resident was one of five Michigan dry cleaners who took the International Fabricare Institute exam. IFI is the dry cleaners trade association based in Silver Springs, Md.

TOP SUPPLIERS

FIBERCRAFT/DesCon, Ro-

chester Hills, received Saturn Corp.'s 1993 Outstanding Achievement Recognition Award for quality, service and price and the automaker's Quality Recognition Award. Suppliers were awarded at Saturn's manufacturing and assembly facility in Spring Hill, Tenn.

FIBERCRAFT provides advanced design, engineering and program management to the automotive market.

Romulus-based Kelsey-Hayes received General Motors 1993 Worldwide Supplier of the Year Award for quality, service and

price at a ceremony in London. It's the second consecutive year the supplier of brake system products has received the award. The Woodbine Group, Troy, a producer of polyurethane foam products, received GM's 1993 Supplier of the Year Award in London, which also is based on quality, service and price.

WINS PRESS AWARD

For the third consecutive year, Southfield-based Corporate Detroit Magazine picked up a Detroit Press Club award in the specialized publications category.

The 1993 award goes to its October cover story, "The Incubator That Never Was."

In the past three years, Corporate Detroit has received more Press Club awards in the specialized publications category than any other publication. Last year, the magazine won third-place honors. In 1991, it took first- and second-place awards.

Corporate Detroit has more than 30,000 Detroit area subscribers.

TOP AGENCY

Meridian Insurance, an Indianapolis-based property-casualty insurer, gave a Sales Leader Award to Poyle Associates, Farmington Hills, for outstanding sales performance.

For their sales achievement, top agents from Poyle and other Meridian agencies also earned a trip to Cancun, Mexico.

NEW KELLY BRANCH

A new division at Troy-based Kelly Services will give temporary

employees opportunities for full-time work and let employers try out a candidate before hiring.

The new business line, called KellySelect, allows businesses to evaluate an employee's performance on temporary assignment for 90 days before making a long-term hiring commitment. Kelly said other customer benefits include guaranteed success of candidates and a reduced administrative process. It also gives the employee a chance to work on the job before making a full-time commitment. Employees are tested and evaluated by Kelly before going on assignment.

KellySelect, which started as a pilot program in Florida in 1992, will be offered to clients throughout North America. There's no fee to the employee.

"KellySelect is a natural extension of our temporary help business and supports our mission of providing a full range of human resources solutions to our cus-

tomers," said John Grossu, vice president and general manager for Kelly's Livonia office.

AD WINNER

Ken Music of Ken Music Photography, Royal Oak, won a Mobius Advertising Award for a series of brochures made for Producers Color Service, Southfield. Mobius award winners are selected annually by industry representatives.

Music's work has been used for advertising, editorials, displays, product packaging, brochures and annual reports.

JOIN TRADE GROUP

Cherryhill Corporation Insurance Agency, Garden City, Sheldon Road Corporation Insurance Agency of Canton and Bloomfield Insurance Agency, Southfield, have joined the Michigan Association of Insurance Agents, a statewide trade association that represents 10,000 independent insurance agents and industry employees.

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