

SITE LOCATION STUDY - DETROIT, MICHIGAN

for

AMERICAN MULTI CINEMA CORPORATION

Kansas City, Missouri

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and

Introduction

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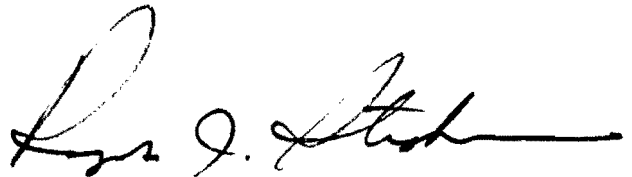
In the spring and early summer of 1970 a detailed evaluation was made of possible locations for Multi Cinema sites in Detroit, Michigan. Detroit is a large metropolitan area of approximately 4,200,000 persons located in the southeastern sector of Michigan.

Detroit has a well diversified, industrially oriented economy. However, its major economic strength still rests in the automobile and automobile related businesses. These businesses concern production, service and sales and give the population of the city a wide diversity of interests and abilities. Fundamentally, Detroit is considered a working city.

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The potential in Detroit for Multi Cinema is good in some areas but very poor in others. Successful penetration will probably be best gained by locating in presently unfulfilled theater market areas.

In Chapter I the various possible locations considered are listed in priority order, the most desirable being shown first. In Chapter II a description of all theater operations in the Detroit metropolitan area is presented. Chapter III provides a detailed description of major commercial facilities in Detroit, arranged by facility number as shown on location maps, one and two. Chapter IV briefly describes the techniques used in making the study.



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CHAPTER I

Recommendations

Listed below in order of desirability are commercial sites shown on location maps, one and two. The most desirable locations are listed first with ratings diminishing to the least desirable last. Facility reference numbers are given in parenthesis and refer to the solid black dots on the location maps. Following the facility number is the county, and then for Wayne County the quadrant designation, northwest (NW), northeast (NE), southwest (SW) and southeast (SE). Black dots in the open circles numbered with a prefix T indicate theaters.

The Detroit metropolitan area has been divided into six major sections for ease in reference. These are: Oakland County, Macomb County, and four quadrants - northwest, northeast, southwest and southeast in Wayne County. Boundary lines of the location areas are shown dotted on the maps. The boundary between Wayne County and Oakland/Macomb Counties is Eight Mile Road (M 102). The dividing line of Oakland and Macomb Counties is Dequindre Road. In Wayne County the four quadrants are defined by Telegraph Road (US 24) running north and south and the Edsel Ford Expressway (I 94) running roughly east and west. In addition to the Detroit area proper, there are several suburban communities surrounding the city which, in most cases, have been considered but not always identified separately. Where these are significant commercial districts, their central city areas have been approximately located with the shaded circles on the location maps and identified with the initial of the community as noted in the following list. These suburban communities include:

AP	Allen Park
B	Birmingham
BE	Berkley
BH	Bloomfield Hills
C	Clawson
CL	Centerline
DH	Dearborn Heights
DNE	Dearborn, East
DNW	Dearborn, West
DT	Detroit
EC	Ecorse
ED	East Detroit
F	Farmington
FE	Ferndale
FR	Fraser
GC	Garden City

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GP Grosse Pointe
GPF Grosse Pointe Farms
GPP Grosse Pointe Park
GPS Grosse Pointe Shores
GPW Grosse Pointe Woods
H Hamtramck
HP Highland Park
HW Harper Woods
HW Huntington Woods
HZP Hazel Park
I Inkster
LP Lincoln Park
LV Lathrup Village
MC Mt. Clemens
MH Madison Heights
ML Melvindale
OP Oak Park
P Pontiac
PR Pleasant Ridge
RO Royal Oak
RR River Rouge
RT Redford Township
RV Roseville
SCS St. Clair Shores
SF Southfield
SG Southgate
T Taylor
T Trenton
WA Wayne
WR Warren
WY Wyandotte

Commercial sites inspected and evaluated were, in order of desirability:

Rank	Rating	Description
1	68.8	Oakland Mall (facility 63 Oakland): Northeast corner Fourteen Mile Road and I 75 Freeway. Regional enclosed mall shopping center.
2	66.9	Somerset Mall (facility 60 Oakland): Southeast corner Coolidge and Big Beaver Roads. Regional enclosed mall shopping center.
3	66.8	Northland Shopping Center (facility 75 Oakland): Northeast corner Eight Mile Road and I 696 Expressway. Regional open mall shopping center.

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Rank	Rating	Description
4	64.2	Westland Shopping Center (facility 8 Wayne NW): Northeast corner Warren Avenue and Wayne Road. Regional enclosed mall shopping center.
5	63.9	Tel-Twelve Mall (facility 66 Oakland): Southeast corner Twelve Mile Road and Telegraph Road. Regional enclosed mall shopping center.
6	63.8	Southfield Plaza (facility 67 Oakland): Near southeast corner Southfield and Thirteen Mile Roads. Strip regional shopping center.
7	63.2	Tech Plaza (facility 86 Macomb): Northeast corner Twelve Mile and Van Dyke Roads. Strip regional shopping center.
8	63.1	Eastland Shopping Center (facility 35 Wayne NE): Southeast corner Eight Mile and Kelly Roads. Regional open mall shopping center.
9	61.5	Wonderland Shopping Center (facility 6 Wayne NW): Southwest corner Plymouth and Middlebelt Roads. Regional open mall shopping center.
10	61.4	Korvette - Redford (facility 7 Wayne NW): Southwest corner Telegraph Road and West Chicago Boulevard. Strip regional shopping center.
11	60.6	Downtown Farmington Center (facility 72 Oakland): Southeast corner Grand River Avenue and Farmington Road. Strip district shopping center.
12	60.2	Pontiac Mall (facility 54 Oakland): Northwest corner Telegraph and Elizabeth Lake Roads. Regional enclosed mall shopping center.
13	59.9	Kendallwood Shopping Center (facility 65 Oakland): Northeast corner Twelve Mile and Farmington Roads. Strip district shopping center.
14	59.7	K-Mart - Troy (facility 62 Oakland): Southeast corner Livernois and Maple Roads. Discount department store shopping center.
15	59.6	Bloomfield Commons (facility 59 Oakland): Southeast corner West Maple and Lahser Roads. Strip neighborhood shopping center.
16	59.5	Topps - Redford (facility 4 Wayne NW): Northwest corner Schoolcraft and Telegraph Roads. Discount store shopping center.

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Rank	Rating	Description
17	59.4	Livonia Mall (facility 2 Wayne NW): Northwest corner Seven Mile and Middlebelt Roads. Regional enclosed mall shopping center
18	59.4	Westborn Shopping Center (facility 23 Wayne NE): Southeast corner Michigan Avenue and Outer Drive. Strip district shopping center
19	59.4	Northwood Shopping Center (facility 68 Oakland): Southeast corner Woodward Avenue and Thirteen Mile Road. Strip regional shopping center.
20	59.3	Seven-Grand Shopping Triangle (facility 3 Wayne NW): Southwest corner Grand River and Seven Mile Road. Strip district shopping center.
21	59.3	Topps & A & P (facility 13 Wayne SE): Telegraph Road at Champaign Road. Strip neighborhood shopping center.
22	59.2	Korvette - Roseville (facility 92 Macomb): Southeast corner Gratiot Avenue and Twelve Mile Road. Strip regional shopping center.
23	59.0	Hudson's Budget Store Center (facility 24 Wayne NE): Southeast corner Greenfield Road and Michigan Avenue. Department store shopping center.
24	58.9	Eight Mile & Beech Center - K-Mart (facility 74 Oakland): Northeast corner Eight Mile and Beech-Daly Roads. Discount department store shopping center.
25	58.8	Yankee Store (facility 1 Wayne NW): Southeast corner Grand River and Eight Mile Road. Discount department store shopping center.
26	58.7	Macomb Mall (facility 94 Macomb): Northwest corner Gratiot Avenue and Masonic Road. Regional enclosed mall shopping center.
27	58.7	Farmington Plaza (facility 73 Oakland): Northeast corner Mooney Road and Grand River Avenue. Strip district shopping center.
28	58.7	Belmont Shopping Center (facility 31 Wayne NE): Southeast corner Eight Mile and Dequindre Roads. Strip district shopping center
29	58.5	Madison Center (facility 70 Oakland): Northwest corner Twelve Mile Road and John R. Strip district shopping center.

Rank	Rating	Description
30	58.5	Federal Department Store (facility 79 Macomb): Southeast corner Van Dyke and Sixteen Mile Roads. Single department store.
31	58.3	Village Plaza Mall (facility 41 Wayne NE): Northwest corner Michigan Avenue and Outer Drive. Retail and office complex.
32	58.1	Southland Shopping Center (facility 14 Wayne SE): Northwest corner Eureka and Pardee Roads. Regional enclosed mall shopping center.
33	58.1	K-Mart - Warren (facility 83 Macomb): Northeast corner Schoenherr and Thirteen Mile Roads. Discount department store shopping center.
34	58.0	Playworld Shopping Center (facility 84 Macomb): Southeast corner Thirteen Mile and Schoenherr Roads. Strip district shopping center.
35	57.7	Regional Center (facility 95 Macomb): Northwest corner Gratiot Avenue and Fifteen Mile Road. Strip regional shopping center.
36	57.7	Green Acres Shopping Center (facility 81 Macomb): Northwest corner Mound and Thirteen Mile Roads. Strip district shopping center.
37	57.6	Green-Eight Shopping Center (facility 76 Oakland): Northeast corner Eight Mile and Greenfield Roads. Strip district shopping center.
38	57.5	Universal City Shopping Center (facility 85 Macomb): Southeast corner Twelve Mile and Dequindre Roads. Regional enclosed mall shopping center.
39	57.5	Grandland Shopping Center (facility 30 Wayne NE): West side Fenkell and Grand River Avenues. Strip neighborhood shopping center.
40	57.1	Lincoln Park Plaza (facility 19 Wayne SE): Northwest corner Fort Street and New York Avenue. Strip regional shopping center.
41	57.0	Sears Lincoln Park Shopping Center (facility 20 Wayne SE): Northeast corner Southfield and Dix Roads. Strip regional shopping center
42	56.7	Wildwood Shopping Center (facility 9 Wayne NW): Northwest corner Ford Road and Wildwood Avenue. Strip shopping center.

Rank	Rating	Description
43	56.6	K-Mart - St. Clair Shores (facility 90 Macomb): Southwest corner Nine Mile Road and Harper Avenue. Discount department store shopping center.
44	56.3	Eastgate Center (facility 91 Macomb): Northeast corner Gratiot Avenue and Frazho Road. Strip regional shopping center.
45	56.2	Korvette - Southgate (facility 16 Wayne SE): Northeast corner Fort and Pennsylvania Roads. Strip regional shopping center.
46	56.0	Clawson Center (facility 64 Oakland): Southeast corner Fourteen Mile Road, near Crooks Road. Strip district shopping center.
47	55.9	Yankee Store - Sterling (facility 80 Macomb): Northeast corner Fourteen Mile and Schoenherr Roads. Discount department store shopping center.
48	55.6	K-Mart - West Detroit (facility 28 Wayne NE): Southwest corner Plymouth and Southfield Roads. Discount department store shopping center.
49	55.4	Lincoln Center (facility 71 Oakland): Northeast corner Lincoln and Greenfield Roads. Strip district shopping center.
50	55.3	Shores Shopping Center (facility 93 Macomb): Southwest corner Harper Avenue and Thirteen Mile Road. Strip district shopping center.
51	55.3	Topps - Southgate (facility 15 Wayne SE): Southwest corner Eureka Road and Dix Road. Discount department store shopping center.
52	55.1	Yankee Store - Riverview (facility 46 Wayne SE): Northwest corner Fort Street and King Road. Discount department store shopping center.
53	54.8	Arlan's Discount Center - Livonia (facility 39 Wayne NW): Northeast corner Plymouth and Inkster Roads. Discount department store.
54	54.7	Southgate Shopping Center (facility 17 Wayne SE): Southwest corner Trenton and Eureka Roads. Strip regional shopping center.
55	54.7	K-Mart - Macomb (facility 88 Macomb): Southeast corner Ten Mile and Dequindre Roads. Discount department store shopping center.

Rank	Rating	Description
56	54.4	Yankee Store - Pontiac (facility 53 Oakland): Northwest corner of Perry and Arlene Streets. Discount department store shopping center.
57	54.3	7 Mile - Mack Shopping Center (facility 36 Wayne SE): Northeast corner Seven Mile Road and Mack Avenue. Strip regional shopping center.
58	54.3	Allen Park Plaza (facility 43 Wayne SE): Near northwest corner Southfield and Ecorse Roads. Strip neighborhood shopping center.
59	54.1	Federal Shopping Center (facility 87 Macomb): Southeast corner Van Dyke and Martin Roads. Strip district shopping center.
60	54.1	Bloomfield Plaza Shopping Center (facility 58 Oakland): Southwest corner Maple and Telegraph Roads. Strip district shopping center.
61	54.1	South Adams Square (facility 97 Oakland): Southeast corner Adams and Bowers Roads. Strip district shopping center.
62	53.9	Buckingham Center (facility 37 Wayne NW): Northwest corner Schoolcraft and Inkster Roads. Strip district shopping center.
63	53.7	West Dearborn Downtown Shopping Center (facility 42 Wayne NE): South side of Michigan Avenue, near Military Road. Strip district shopping center in central business district.
64	53.2	Sterling Shopping Center (facility 78 Macomb): Van Dyke Road at Seventeen Mile Road. Strip district shopping center.
65	53.1	North Hill Shopping Center (facility 51 Oakland): Southwest corner Tienken Road at Rochester Road. Strip district shopping center.
66	52.8	Bloomfield Miracle Mile (facility 57 Oakland): Northeast corner Square Lake and Telegraph Roads. Strip regional shopping center.
67	52.7	Budget City - Warren (facility 89 Macomb): Northeast corner Dequindre and John B. Strip neighborhood shopping center.

Rank	Rating	Description
68	52.5	K-Mart - Taylor (facility 22 Wayne NE): South side of Van Born Road, north of Interstate 94, between Merrick and Pelham Roads. Discount department store shopping center.
69	52.3	K-Mart - Pontiac (facility 55 Oakland): Northeast corner Glenwood and Perry Streets. Discount department store shopping center.
70	52.2	Spartan Store - Pontiac (facility 52 Oakland): Southwest corner Telegraph Road and Dixie Highway. Discount department store.
71	52.2	K-Mart - East Detroit (facility 32 Wayne NE): Southwest corner Sherwood and Outer Drive. Discount department store shopping center.
72	51.9	K-Mart - Taylor (facility 18 Wayne SE): Near southwest corner Trenton and Eureka Roads. Discount department store shopping center.
73	51.7	Tel-Craft Shopping Center (facility 29 Wayne NE): Northeast corner Schoolcraft and Telegraph Roads. Strip district shopping center.
74	50.9	Taylor Town Shopping Center (facility 21 Wayne SE): Southeast corner Ecorse Road and Pardee Road. Strip district shopping center.
75	50.6	Carousel Shopping Center (facility 33 Macomb): Northeast corner Schoenherr and Eight Mile Roads. Strip district shopping center.
76	50.6	Garden Plaza Shopping Center (facility 10 Wayne NW): Northwest corner Ford and Middlebelt Roads. Strip discount store shopping center.
77	50.4	Yankee Store - West Detroit (facility 49 Wayne NE): Northwest corner Joy Road and Greenfield Road. Strip district shopping center.
78	50.3	Shopper's Fair Discount Center (facility 38 Wayne NW): Northeast corner Plymouth and Middlebelt Roads. Discount department store.
79	50.0	Topps - Warren (facility 82 Macomb): Southeast corner Chicago and Van Dyke Roads. Discount department store.

Rank	Rating	Description
80	49.3	Conner District Shopping Center (facility 48 Wayne SE): Southeast corner Warren Avenue near Conner. Discount department store shopping center.
81	49.3	Shelden Shopping Center (facility 5 Wayne NW): Southeast corner Farmington and Plymouth Roads. Strip district shopping center.
82	49.0	Ingleside Shopping Center (facility 96 Macomb): Northwest corner Gratiot and Wendell Avenues. Strip district shopping center.
83	48.7	Drayton Plains Center (facility 50 Oakland): Northeast corner Dixie Highway and Midland. Strip district shopping center.
84	48.5	Spartan - Atlantic Discount Department Store (facility 44 Wayne SE): Southeast corner Champaign and Dix Roads. Discount department store.
85	48.1	Atlantic Mills Spartan Shopping Center - Detroit (facility 27 Wayne NE): Southwest corner Grand River and Bryden Avenues.
86	48.1	Oak Park Center (facility 77 Oakland): Southeast corner Nine Mile and Coolidge Roads. Strip district shopping center.
87	47.8	Arlan's Center - East Detroit (facility 34 Macomb): Northeast corner Schoenherr and Eight Mile Roads. Discount department store.
88	47.6	Shopper's Fair - Southgate (facility 45 Wayne SE): Near northwest corner Fort Street and Pennsylvania Road. Discount department store.
89	47.6	Cherry Hill Plaza (facility 11 Wayne NW): Southeast corner Inkster and Cherry Hill Roads. Strip discount shopping center.
90	47.2	Michigan Schaefer Shopping Center (facility 25 Wayne NE): Southeast corner Michigan Avenue and Schaefer Road. Strip district shopping center.
91	46.2	Warren Conner Shopping Center (facility 47 Wayne SE): Southeast corner Conner and Warren Avenues. Strip district shopping center.
92	46.0	Somerset Plaza Shopping Center (facility 61 Oakland): Northeast corner Maple and Coolidge Roads. Strip neighborhood shopping center.

Rank	Rating	Description
93	45.7	Arlan's Center - Dearborn (facility 26 Wayne NE): Southeast corner Warren and Lonyo Avenues. Discount store shopping center.
94	45.4	Tel-Huron Shopping Center (facility 56 Oakland): Southeast corner Telegraph and Huron Roads. Strip district shopping center.
95	45.0	Royal Madison Plaza (facility 69 Oakland): Northeast corner Twelve Mile and Campbell Roads. Strip neighborhood shopping center.
96	42.8	Spartan Discount Center - Dearborn (facility 40 Wayne NW): Near southwest corner Michigan Avenue and Telegraph Road. Discount department store.
97	39.7	Atlantic Mills Thrift Center - Inkster (facility 12 Wayne NW): Northwest corner Michigan Avenue and Middlebelt Road. Discount department store.

A detailed description and discussion of each facility is contained in Chapter III.

To relate the location study to the entire metropolitan region of Detroit, a discussion of each of the major geographic areas encompassed by this report is given below. These include:

Wayne County - Northwest Quadrant (NW)
Wayne County - Southwest Quadrant (SW)
Wayne County - Southeast Quadrant (SE)
Wayne County - Northeast Quadrant (NE)
Oakland County
Macomb County

Wayne County - Northwest Quadrant (NW)

(Bounded by I 94 Expressway on the south, Telegraph Road (US 24) on the east, Eight Mile Road (M 102) on the north and Hannan Road on the west)

The northwest quadrant is a moderately industrialized, mainly single and multiple family residential area of metropolitan Detroit. In it are located many of the better home owning neighborhoods in the city. This quadrant also contains the central business district of Wayne (WA). Of the 97 commercial centers inspected and rated, northwest Wayne County quadrant contains 16, seven of which are in the top 31 listing.

Wayne County - Southwest Quadrant (SW)

(Bounded by I 94 Expressway on the north, Telegraph Road (US 24) on the east, Van Horn Road on the south and Hannan Road on the west)

The southwest quadrant is unique in that it contains only one commercial facility rated and inspected. Commercial development in this area has been limited, probably due to sparse residential growth, reasonably heavy industrial expansion and the sizable year by year growth of the Detroit Metropolitan Airport. Few, if any, major opportunities currently exist in the southwest quadrant for Multi Cinema locations. However, in coming years as expressway construction continues and residential sub-divisions are generated as a result of better right-of-way patterns in this quadrant, development opportunities for theater locations should appear.

Wayne County - Southeast Quadrant (SE)

(Bounded by I 94 Expressway on the north, Telegraph Road (US 24) on the west, Van Horn Road on the south and the Detroit River on the east)

There are 15 commercial facilities considered appropriate to inspect and rate in the southeast quadrant of which none ranked in the top 31 for the entire Detroit area. The southeast quadrant, however, contains three identifiable central city areas, Trenton, Wyandotte and the Detroit central business districts. The southern portion of the southeast quadrant is the most heavily industrialized section of Detroit. It contains the giant complexes of Ford Motor Company, McLouth Steel, Great Lakes Steel and other such comparable manufacturing facilities. As such, there are several industrial residential communities that have sprung up and enjoyed long periods of relative prosperity although they are often times dirty, poorly planned and crowded. In many cases pseudo central city areas have developed that have no identity as a commercial complex. This area, however, offers, in certain sections, particularly the far south, good opportunities for indoor theater location. Many drive-ins have been located in the southeast quadrant but very few good indoor movie houses have been built recently. With the construction of Southland Shopping Center (facility 14), we see the introduction of the first off-mall double theater in this quadrant and only the third enclosed off-mall theater in Detroit. The heaviest concentration of theaters occurs in the middle of the southeast quadrant, centered along Woodward Avenue (US 10). The dense concentration can be seen by reference to maps 1 and 3. In the far eastern sector of the southeast quadrant we find heavy industry, deteriorating neighborhoods and generally lower grade residential developments adjoining manufacturing plants. This phases out as Eight Mile Road (M 102) is approached on the east and the neighborhoods become considerably better merging into the very beautiful homes found on and near the river in the Grosse Pointe area. Here, there is a concentration of indoor theaters, but few of the quality provided by Multi Cinema.

Wayne County - Northeast Quadrant (NE)

(Bounded by I 94 Expressway on the south and east, Telegraph Road (US 24) on the west and Eight Mile Road (M 102) on the north)

In the northeast quadrant there are 15 commercial facilities that were inspected and rated, of which five appear in the top 31. The northeast quadrant, although containing some localized large industrialized plants, is devoted mainly to single and multi-family residential areas. Income spread, measured by home cost, is very large in this quadrant, ranging from exclusive \$70,000 and \$80,000 homes in the Dearborn area to small \$5,000 to \$7,000 deteriorated dwellings in many sectors clustering around the I 696 Expressway. The northwest section of Detroit which is in the northwest sector of this quadrant is a very fine area containing good neighborhoods with homes ranging from \$25,000 to \$65,000. This northwest Detroit area is most heavily influenced by Northland Shopping Center, one of the first and probably the most successfully planned shopping center ventures in the entire world. Although Northland is located in Oakland County, just across from the northern boundary of the northeast quadrant of Wayne County, it has had an enormous commercial impact upon the northeast quadrant of Wayne County.

The small communities of Highland Park and Hamtramck are completely enclosed by Detroit but are identifiable cities in themselves. Highland Park is a mixed negro/white sector, while Hamtramck is predominantly Polish. Both communities have reasonably good histories and if they can survive the changes now taking place in all communities of this nature, will probably remain viable and identifiable cities in themselves.

In the southwest portion of the quadrant is located the community of Dearborn, home of the Ford Motor Company. Two separate and distinct central city districts have emerged in Dearborn. Dearborn East is closest to the Ford Rouge Plant and exhibits many of the industrial characteristics that would be expected by its nearness to the factory. Dearborn West is located near the Ford research facilities and Greenfield Village, an historic museum of industrial and technical America. West Dearborn, therefore, reflects a higher quality commercial development than does East Dearborn.

Oakland County

(Bounded on the south by Eight Mile Road (M 102), on the east by Dequindre Road, on the west by Halstead Road and on the north by the village of Lake Angelus)

The Oakland County sector of metropolitan Detroit can be considered the main close-in vacation and resort section serving the city population. In it are concentrated many of the lakes, golf clubs, parks and pleasant drive areas that give Michigan its land of lakes reputation. Except for Pontiac, there is little industry in Oakland County, compared to the other five major regions of Detroit. Residential development has gone in spurts over the past several years and although many very

good multi-family residential sub-divisions have been built there still are enormous amounts of undeveloped land remaining in Oakland County.

This area is the home of 29 of the inspected and rated commercial facilities, fourteen of which fall within the above-31 rank in the list. Among these are such centers as Northland Shopping Center, one of the largest and certainly the most successful in the world, Pontiac Mall, Somerset Mall, Oakland Mall, Tel-Twelve Mall, as well as several smaller good district and neighborhood shopping centers. As can be expected, theater development in this area is dense, particularly around Northland, where several new facilities have sprung up to serve the demand.

The sectors in the Oakland County region not fully served by adequate theater facilities are those around Oakland Mall (facility 63), Downtown Farmington Center (facility 72), and Pontiac Mall (facility 54). There also is a shortage of theater facilities in the western sector of the Maple Road (Fifteen Mile Road) corridor from Birmingham to the west. Oakland County offers perhaps the strongest potential for one or more multiplex facilities.

An interesting feature of Oakland County is its strong development of small suburban central city areas. Those communities in which central city characteristics are identifiable include: Ferndale, Birmingham, Farmington, Pontiac and Royal Oak. Of all of these, Birmingham can be considered the wealthiest. Traditionally it has been, for want of better descriptive words, the snobbish area of the Detroit region. Its downtown has been developed in an extreme high style fashion with very good and very expensive shops lining many of the streets. This has encouraged some rather interesting, and in some cases, spectacular architecture to be attempted in Birmingham with generally good results overall.

The other cities in Oakland County are more or less average small communities with Pontiac, the home of Pontiac Motor Car Company, being the industrial heart of the county. Farmington, Ferndale and Royal Oak are average well maintained residential communities whose workers mostly commute to other sectors of the metropolitan region for their day to day employment.

Macomb County

(Bounded on the south by Eight Mile Road (M 102), on the east by Lake St. Clair, on the north by Twenty-five Mile Road and on the west by Dequindre Road)

Macomb County is the heart of the automobile research and development business. Here is located the world famous General Motors Technical Center where most technical and styling developments of General Motors Corporation originate. Surrounding this huge research facility are enormous numbers of supporting service businesses, manufacturing plants and

commercial developments. Macomb County also contains many small non-automotive oriented manufacturers sprinkled throughout a multitude of industrial parks and independent locations. The area contains 21 rated commercial sites of which four are in the first 31.

Residentially the area has been developed with a fairly good balance of single family dwellings and low density multi-family garden and row apartments. To the northeast the emphasis turns to recreation facilities and more casual residential areas near Lake St. Clair and Mt. Clemens.

The city of Mt. Clemens boasts the major identifiable central city development in Macomb County although it is not the type of community that currently would be totally suitable for a Multi Cinema theater. There are two downtown movie houses in business there now but more importantly, along Gratiot Avenue (US 25) there is a long string of movie facilities with which any multiplex structure would have to compete. The best opportunities in the Macomb County quadrant for a Multi Cinema location appear to be in the western sector near Centerline and Warren. Over the next few years, if commercial development is any indicator, residential growth will continue along some of the main north-south thoroughfares such as Van Dyke Road (M 53) and Schoenherr Road upon which three discount store operations have already been built at Thirteen and Fourteen Mile Roads.

General Summary

To review, the Detroit area can be geographically divided into six major regions. Wayne County, the most densely populated, breaks into four quadrants, the northwest of which is primarily residential and recreational, the southwest somewhat rural in nature and largely undeveloped, the southeast containing the heaviest concentration of industry and also the central business district of Detroit proper, while the northeast quadrant has a wide range of mixed uses from heavy industry to good high density residential. The fifth region, Oakland County, is a fun area. It contains many of the close-in lakes and resorts that have made Michigan famous. Macomb County is residentially and industrially oriented but with a good sprinkling of high quality homes and many recreational and resort developments of its own.

On the maps following this discussion the top 31 sites in the Detroit metropolitan region are marked by a red square around the black dot. It would appear that the best potential for Multi Cinema development is in the Oakland County sector. Facilities in which a Multi Cinema theater could be located there include: in or near Oakland Mall (facility 63), Somerset Mall (facility 60), Tel-Twelve Mall (facility 66), Farmington Center (facility 72), Pontiac Mall (facility 54), Kendallwood Shopping Center (facility 65), Bloomfield Commons (facility 59), and Northwood Shopping Center (facility 68). Detailed descriptions of these are given in Chapter III. Not all of the above centers have space

available integrally within them and in some cases space is not available in the surrounding area. However, the immediate vicinity of any of the above offers reasonably good Multi Cinema potential. The same comments can be applied to the other sectors.

In the northeast quadrant of Wayne County, there is excellent potential for Multi Cinema locations in or near Westborn Shopping Center (facility 23) and Village Plaza Mall (facility 41). There is also some potential in the area near Grand River (US Bus. 96) and Southfield Road, although here the land has been so thoroughly built upon that little, if any, space is available either in established shopping centers or otherwise for Multi Cinema development.

In the southeast quadrant of Wayne the best potential exists to the south in the communities of Southgate, Riverview and Taylor. A large number of discount department stores is located here and although their operators are generally not receptive to sharing sites with other ventures it might be worth while to explore agreements with K-Mart, Yankee Department Stores or Topps to see if joint ventures where new facilities are designed specifically to accommodate a multiplex theater might be entered into profitably and appropriately.

In Macomb County the area to the east has been fairly well preempted by theaters already built in or near most of the shopping centers. However, some opportunities do exist. Tech Plaza (facility 86), Korvette Department Store (facility 92), and Federal Department Store (facility 79) are in good locations. Also, continuing development of discount department stores along Schoenherr Road makes it possible that joint development in this area might be desirable to explore.

The other potential location for Multi Cinema operations is the northwest quadrant of Wayne County. Here, however, competition from several new theaters might make it difficult to break into the area. The best opportunity is offered by Wonderland Shopping Center (facility 6) although a theater is now near close of negotiations with the Wonderland management. The Korvette - Redford Store (facility 7) and the Topps - Redford Center (facility 4) are about the only other areas available which have adequate space for good development. If it is desired by Multi Cinema to impose a strengthening influence upon a center that someday could be far stronger than it is presently, efforts might be concentrated upon the Shelden Center (facility 5).

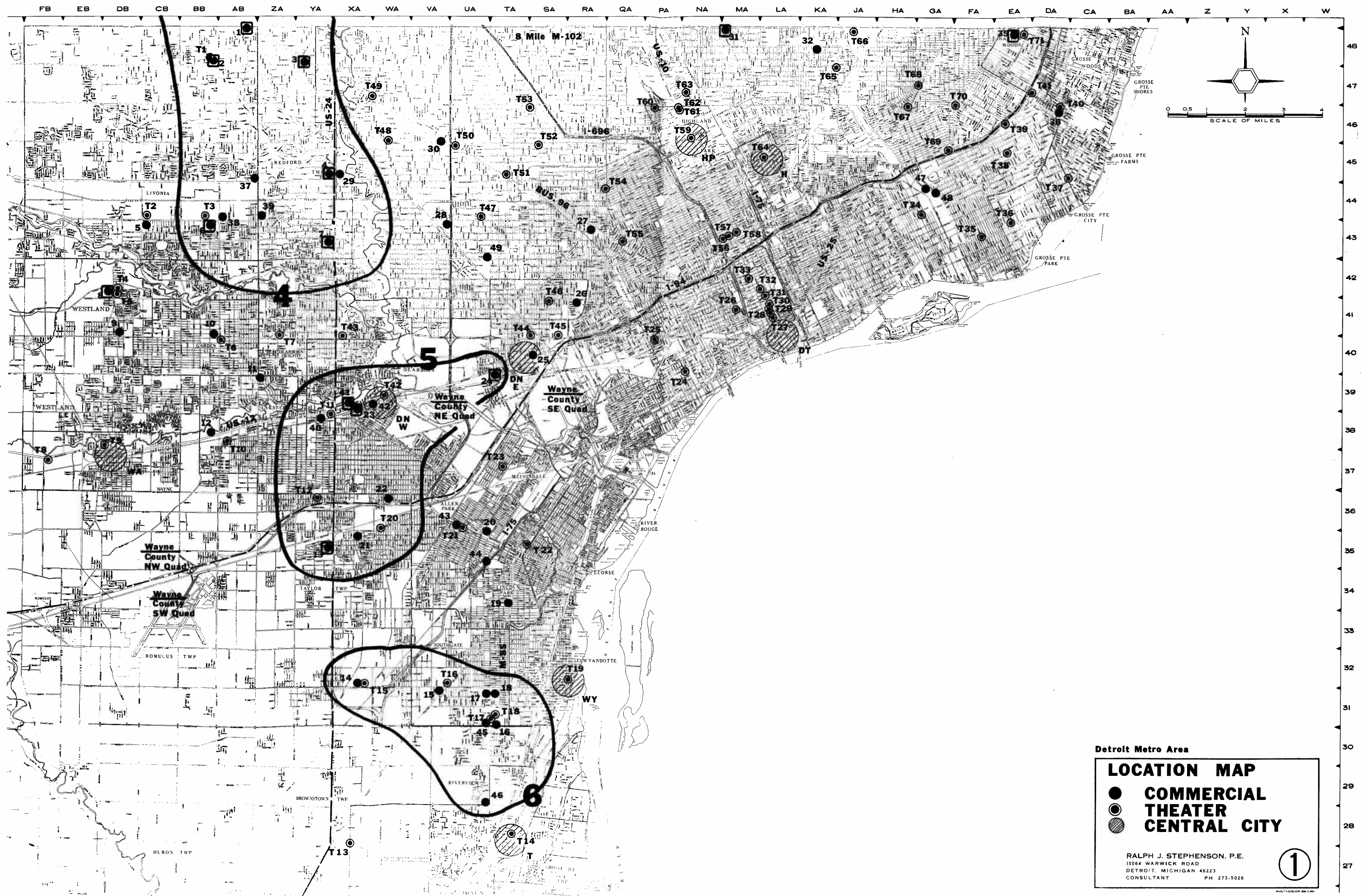
The only major regional shopping center with an enclosed mall in the northwest quadrant is the Livonia Mall (facility 2) which contains a Cinema I, Cinema II theater (facility T1) opening off the mall. This has been a reasonably successful operation and has helped preempt the theater trade area.

These groups rank in desirability in accordance with the numbers assigned to them. Within these groupings, I recommend that a total of six to nine multiplex theaters be planned for construction over the next five years.

The above recommendations are summarized in tabular form below:

<u>Group Number and Order of Desirability</u>	<u>Number of Multi Cinema Theaters Recommended</u>
1	1 to 2
2	1 to 3
3	1
4	1
5	1
6	1

In addition to the above, Multi Cinema opportunities may open up in some of the identifiable central city areas. Of all of these, Birmingham offers the best potential, and it would be well to keep continuous lines of inquiry open to determine the possibilities of constructing a Multi Cinema in this area. Other central city areas offer little current potential except as noted in the groups above where Farmington and Dearborn form parts of a major group.

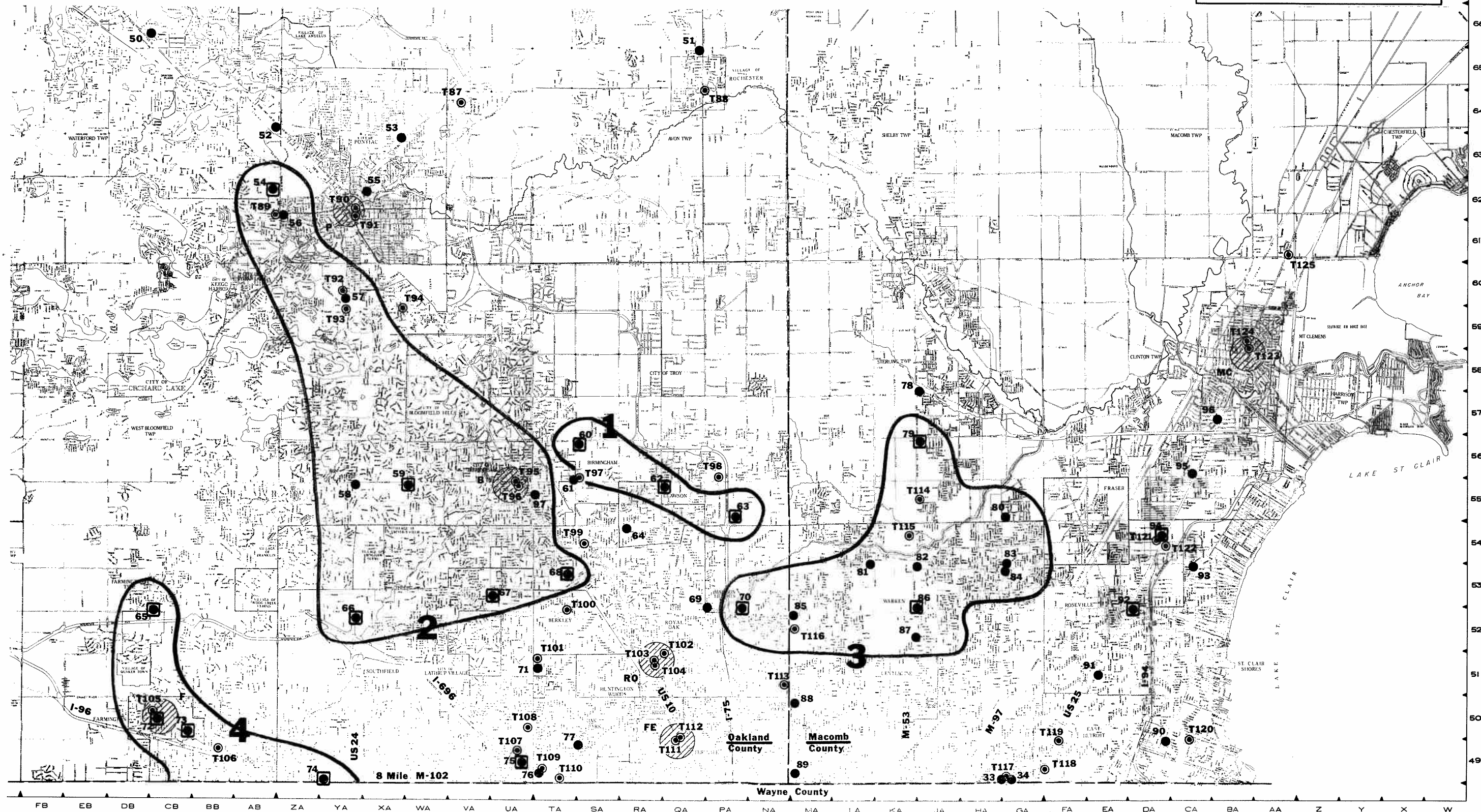


LOCATION MAP

- COMMERCIAL
- THEATER
- ▨ CENTRAL CITY

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2



CHAPTER II

Theaters in the Detroit Area

There is a total of 125 theaters in the Detroit metropolitan area. 97 are indoor movie houses, 21 are drive-in theaters, 4 are legitimate theaters in the Detroit area proper and 3 are burlesque houses with live entertainment. A list of these follows. Locations are indicated on maps 1, 2 and 3 by a solid dot enclosed in a circle. On sheet 3 the prefix T has been omitted for improved legibility. Addresses contain streets and the county. Following the county designation in Wayne, is a set of initials indicating in which quadrant of Wayne County the theater is located.

Cinema I and II (facility T1)

Location: Livonia Mall Shopping Center
Seven Mile Road and Middlebelt Road
Wayne County - NW

Quality of building: Excellent - on off-mall location in shopping center. Entrance from enclosed mall.

Parking: Adequate in paved and lighted shopping center lot

Seating capacity: Cinema I - 1000
Cinema II - 500

Films playing: Cinema I - A Boy Named Charlie Brown
Cinema II - The Hawaiians

Comments: Cinema I and II are successful dual theaters located in the Livonia Mall Shopping Center (facility 2).

Mai Kai Theater (facility T2)

Location: 33330 Plymouth Road
Wayne County - NW

Quality of building: Good - single structure located across from the Sheldon Center (facility 5).

Parking: Adequate in off-street, improved lot

Seating capacity: 1400

Film playing: Paint Your Wagon

Terrace Theater (facility T3)

Location: 30400 Plymouth Road
Wayne County - NW

Quality of building: Good - free standing building north
and slightly west of Wonderland
Shopping Center (facility 6)

Parking: Adequate in off-street, improved lot

Seating capacity: 1210

Film playing: The Out of Towners

Quo Vadis Theater (facility T4)

Location: 7420 Wayne Road
Wayne County - NW

Quality of building: Good

Parking: Adequate in off-street, improved lot

Seating capacity:	Quo Vadis I	-	570
	Quo Vadis II	-	600
	Penthouse I	-	400
	Penthouse II	-	400

Total	1970
-------	------

Films playing: Beneath the Planet of the Apes
Patton
Anne of a Thousand Days
Chisum

Comments: The Quo Vadis and the Quo Vadis Penthouse is a combination supper club and four-plex theater. The main theater, the Quo Vadis, is the larger and is split into two 600 seat movie houses. The Penthouse is an upstairs pair of movie houses, each seating 400 people and connected to a restaurant called the 21 Club which serves cocktails and dinner. Admission for dinner and the theater ranges upward from \$5.95 per person. The theater directly adjoins the Algiers Drive-In Theater (facility T5), and is directly across Wayne Road from Westland Shopping Center (facility 8).

Algiers Drive-In Theater (facility T5)

Location: 7300 Wayne Road at Warren Avenue
Wayne County - NW

Films playing: The Losers
Angels From Hell

La Parisien Theater (facility T6)

Location: 29217 Ford Road
Wayne County - NW

Quality of building: Fair

Parking: Very limited, some on-street, some unimproved off-street

Seating capacity: 500

Film playing: The Boys in the Band

Dearborn Drive-In Theater (facility T7)

Location: 26500 Ford Road
Wayne County - NW

Films playing: Bob and Carol and Ted and Alice
How to Save a Marriage and Ruin Your Life

Wayne Drive-In Theater (facility T8)

Location: 38547 Michigan Avenue
Wayne County - NW

Films playing: Bob and Carol and Ted and Alice
Barefoot in the Park
Murderer's Row

State Theater (facility T9)

Location: Intersection of Newberry Road and Michigan Avenue
Wayne County - NW

Quality of building: Fair

Parking: On-street and in small off-street, improved lot

Seating capacity: 1100

Films playing: The Reivers
A Man Called Horse

Melody Arts Theater (facility T10)

Location: 28765 Michigan Avenue
Wayne County - NW

Quality of building: Fair

Parking: Adequate in off-street, unimproved lot

Seating capacity: 900

Films playing: Infra-Exum
Alice in Acidland

Dearborn and Dearborn Living Room Theaters (facility T11)

Location: 24105 Michigan Avenue
Wayne County - NW

Quality of building: Fair

Parking: Adequate in adjoining, off-street, improved lot

Seating capacity: Main theater: 1,489
The Living Room: 129

Films playing: Main theater: The Secret of Santa Vittoria
The Living Room: Topaz

Comments: The Dearborn is an old theater that has been operating for many years at this busy intersection. It has recently remodeled a small adjoining store into a mini theater called The Living Room. The Dearborn is a free standing building.

Jolly Roger Drive-In (facility T12)

Location: 24745 Van Born Road
Wayne County - NW

Films playing: Bloody Pit of Horror
Terror Creatures from the Grave
The Pit and The Pendulum

Holiday Drive-In (facility T13)

Location: 23000 West Road
Wayne County - SE

Films playing: Curious Female
The Gay Deceivers

Trenton Theater (facility T14)

Location: 2447 West Jefferson
Wayne County - SE

Quality of building: Fair - single structure with small
store adjoining entrance, fronts on
Jefferson

Parking: On-street and in small, adjoining improved lots

Seating capacity: 600

Films playing: A Man Called Horse
The Reivers

Southland Theater (facility T15)

Location: Southland Shopping Center
Eureka Road at Pardee Road
Wayne County - SE

Quality of building: Excellent

Parking: Adequate in adjoining, improved shopping center lot

Seating capacity: 1200

Comments: This theater is under construction and located in
the new Southland Shopping Center (facility 14) to
be opened in late July. The theater is located so
as to have entrances directly off an interior mall.

Michigan Drive-In Theater (facility T16)

Location: Eureka Road and Toledo Highway
Wayne County - SE

Films playing: Bob and Carol and Ted and Alice
Barefoot in the Park

Southgate Theater (facility T17)

Location: Fort Street, just north of Pennsylvania Road
Wayne County - SE

Quality of building: Excellent - new, free standing theater
on its own site, near retail shopping
center facilities

Parking: Adequate in adjoining, improved lot

Seating capacity: 1200 (estimated)

Film playing: Cheyenne Social Club

Ft. George Drive-In Theater (facility T18)

Location: Just north of Fort Street and Pennsylvania Road
Wayne County - SE

Films playing: The Boatniks
Darby O'Gill & The Little People

Wyandotte Annex and Wyandotte Main Theater (facility T19)

Location: First Street and Elm Street
Wayne County - SE

Quality of building: Good - principal structure in
fairly good strip development
fronting on Elm and First Streets
in Wyandotte

Parking: On-street and in adjoining, improved lots

Seating capacity: Wyandotte Main - 1270
Wyandotte Annex - 980

Films playing: Wyandotte Main - The Secret of Santa Vittoria
Wyandotte Annex - Tick..Tick..Tick...

Ecorse Drive-In Theater (facility T20)

Location: 21366 Ecorse Road
Wayne County - SE

Films playing: The Losers
Kill Them All
Devil's Angels

Allen Park Theater (facility T21)

Location: 6601 Allen Road, corner of Philomene
Wayne County - SE

Quality of building: Good - older structure which is
principal unit in strip, commercial
development fronting on Allen Road

Parking: On-street and in lot now being paved
(may indicate business is good)

Seating capacity: 1206

Film playing: Patton

Park Theater (facility T22)

Location: 1585 Fort Street
Wayne County - SE

Quality of building: Fair - single structure with two
small shops in front portion adjoining
lobby

Parking: On-street and in adjoining and nearby off-street,
improved lots

Seating capacity: 500 (estimated)

Film playing: No film noted on marquee

Comments: The theater is presently being used for a political
campaign headquarters.

Mel Theater (facility T23)

Location: 3920 Oakwood Boulevard at corner of Allen Road
Wayne County - SE

Quality of building: Fair - located in strip, commercial
development fronting on Oakwood Boulevard

Parking: On-street and in adjoining, unimproved lots

Seating capacity: 1200 (estimated)

Films playing: This Is My Alaska
Journey to the Far Side of the Sun

Stratford Theater (facility T24)

Location: 4751 West Vernor Avenue
Wayne County - SE

Quality of building: Fair - main structure in strip
commercial development fronting
on Vernor Avenue

Parking: Mainly on-street

Seating capacity: 600 (estimated)

Films playing: Mariana
Se Los Chupo La Bruja

Comments: The Stratford shows Spanish speaking films
and is located on the fringe of the Spanish
speaking community in Detroit.

Kramer Theater (facility T25)

Location: 5743 Michigan Avenue
Wayne County - SE

Quality of building: Fair to poor - main structure
in large strip commercial complex
fronting on Michigan Avenue

Parking: Metered on-street and limited nearby off-street,
improved lot

Seating capacity:	Main floor	-	1110
	Balcony	-	350
			<hr/>
	Total	-	1460

Films playing: Bloody Mama
Spirits of the Dead
The Detective

Globe Art Theater (facility T26)

Location: 3520 Grand River Avenue at Trumbull
Wayne County - SE

Quality of building: Older building, part of commercial
strip frontage on Grand River

Parking: Some on-street, metered parking and in nearby
unimproved lots

Seating capacity: 820

Films playing: Linda
Abilene
Felicia

Stone Burlesque House (facility T27)

Location: 2511 Woodward Avenue
Wayne County - SE

Quality of building: Poor - part of old strip commercial
development fronting on Woodward Avenue

Parking: On-street

Comments: This is a burlesque house and apparently shows no
movies. (See facility T28 for comments on general
area.)

Colonial Theater (facility T28)

Location: 2611 Woodward Avenue
Wayne County - SE

Quality of building: Old - poorly maintained and in a
deteriorating neighborhood; fronts
on Woodward Avenue

Parking: Some on-street and in nearby off-street lots

Seating capacity: 900

Films playing: Ace High
Stalking Moon
The Good, The Bad and The Ugly

Comments: The Colonial is one of several theaters in a cluster
along Woodward Avenue north of downtown Detroit
(north of I-75 business loop). This area is not
considered a good area in which to be in the evening.

Roxy Theater (facility T29)

Location: 2745 Woodward Avenue, near Temple
Wayne County - SE

Quality of building: Fair - major structure in strip
commercial development fronting
on Woodward Avenue

Parking: On-street and in nearby paid lots

Seating capacity: 1150

Films playing: The Undefeated
The Boston Strangler
Tony Rome

Comments: See facility T28 for comments.

Fine Arts Theater (facility T30)

Location: Woodward, at Watson
Wayne County - SE

Quality of building: Poor - part of old commercial strip
development fronting on Woodward Avenue -
poorly maintained

Parking: On-street

Seating capacity: 550

Films playing: The Satin Mushroom
The Initiation

Comments: See facility T28 for comments.

Bonstelle Playhouse (facility T31)

Location: 3424 Woodward Avenue
Wayne County - SE

Quality of building: Fair - maintained as theater workshop

Parking: Some on-street and in nearby private lots

Seating capacity: 1100

Comments: The Bonstelle Playhouse is used as a theatrical work-
shop for Wayne University students in undergraduate
theatrical classes. No films shown.

Peekerama (facility T32)

Location: 3929 Woodward Avenue
Wayne County - SE

Quality of building: Old - in part of commercial strip
development along Woodward Avenue

Parking: On-street, metered

Seating capacity: 300 (estimated)

Comments: Plays 16 mm movies. This is a skin flick house,
apparently started just recently in old movie house.

Hilberry Theater (facility T33)

Location: 4743 Cass Avenue, on Wayne State University Campus
Wayne County - SE

Quality of building: Fair - old structure originally a
church, now converted to legitimate
theater

Parking: Some on-street and in adjoining lots

Seating capacity: 514

Comments: The Hilberry is used for legitimate plays presented
by Wayne State University advanced theatrical students.
No movies shown.

Admiral Theater (facility T34)

Location: 11205 Mack Avenue
Wayne County - SE

Quality of building: Older theater - predominantly for
neighborhood trade - located in old
retail commercial strip

Parking: Metered on-street and some off-street in surrounding
lots

Seating capacity:	Main floor	-	700
	Balcony	-	500
	Total		<hr/> 1200

Film playing: Dark of the Sun

Cinderella Theater (facility T35)

Location: 13311 East Jefferson
Wayne County - SE

Quality of building: Fair - dominant building in group
of retail strip facilities

Parking: On-street, metered

Seating capacity:	Main floor	-	984
	Balcony	-	765
			<hr/>
	Total		1749

Films playing: The Sterile Cuckoo
Ace High

Esquire Theater (facility T36)

Location: 15311 East Jefferson
Wayne County - SE

Quality of building: Fair - part of a retail store block
with offices above

Parking: Metered on-street and in limited off-street lots

Seating capacity: 1000

Film playing: The Magic Christian

Punch & Judy Theater (facility T37)

Location: 21 Kercheval Avenue
Wayne County - SE

Quality of building: Very good - theater is part of high
quality strip shopping center in
exclusive east side suburb

Parking: Metered on-street and some limited off-street
improved lots

Seating capacity:	Main floor	-	518
	Balcony	-	96
			<hr/>
	Total		614

Film playing: Bob and Carol and Ted and Alice

Alger Theater (facility T38)

Location: 16451 East Warren at Outer Drive
Wayne County - SE

Quality of building: Fair - corner structure in commercial
strip development fronting on East
Warren Avenue

Parking: On-street and in limited off-street improved lots

Seating capacity: 820

Film playing: Patton

Vogue Theater (facility T39)

Location: 16926 Harper Avenue at Harvard
Wayne County - SE

Quality of building: Good - single structure on own lot

Parking: On-street and in adjoining improved lot

Seating capacity: 1250

Film playing: The Out of Towners

Woods Theater (facility T40)

Location: 19269 Mack Avenue
Wayne County - SE

Quality of building: Good - theater currently being remodeled
into two separate movie houses

Parking: Adequate on adjoining 7 Mack Shopping Center property

Seating capacity: 1870 (both movie houses)

Comments: Theater temporarily closed for remodeling.

East Side Drive-In Theater (facility T41)

Location: 19440 Harper Avenue
Wayne County - NE

Films playing: The Sterile Cuckoo
Ace High

Calvin Theater (facility T42)

Location: 22168 Michigan Avenue
Wayne County - NE

Quality of building: Fair - older structure built integrally
with strip store block

Parking: Some on-street and adequate off-street on improved lot

Seating capacity: 889

Films playing: The Hawaiians
Support Your Local Sheriff

Fairlane Theater (facility T43)

Location: 23830 Ford Road
Wayne County - NE

Quality of building: Good - detached building in small
strip neighborhood center (not rated)

Parking: Adequate in off-street, improved parking area

Seating capacity: 850

Film playing: M.A.S.H.

Carmen Theater (facility T44)

Location: 5746 Schaefer Road
Wayne County - NE

Quality of building: Fair

Parking: On-street and in nearby lots, not paved or lighted

Seating capacity: 1200 (estimated)

Films playing: Bob and Carol and Ted and Alice
The Big Promise

Ford Wyoming Drive-In Theater (facility T45)

Location: 10400 Ford Road, near Wyoming
Wayne County - NE

Films playing: The Sterile Cuckoo
Ace High

Camelot Theater (facility T46)

Location: 12715 West Warren at Miller Road
Wayne County - NE

Quality of building: Fair - located in strip commercial
facility fronting on Warren Avenue

Parking: On-street and in improved off-street lots adjoining

Seating capacity: 3000 (estimated)

Film playing: The Boatniks

Atlas Theater (facility T47)

Location: 15832 Plymouth Road
Wayne County - NE

Quality of building: Fair - integral part of older retail
store, strip development fronting on
Plymouth Road

Parking: On-street and in adjoining unimproved off-street lots

Seating capacity: 900

Films playing: Oliver
The Man Called Flintstone

Irving Theater (facility T48)

Location: 21220 Fenkell, northwest Detroit
Wayne County - NE

Quality of building: Fair - part of strip commercial
development along Fenkell Avenue

Parking: Some on-street and in nearby off-street lots

Seating capacity: 500

Films playing: This Is My Alaska
Run Wild, Run Free

Redford Theater (facility T49)

Location: 17360 Lahser Road, near Grand River Avenue
Wayne County - NE

Quality of building: Good - part of small commercial strip
development fronting on Lahser Road

Parking: On adjoining, improved lot

Seating capacity: 1100

Films playing: Tick..Tick..Tick...
A Fistful of Dollars

Norwest Theater (facility T50)

Location: 17630 Grand River Avenue, near Southfield Road
Wayne County - NE

Quality of building: Fair - integral part of commercial
strip cluster on Grand River Avenue

Parking: Some on-street and in improved off-street lot

Seating capacity: 1100

Film playing: The Secret of Santa Vittoria

Vest Pocket Theater (facility T51)

Location: 14832 Grand River Avenue
Wayne County - NE

Quality of building: Fair - part of strip commercial develop-
ment along Grand River Avenue

Parking: On-street and in nearby unimproved lot

Seating capacity: 800

Entertainment offered: Hair (stage play)

Comments: The Great Lakes now known as the Vest Pocket was up
to recently an indoor movie house. It was converted
by the Nederlanders to a small legitimate theater
and has to date shown about five featured plays
and presentations. Most have been very successful.

Variety Theater (facility T52)

Location: 13135 Fenkell Avenue
Wayne County - NE

Quality of building: Fair - isolated structure covering
portion of block fronting on Fenkell
Avenue

Parking: Some on-street, unmetered and in adjoining, improved
lots

Seating capacity: 550

Films playing: Mrs. Stone's Thing
Ultimate Degenerate
Yellow Bird

Mercury Theater (facility T53)

Location: 16850 Schaefer Road, near McNichols Road
Wayne County - NE

Quality of building: Good - largest structure in strip
retail development fronting on
Schaefer Road

Parking: Adequate in adjoining off-street improved lots

Seating capacity: 1468

Films playing: Beneath the Planet of the Apes
The Undefeated

Astro Art Theater (facility T54)

Location: 13325 Livernois at Davison Avenue
Wayne County - NE

Quality of building: Fair - part of old strip commercial
development fronting on Livernois Avenue

Parking: Limited on-street

Seating capacity: 450

Film playing: unidentified on marquee

Comments: The Astro Art is a movie specializing in adult
sex films and located in a changing and
deteriorating area of the city.

Riviera Theater (facility T55)

Location: 9222 Grand River Avenue
Wayne County - NE

Quality of building: Fair - main corner structure in
formerly prosperous strip commercial
development

Parking: On-street and in nearby, unimproved, off-street lots

Seating capacity:	Main floor	-	1662
	Balcony	-	1113
			<hr/>
	Total		2775

Films playing: The Undefeated
Bandolero

Comments: The Riviera is in a mixed negro and white area and
has gone through several changes in management and
use over the past few years.

Studio New Center Theater (facility T56)

Location: Third Avenue and West Grand Boulevard
New Center Area
Wayne County - NE

Quality of building: Good - located in relatively new
Howard Johnson high rise motel in
secondary business and cultural
area, mid-north Detroit

Parking: Adequate in nearby paved lot

Seating capacity: 500

Film playing: Putney Swope

Comments: The New Center area in which the Studio New
Center is located is a commercial and
recreational district midway between down-
town Detroit and its northern boundary.
In the New Center area are located the
General Motors Building, the Fisher
Building and the New Center Building, all
of which are major office structures in
Detroit. The Fisher Theater (facility T57),
a legitimate theater, is located in the
Fisher Building nearby.

Fisher Theater (facility T57)

Location: Northwest corner of West Grand Boulevard
and Second Avenue in Fisher Building
Wayne County - NE

Quality of building: Excellent - contained within high
rise Fisher office building in the
New Center area of Detroit

Comments: The Fisher is a beautiful legitimate theater,
converted from movie use several years ago by
the Nederlander family. It currently runs top
notch musicals and stage shows during the entire
year. (See facility T56 for area comments.)

Center Theater (facility T58)

Location: 7314 Woodward Avenue, at East Grand Boulevard
Wayne County - NE

Quality of building: Old - located as part of moderate
high rise building development in
New Center area

Parking: Some off-street, remainder in off-street, paid,
paved lots

Seating capacity: 1500

Films playing: To Sir With Love
Guess Who Is Coming To Dinner

Comments: See facility T56 for area comments.

Hi-Land Art Theater (facility T59)

Location: 13843 Woodward Avenue
Wayne County - NE

Quality of building: Old - part of strip commercial
development in Highland Park
business area

Parking: Some on-street and limited off-street

Seating capacity: 600

Films playing: Linda
Abilene
Felicia

Palmer Park Theater (facility T60)

Location: 17013 Hamilton Avenue at Six Mile Road
Wayne County - NE

Quality of building: Fair - part of strip commercial
development fronting on Hamilton
Avenue

Parking: On-street only

Seating capacity: 1050

Films playing: Tick..Tick..Tick...
The Split

Trans-Lux Krim Theater (facility T61)

Location: 16473 Woodward Avenue at Florence
Wayne County - NE

Quality of building: Fair - part of commercial strip
development fronting on Woodward Avenue

Parking: On-street, metered

Seating capacity: 250

Film playing: Infra-Exum

Comments: The Trans-Lux Krim has been a very successful, small
movie house for many years. It specializes in art
films as well as movie classics. Consistently draws
good crowds.

Six Mile Theater (facility T62)

Location: 16533 Woodward Avenue at Six Mile Road
Wayne County - NE

Quality of building: Fair - dominant structure in old
commercial strip development fronting
on Woodward Avenue

Parking: On-street, metered

Seating capacity: 1600 (estimated)

Film playing: I Am Curious Yellow

Art Theater (facility T63)

Location: 17730 John R
Wayne County - NE

Quality of building: Old - part of strip commercial
development fronting on John R

Parking: On-street, metered

Seating capacity: 600

Films playing: Taste of Hot Lead
Infra-Exum

Campau Theater (facility T64)

Location: Joseph Campau at Caniff
Wayne County - NE

Quality of building: Fair

Parking: On-street, metered

Seating capacity: 1000

Films playing: Oliver
The Man Called Flintstone

Nortown Theater (facility T65)

Location: 7706 East Seven Mile Road
Wayne County - NE

Quality of building: Old - free standing theater, originally
quite nice, but poorly maintained

Parking: Metered on-street and in adjoining, unimproved lot

Seating capacity: 998

Films playing: Butch Cassidy and the Sundance Kid
Prudence and the Pill

Bel Air Drive-In (facility T66)

Location: 8600 East Eight Mile Road, near Van Dyke
Wayne County - NE

Films playing: The Adventurers
Good-bye Columbus

Comments: Better than average drive-in.

Guild Theater (facility T67)

Location: 12719 Gratiot Avenue
Wayne County - NE

Quality of building: Fair - integral part of strip
commercial development fronting
on Gratiot Avenue

Parking: On-street and in nearby, improved lot

Seating capacity: 350

Films playing: L'amour de Femme
Mrs. Stone's Thing
Lysistrata

Ramona Theater (facility T68)

Location: Gratiot Avenue at Six Mile Road
Wayne County - NE

Quality of building: Good - major structure in strip
commercial development fronting on
Gratiot Avenue

Parking: On-street, metered and in limited nearby, improved lots

Seating capacity: 1499

Film playing: Paint Your Wagon

Harper Theater (facility T69)

Location: Harper Avenue at Lakewood
Wayne County - NE

Quality of building: Good - single structure occupying
partial city block

Parking: On-street, metered and in adjoining and nearby, improved lots

Seating capacity: 1499

Films playing: Chisum
The Good Guys and The Bad Guys

Civic Theater (facility T70)

Location: 12327 Kelly Road
Wayne County - NE

Quality of building: Fair - major structure in older
strip commercial development fronting
on Kelly Road and Whittier/Houston

Parking: Adequate in surrounding, adjoining and nearby
off-street improved lots

Seating capacity: 1250

Films playing: Oliver
The Man Called Flintstone

Eastland Theater (facility T71)

Location: 19340 Vernier Road, in Eastland Shopping Center
Wayne County - NE

Quality of building: Excellent - recently constructed
separate structure theater built in
Eastland Shopping Center (facility 35)

Parking: Adequate on adjoining, improved shopping center
parking lots

Seating capacity: 1200

Film playing: Jennie

Fox Theater (facility T72)

Location: 2211 Woodward Avenue, downtown Detroit
Wayne County - SE

Quality of building: Fair - main unit in downtown commercial
block

Parking: Some on-street and in nearby, improved lots

Seating capacity: 5000

Films playing: Slaves
Night of the Living Dead

Comments: The Fox was formerly the finest theater in Detroit.
However, over the past several years, it has
deteriorated in its movie fare and now shows mostly
spectacular horror films and other such entertainment.

Palms Theater (facility T73)

Location: 2111 Woodward Avenue, downtown Detroit
Wayne County - SE

Quality of building: Fair - part of a downtown commercial
block, fronting on Woodward Avenue

Parking: Limited on-street, mainly in paved, off-street lots
and decks

Seating capacity: 2950

Films playing: Frankenstein Must Be Destroyed
Dracula

Gem Art Theater (facility T74)

Location: 58 East Columbia, downtown Detroit
Wayne County - SE

Quality of building: Old - part of small low rise
building group on side street
in downtown Detroit

Parking: Some on-street and in nearby, improved lots

Seating capacity: Main floor - 595
Balcony - closed

Films playing: Sex Kicks
Any Body Any Way

Adams Theater (facility T75)

Location: 44 West Adams, downtown Detroit
Wayne County - SE

Quality of building: Good - integral part of major down-
town Detroit block

Parking: All off-street, improved parking lots and decks

Seating capacity: 1200

Film playing: Tick..Tick..Tick...

Michigan Theater (facility T76)

Location: 238 Bagley Avenue at Grand River, downtown Detroit
Wayne County - SE

Quality of building: Good - dominant structure in moderate
high rise, commercial block

Parking: Some on-street and limited improved, off-street lots

Seating capacity: 4000

Films playing: Last Summer
A Man and A Woman

United Artists Theater (facility T77)

Location: 140 Bagley Avenue at Grand Circus Park, downtown Detroit
Wayne County - SE

Quality of building: Good - part of moderate high rise
downtown office and commercial
development fronting on Bagley Avenue

Parking: Nearby paved decks and improved lots

Seating capacity: Main floor - 900
Balcony - Closed

Films playing: The Only Game in Town
The Boston Strangler

Madison Theater (facility T78)

Location: 20 Witherell, downtown Detroit
Wayne County - SE

Quality of building: Good - part of high rise commercial
block, fronting on Grand Circus Park

Parking: All off-street in decks and improved lots

Seating capacity: 1400

Films playing: The Best House in London
Marlowe .

Grand Circus Theater (facility T79)

Location: 1526 Broadway, near Grand Circus Park, downtown Detroit
Wayne County - SE

Quality of building: Fair - part of moderate high rise
commercial development covering part
of block and fronting on Broadway

Parking: On-street and in nearby, improved lots

Seating capacity: 1480

Films playing: Honeymoon Killers
The Lost Man

Plaza Theater (facility T80)

Location: Woodward Avenue at Grand Circus Park, downtown Detroit
Wayne County - SE

Quality of building: Fair - in major high rise downtown
block

Parking: Off-street in nearby lots and decks

Seating capacity: 460

Film playing: Funny Girl

Music Hall Theater (facility T81) (Closed temporarily)

Location: 350 Madison Avenue, downtown Detroit
Wayne County - SE

Quality of building: Good - free standing on well located block

Parking: On adjoining, improved lots

Seating capacity: 1253

Comments: The Music Hall has been a specialty movie house
for several years. The latest effort to utilize
it successfully was by a group of priests who
booked all comedies and family fare, no X movies.
This venture just recently failed and the theater
is now empty.

Summit Theater (facility T82)

Location: 300 West Lafayette at Washington Boulevard
downtown Detroit
Wayne County - SE

Quality of building: Fair - part of moderate high rise,
commercial and office development
fronting on Lafayette Boulevard

Parking: Some on-street, and nearby off-street, improved
lots and decks

Seating capacity: 1000

Film playing: The Secret of Santa Vittoria

National Burlesque Theater (facility T83)

Location: 118 Monroe Street, downtown Detroit
Wayne County - SE

Quality of building: Fair - located in very old,
commercial, strip development
fronting on Monroe Street

Parking: Some on-street and in nearby, improved, pay lots

Seating capacity: 500 (estimated)

Comments: The National is a live burlesque house.

New Gayety Theater (facility T84)

Location: 62 Monroe Street, downtown Detroit
Wayne County - SE

Quality of building: Poor - in old strip commercial
development along Monroe Street

Parking: Some on-street but mainly in nearby, improved, pay lots

Seating capacity: 600 (estimated)

Marquee sign: GIRLS IN LIVING COLOR

Comments: The New Gayety is a live burlesque house.

Follies Theater (facility T85)

Location: 1 Cadillac Square at Woodward Avenue, downtown Detroit
Wayne County - SE

Quality of building: Fair - part of older high rise
commercial block in downtown Detroit

Parking: Some on-street and in nearby, improved lots

Seating capacity: Main floor - 539
Balcony - 342

Films playing: Linda
Abilene
Felicia

Empress Burlesk Theater (facility T86)

Location: 540 Woodward Avenue, downtown Detroit
Wayne County - SE

Quality of building: Poor - part of old strip commercial
development fronting on Woodward Avenue

Parking: Limited in nearby, off-street lots

Seating capacity: 600 (estimated)

Comments: The Empress Burlesk was, until very recently, a
live burlesk house. However, it has been converted
to 16 mm adult movies and is now showing X movies.

Blue Sky Drive-In Theater (facility T87)

Location: Opdyke Road between Pontiac Road and Walton Boulevard
Pontiac, Oakland County

Films playing: Patton
The Undefeated

Rochester Hills Theater (facility T88)

Location: Main Street, between Fourth and East University
Rochester, Macomb County

Quality of building: Good, being remodeled - part of small
commercial strip development in suburban
Detroit

Seating capacity: 500 (estimated)

Film playing: Sleeping Beauty

Comments: The Rochester Hills theater is located in a small
but wealthy, growing community.

Huron Theater (facility T89)

Location: 941 West Huron Road near Telegraph Road
Oakland County

Quality of building: Fair - single structure housing one
or two small shops fronting on Huron
Road. Fairly good condition.

Parking: Some on-street and in off-street, improved lot

Seating capacity: 700 (estimated)

Film playing: The Hawaiians

Comments: The Huron theater is the movie house closest to
the regional enclosed mall shopping center,
Pontiac Mall (facility 54).

Campus Theater (facility T90)

Location: 12 North Saginaw, between Pike and Lawrence
Oakland County

Quality of building: Fair - part of strip commercial
development near downtown Pontiac

Parking: In front on-street mall parking area and at rear
in adjoining parking lot

Seating capacity: 1200 (estimated)

Films playing: Judy
Lover's Appointment

Eagle Theater (facility T91)

Location: 13 South Saginaw
Pontiac, Oakland County

Quality of building: Fair - integral part of downtown
strip commercial development

Parking: On-street, metered and in nearby, improved
off-street lots

Seating capacity: 400 (estimated)

Film playing: Naked World of Harrison Marks

Miracle Mile Drive-In Theater (facility T92)

Location: Adjoining Miracle Mile Shopping Center (facility 57)
near Telegraph and Square Lake Roads
Oakland County

Films playing: Fannie Hill
Irma La Duce

Cinema I, II and III Theaters (facility T93)

Location: Intersection of Telegraph Road and Square Lake
Road (US 10)
Oakland County

Quality of building: Under construction

Parking: Paved lots adjoining

Comments: The Cinema is under construction directly across
from the Miracle Mile Shopping Center (facility 57).
It is owned by the Redstone Theater Corporation and
will feature three theaters in one building. If
multiplex was to locate in this general area, it
probably would compete most directly with this
new theater.

Kingswood Theater (facility T94)

Location: Northwest corner Square Lake Road & Woodward Avenue (US 10)

Quality of building: Excellent - under construction

Parking: Improved parking area adjoining

Seating capacity: 850

Comments: The Kingswood Theater is part of a small commercial center called Bloomfield Hills Complex directly adjoining a dense residential area.

Birmingham Theater (facility T95)

Location: 215 South Woodward Avenue, Birmingham
Oakland County

Quality of building: Fair - main unit in strip commercial development fronting on Woodward Avenue in Birmingham

Parking: On-street in metered spaces and off-street in paved, improved, metered lots

Seating capacity: 1236

Film playing: Paint Your Wagon

Comments: The Birmingham area is a very high income trade region and the Birmingham downtown is an excellent commercial development, still generating high business shopping traffic. Some of the facilities that have been developed in downtown Birmingham are excellent and the shops are high style.

Bloomfield Theater (facility T96)

Location: 357 South Woodward Avenue, Birmingham
Oakland County

Quality of building: Fair - part of small, commercial
unit fronting on Woodward Avenue,
located directly adjacent bus garage

Parking: On-street, metered and in some nearby, improved lots

Seating capacity: 957

Film playing: Patton

Comments: See area comments for facility T95.

Village Theater (facility T97)

Location: Somerset Plaza Shopping Center
2830 West Maple Road
Oakland County

Quality of building: Very good - constructed integrally
with the Somerset Plaza Shopping
Center, appears to be about 5 or 6
years old

Parking: Adequate in improved shopping center lot

Seating capacity: 350 (estimated)

Film playing: The Boys in the Band

Troy Drive-In Theater (facility T98)

Location: 1541 East Maple Road
Oakland County

Film playing: Bob and Carol and Ted and Alice
Barefoot in the Park

Oak Drive-In Theater (facility T99)

Location: 2916 Normandy Road, near Coolidge
Royal Oak, Oakland County

Films playing: The Grasshopper
The Mercenary

Berkley Theater (facility T100)

Location: 2990 West Twelve Mile Road at Coolidge
Berkley, Oakland County

Quality of building: Fair - main structure in small strip
commercial development fronting on
Twelve Mile Road

Parking: Some on-street, metered parking plus off-street,
improved lot directly adjoining theater

Seating capacity: 800 (estimated)

Films playing: Cactus Flower
Barefoot in the Park

Towne Theater (facility T101)

Location: 26300 Greenfield
Oak Park, Oakland County

Quality of building: Excellent - isolated new structure
of good contemporary architecture
adjoining Lincoln Center Shopping
Center (facility 71)

Parking: Adequate in surrounding, improved parking area

Seating capacity: 850

Film playing: M.A.S.H.

Main Theater (facility T102)

Location: 118 West Main Street
Royal Oak, Oakland County

Quality of building: Fair - part of small commercial
development fronting on Main Street
in downtown Royal Oak

Parking: On-street and some improved, off-street lots

Seating capacity: 748

Films playing: The Boatniks
Darby O'Gill & The Little People

Royal Oak Theater (facility T103)

Location: 318 West Fourth Street
Royal Oak, Oakland County

Quality of building: Good - main structure in commercial
block development, downtown Royal Oak

Parking: Some on-street, metered parking and considerable
off-street, improved, metered public parking

Seating capacity: 1479

Film playing: Cheyenne Social Club

Washington Theater (facility T104)

Location: Washington Avenue at Fifth Street
Royal Oak, Oakland County

Quality of building: Fair - part of strip commercial
development in downtown Royal Oak

Parking: Some on-street, metered and some off-street,
improved lots

Seating capacity: 1230

Films playing: A Man Called Horse
The Good Guys and The Bad Guys

Civic Theater (facility T105)

Location: 33332 Grand River Avenue
Farmington, Oakland County

Quality of building: Fair - part of commercial strip
development in downtown Farmington
(suburb of Detroit)

Parking: On-street and in adjoining off-street, improved lots

Seating capacity: 700 (estimated)

Film playing: This Is My Alaska

Grand River Drive-In Theater (facility T106)

Location: 30200 Grand River Avenue
Farmington, Oakland County

Films playing: The Boatniks
The Alamo

Northland Theater (facility T107)

Location: 15600 Joseph L. Hudson Drive
Northland Shopping Center
Southfield, Oakland County

Quality of building: Excellent - relatively new theater
built on the Northland Shopping Center
site (facility 75). Plays first run
movies.

Parking: Adequate in adjoining, improved lots

Seating capacity: 1474

Film playing: Airport

Americana Theater (facility T108)

Location: 23275 Greenfield Road
Southfield, Oakland County

Quality of building: Excellent - recently built on site
as free standing structure

Parking: Adequate in adjoining, improved lot

Seating capacity: 1610

Film playing: Hello Dolly

Comments: The Americana is one of several theaters that have sprung up around Northland Shopping Center (facility 75) over the past several years. It is an excellent facility and will make a strong appeal to the trade area.

Studio 8 Theater (facility T109)

Location: In Green-Eight Shopping Center (facility 76)
at Greenfield Road and Eight Mile Road
Oakland County

Quality of building: Fair - part of strip shopping
center development

Parking: Adequate in improved shopping center lot

Seating capacity: 600 (estimated)

Film playing: Midnight Cowboy

Comments: Studio 8 is an integral part of the Green-Eight Shopping Center (facility 76) and was designed into the strip store structure. It is directly east across Greenfield Road from Northland Shopping Center (facility 75).

West Side Drive-In Theater (facility T110)

Location: North side Eight Mile Road, between Greenfield
and Coolidge Roads
Oakland County

Films playing: The Adventurers
Murderer's Row

Radio City Theater (facility T111)

Location: Woodward Avenue at Withington
Ferndale, Oakland County

Quality of building: Good - integral part of Federal
Department Store on city block in
downtown Ferndale (suburb of Detroit)

Parking: Some on-street, metered parking and municipal
improved, off-street lots nearby

Seating capacity: 1201

Film playing: The Out of Towners

Studio North Theater (facility T112)

Location: 22920 Woodward Avenue
near northeast corner Woodward and Nine Mile Road
Ferndale, Oakland County

Quality of building: Fair - located in strip
commercial development in
downtown Ferndale (suburb of Detroit)

Parking: Some on-street, metered parking and in nearby
off-street, improved lots

Seating capacity: 400

Film playing: Fantasia

Galaxy Drive-In Theater (facility T113)

Location: 25257 Dequindre
Madison Heights, Macomb County

Films playing: Bloody Mama
The Other Side of Bonnie & Clyde

Gateway Theater (facility T114)

Location: Crestview and Van Dyke Road
Macomb County

Quality of building: Good - recently built, free
standing structure

Parking: Adequate in adjoining lot

Seating capacity: 1100

Films playing: Butch Cassidy and the Sundance Kid
The Prime of Miss Jean Brodie

Van Dyke Drive-In Theater (facility T115)

Location: Van Dyke, between Thirteen and Fourteen Mile Roads
Macomb County

Film playing: The Boatniks

Universal City Theater (facility T116)

Location: 28200 Dequindre
Macomb County

Quality of building: Excellent - new theater located on
same site as the Universal City Shopping
Center (facility 85)

Parking: Adequate on improved shopping center lot adjoining

Seating capacity: 1386

Film playing: Only Game In Town

Cinema I & II (Warren) Theater (facility T117)

Location: In shopping facility 3¹/₄ at northeast corner of
Schoenherr and Eight Mile Roads

Quality of building: Excellent - newer structure containing
two separate theaters, back to back

Parking: Adequate on adjoining, improved shopping center lot

Seating capacity: 1000 in each of two theaters

Films playing: Computer Wore Tennis Shoes
Funny Girl

Eastwood Theater (facility T118)

Location: Gratiot Avenue between Collison and Agnes
Macomb County

Quality of building: Fair - in free standing structure
with limited office space at second floor

Parking: Some on-street, with additional off-street at side
of theater

Seating capacity: 500

Films playing: The Sterile Cuckoo
Ace High

Capri Theater (facility T119)

Location: Gratiot Avenue between Couzens and Nine Mile Road
Macomb County

Quality of building: Fair - typical, free standing
neighborhood movie house

Parking: Metered on-street and off-street at rear of building

Seating capacity: 520

Films playing: For Love or Money
Felicia

Shores - Madrid Theater (facility T120)

Location: Mack Avenue at Nine Mile Road
Macomb County

Quality of building: Fair - part of strip commercial
development, built around intersection

Parking: Adequate on-street and off-street improved lots

Seating capacity: 550

Film playing: Cactus Flower

Cinema I and II (facility T121)

Location: 13 $\frac{1}{2}$ Mile Road at Gratiot Avenue in
Macomb Mall Shopping Center
Macomb County

Quality of building: Excellent - located off enclosed
malls within the shopping center
(facility 94); twin theater operation
similar to that found in the Livonia
Mall, Cinema I & II theaters (facility T1)

Parking: In adjoining, improved lots

Seating capacity:	Cinema I	-	1100
	Cinema II	-	600
	Total	-	1700

Films playing:	Cinema I	-	The Cheyenne Social Club
	Cinema II	-	The Boatniks

Gratiot Drive-In Theater (facility T122)

Location: 31900 Gratiot Avenue
Macomb County

Films playing: Romeo & Juliet
Goodbye Columbus

Macomb Theater (facility T123)

Location: 31 North Walnut Street
Macomb County

Quality of building: Fair - located in strip commercial
development fronting on Walnut Street,
downtown Mt. Clemens

Parking: In improved, metered, off-street lots

Seating capacity: 1600

Film playing: The Out of Towners

Jewel Theater (facility T124)

Location: 86 North Gratiot
Macomb County

Quality of building: Good - integral part of strip
commercial facility fronting on
Gratiot Avenue in Mt. Clemens

Parking: On-street, plus nearby, improved, off-street lots

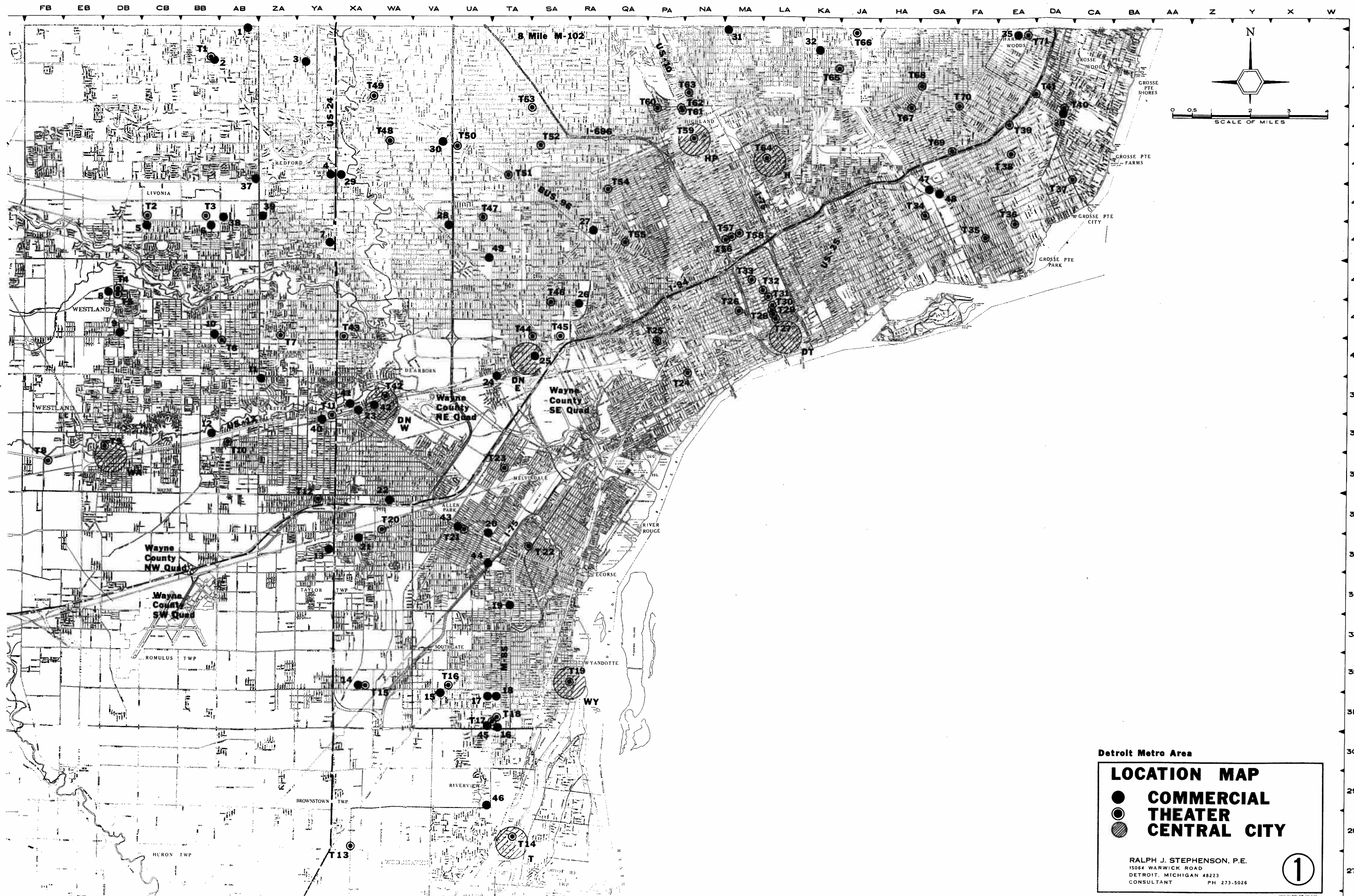
Seating capacity: 1200 (estimated)

Films playing: Beneath the Planet of the Apes
Eldorado

Mt. Clemens Drive-In Theater (facility T125)

Location: Gratiot Avenue at M-59
Mt. Clemens, Macomb County

Films playing: A Man Called Horse
Daddy's Gone Hunting



Detroit Metro Area

LOCATION MAP

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**COMMERCIAL
THEATER
CENTRAL CITY**

RALPH J. STEPHENSON, P.E.
15064 WARWICK ROAD
DETROIT, MICHIGAN 48223
CONSULTANT PH 273-5026

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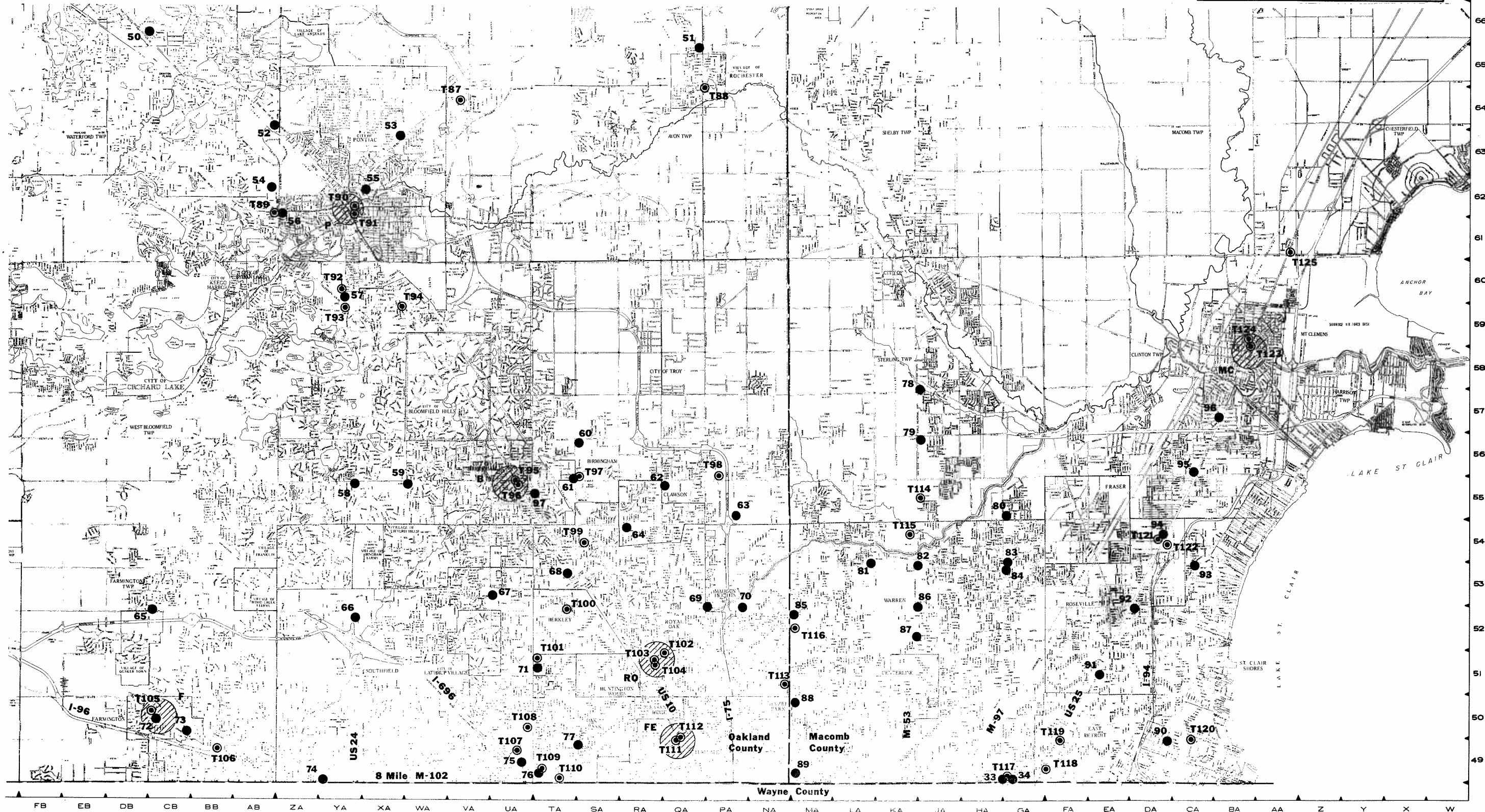
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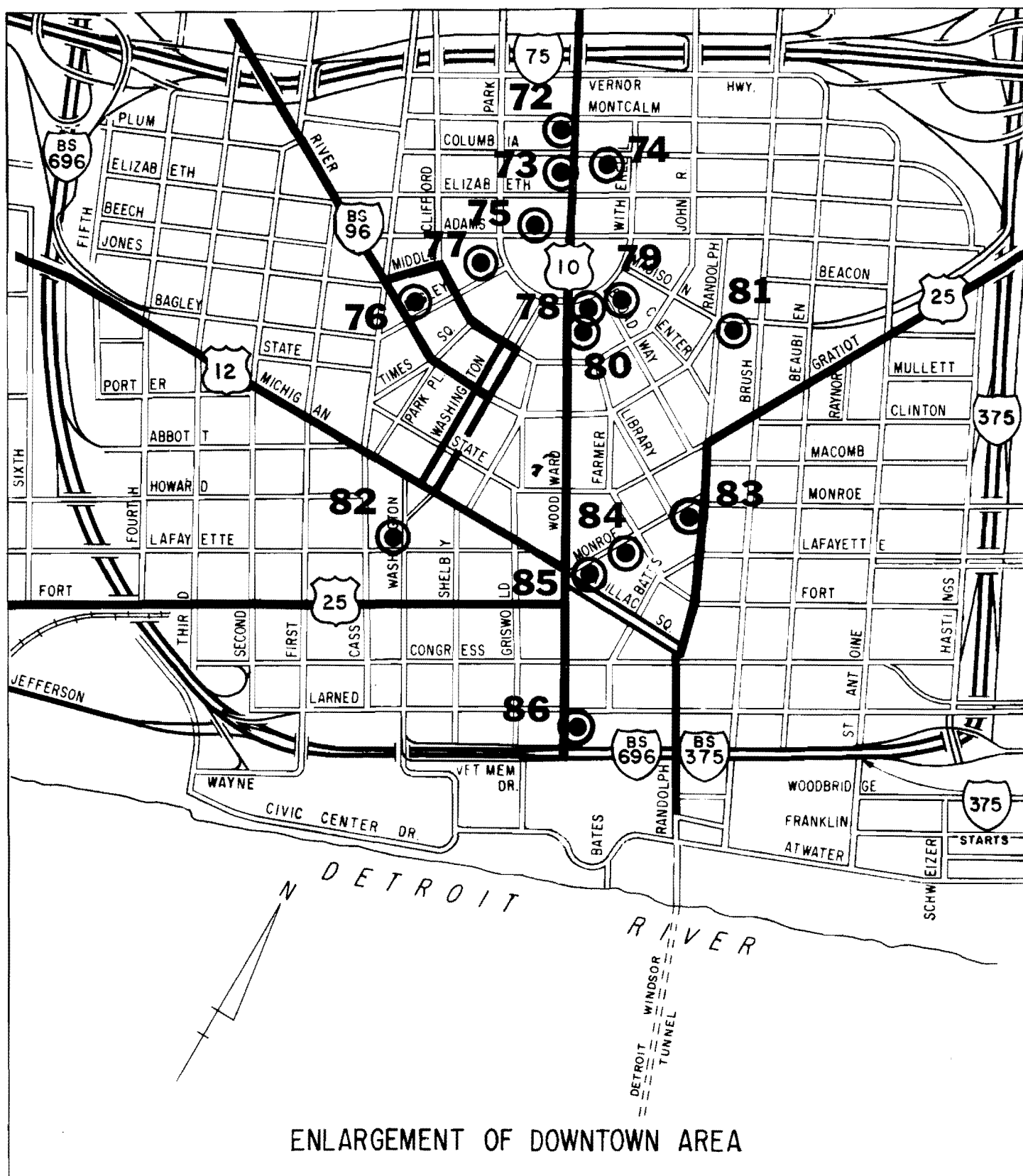
LOCATION MAP

- COMMERCIAL
- THEATER
- ▨ CENTRAL CITY

RALPH J. STEPHENSON, P.E.
15064 WARWICK ROAD
DETROIT, MICHIGAN 48223
CONSULTANT PH 273-5026

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Downtown theaters - Detroit, Michigan

RALPH J. STEPHENSON
CONSULTING ENGINEER

CHAPTER III

Commercial Facilities in the Detroit Area

There is a total of 97 commercial facilities excluding central business areas that were inspected and rated in the Detroit metropolitan area, including its major suburbs. A brief description and evaluation of these is given on the following pages. The centers are arranged in order by their facility number.

In the location description, the address is given first, followed by the county and then, in the case of Wayne County, by the abbreviation of the quadrant in which the center is located.

Rating 58.8

Rating Rank 25

Facility 1 - Yankee Discount Store Shopping Center

Type of facility: Discount department store shopping center

Location: Southwest corner of Grand River & Eight Mile Road
Wayne County NW

Contact: Mr. Stanley Friedman
Borman, Inc.
12300 Mark Twain
Detroit, Michigan 48227

Phone (313) 931-6600

Number of units: 2

Approximate floor space: 85,000 sq. ft.

Approximate parking spaces: 800

Built: 1969

Major tenants: Yankee Discount Store, Farmer Jack Food Market

Comments: This center is relatively new and the site is of fairly good size which could allow for further expansion. It is in a good location, easily accessible to a large trade area. The buildings are reasonably attractive, better than the usual Yankee Store. The site has good exposure to Grand River Avenue and Eight Mile Road, both of which are major thoroughfares.

Mr. Friedman said that the large site appearance is caused by restrictive parking requirements on the order of one car required for each 60 to 70 sq. ft. of building space. To maintain this, it probably would be difficult or impossible to construct any more on the site than is there presently. Mr. Friedman who is concerned primarily with Yankee Discount Department Stores and Farmer Jack Food Markets said that there are other investment possibilities within his centers in the Detroit area. However, most of these are in less desirable locations than is this facility.

Rating 59.4

Rating Rank 17

Facility 2 - Livonia Mall

Type of facility: Regional enclosed mall shopping center

Location: Northwest corner Seven Mile Road and
Middlebelt Road
Wayne County NW

Approximate floor space: 700,000 sq. ft.

Approximate parking spaces: 4,500

Approximate site size: 60 acres

Built: 1964

Major tenants: S. S. Kresge Company, Sears, Crowley's

Comments: The Livonia Mall is a major regional center serving northwest Detroit. It is reasonably well designed although maintenance has been poor and the present condition is less than should be expected of a center of this importance and size.

The development around the center does not appear to have been as rapid, nor as dense as has been the case around other regional shopping centers in Detroit and it appears that considerable land is still available nearby.

Directly in the center, opening off a mall is a double theater - Cinema I and II (facility T1). This theater location makes it unlikely that the Livonia Mall should be considered currently for a multiplex operation since other centers are available in the general region that do not have the direct competition that would be encountered here.

Rating 59.3

Rating Rank 20

Facility 3 - Seven-Grand Shopping Triangle

Type of facility: Strip district shopping center

Location: Southwest corner, Grand River & Seven Mile Road
Wayne County NW

Owner: Ira E. Gumm, Realtor
601 Buhl Building
Detroit, Michigan 48226

Phone (313) 962-0700

Number of units: 14

Approximate floor space: 121,000 sq. ft.

Approximate parking spaces: 800

Approximate site size: 12 acres

Built: 1958

Major tenants: Federal Department Store, S. S. Kresge Company,
Kroger Food Market

Comments: The Seven-Grand Shopping Triangle is a fairly well maintained strip shopping center with Federal's at one end and Kroger's at the other. The site is a major transfer point for people using public transportation and as such enjoys a high foot traffic circulation. It is located at the intersection of two main thoroughfares - Seven Mile Road and Grand River Avenue.

However, because the site is completely filled at present and quite tight, it does not appear likely that a Multi Cinema facility could be located here without acquisition of additional land.

Rating 59.5

Rating Rank 16

Facility 4 - Topps - Redford

Type of facility: Discount store shopping center

Location: Northwest corner Schoolcraft and Telegraph Roads
Wayne County NW

Former owner: J. J. Bourne (could give data on present
owner if needed)

Phone (313) 875-9240

Number of units: 4

Approximate floor space: 120,000 sq. ft.

Approximate parking spaces: 1,200

Approximate site size: 11 acres

Built: 1962

Major tenants: Topps Discount Store and Farmer Jack Food Market

Comments: This center is the southernmost unit in a strip of retail and commercial facilities developed along the west side of Telegraph Road at Schoolcraft Road.

The center is poorly planned and the architecture quite mediocre. However, as is the case with many centers, its trade area location has made it a very busy place.

There are several commercial facilities to the north of the Topps store, including a gift store, restaurant and delicatessen and a small neighborhood center called Bavarian Village. In between these facilities there appears to be land available and it is possible that a Multi Cinema theater could be constructed in a building that would have inter-connections with two or more of the facilities on the site.

Rating 49.3

Rating Rank 81

Facility 5 - Shelden Shopping Center

Type of facility: Strip district shopping center

Location: Southeast corner Farmington and Plymouth Roads
Wayne County NW

Owner: Shelden Land Company

Number of units: 12

Approximate floor space: 90,000 sq. ft.

Approximate parking spaces: 700

Approximate site size: 13 acres

Built: 1953

Major tenants: Stereoland, Bi-Lo Food Market, Skipper's Table
Restaurant, Cunningham Drug Store

Comments: Shelden Center is a relatively unsuccessful shopping center that has suffered from poor planning. The center has had a high turnover of tenants and generally the mix at present is not of a type found in successful retail areas. The location, however, is good for Multi Cinema if adequate supporting facilities could be generated on the site.

Rating 61.5

Rating Rank 9

Facility 6 - Wonderland Shopping Center

Type of facility: Regional open mall shopping center

Location: Southwest corner Plymouth and Middlebelt Roads
Wayne County NW

Owner: Henry S. Alper and Abe Green

Contact: Louis Segel, Operating Manager
Wonderland Shopping Center
29859 Plymouth Road
Livonia, Michigan 48150

Phone (313) 535-0370

Number of units: 57

Approximate floor space: 810,000 sq. ft.

Approximate parking spaces: 6,000

Approximate site size: 56 acres

Built: 1959

Major tenants: F. W. Woolworth Company, Montgomery-Ward,
Federal Department Store, S. S. Kresge Company,
K-Mart Department Store

Comments: Wonderland Shopping Center is a pioneer mall center in Detroit. It has been kept in excellent condition and is an attractively planned retail area. Pedestrian malls are narrower than normally found in shopping centers of this type but they have been well designed and scaled so as to provide a comfortable and visually interesting experience. Very recently, probably within the past year, a K-Mart of 160,000 sq. ft. with parking for 1000 cars was added directly to the west of the site.

Mr. Segel said that a new store is being built within the center, on the mall. It will house retail outlets and a 600 seat theater. The theater lease is in negotiation at this time and about to be consummated. Directly across Plymouth Road and slightly to the west is located the Terrace theater (facility T3). This is a single theater house and probably would not compete heavily with a Multi Cinema installation.

Rating 61.4

Rating Rank 10

Facility 7 - Korvette - Redford Shopping Center

Type of facility: Strip regional shopping center

Location: Southwest corner Telegraph Road and
West Chicago Boulevard
Wayne County NWOwner: Arlen Properties
New York CityContact: Mr. Bert Gordon
Bert Gordon Realty Company
26200 Greenfield Road
Oak Park, Michigan 48237

Phone (313) 547-0300

Number of units: 7

Approximate floor space: 275,000 sq. ft.

Approximate parking spaces: 2,100

Approximate site size: 18 acres

Built: 1963

Major tenants: Korvette Department Store, Chatham Food Market,
McCrory Variety Store

Comments: The Korvette Redford Center is a fairly successful department store operation around which has grown several strip operations. The facility is in good condition and the site is large enough so additional expansion might be possible. The present buildings are not arranged in the optimum fashion for good location of a Multi Cinema facility. However, if it were decided to go into this location, with some revisions to the plan, a proper fitting-in of a multiplex theater could be made. The trade area is good and access to the site is excellent from most directions, particularly north and south. It is in the midst of a reasonably good economic market.

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CONSULTING ENGINEER

Rating 61.4

Rating Rank 10

Facility 7 - Korvette - Redford Shopping Center

Comments: (Continued)

Mr. Gordon said that there is little room left on the site for additional construction. However, he further added, semi-confidentially, that the chain furniture stores of about 30,000 sq. ft. located on this site and other Korvette sites have not produced as well as had been hoped originally. Therefore, he said at Redford, as well as at Roseville (facility 92) the furniture operation could well make way for some other kind of function compatible with the Korvette operation. If a closer tie-in than exists presently could be made with the Korvette stores on these sites, they could very well accommodate a multiplex theater. This matter bears further investigation.

Rating 64.2

Rating Rank 4

Facility 8 - Westland Shopping Center

Type of facility: Enclosed mall regional shopping center

Location: Northeast corner Warren and Wayne Roads
Wayne County NW

Owner: Shopping Centers, Inc.

Contact: Mr. Richard Frey, Vice President
Shopping Centers, Inc.
CD 8 Northland Center
Southfield, Michigan 48075

Phone (313) 353-4000

Number of units: 50

Approximate floor space: 787,705 sq. ft.

Approximate parking spaces: 4,500

Approximate site size: 65 acres

Built: 1965

Major tenants: J. L. Hudson Company, S. S. Kresge Company

Comments: Westland contains the fourth major Hudson store to be located in a regional shopping center. It was one of the first enclosed mall centers in Detroit and has been a successful operation.

The general area is being built up rapidly with multi-family sub-divisions seeming to predominate, particularly to the east. One element that makes the site questionable for a Multi Cinema multiplex operation is the location of a large Drive-In theater (facility T5), and a quadruple indoor theater, the Quo Vadis (facility T4) directly across Wayne Road to the east. These are both good facilities and probably would give any theater in the center heavy competition.

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Rating 64.2

Rating Rank 4

Facility 8 - Westland Shopping Center

Comments: (Continued)

In conversations with Mr. Frey of Shopping Centers, Inc. it was indicated that the possibility of locating a theater in the center was remote. For additional comments on J. L. Hudson Company facilities and their relationship to theater location, please see comments for facility 75, Northland Shopping Center.

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Rating 56.7

Rating Rank 42

Facility 9 - Wildwood Shopping Center

Type of facility: Strip shopping center

Location: Northwest corner Ford Road and Wildwood Avenue
Wayne County NW

Owner: Wildwood Properties

Number of units: 6

Approximate floor space: 155,000 sq. ft.

Approximate parking spaces: 963

Approximate site size: 10 acres

Built: 1965

Major tenants: Frank's Nursery, A & P Food Market,
Topps Department Store

Comments: This center is located in a moderate income, moderately growing suburb of Detroit. Wildwood is dominated by a Topps store and Frank's Nursery. Condition of the buildings is quite good but the planning has not been done well. Between Frank's Nursery and the A & P Food Market there is a gap in the building complex that might be a possible location for a multiplex theater. However, the current tenants are not the optimum neighbors for a Multi Cinema.

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Rating 50.6

Rating Rank 76

Facility 10 - Garden Plaza Shopping Center

Type of facility: Strip discount store shopping center

Location: Northwest corner Ford and Middlebelt Roads
Wayne County NW

Number of units: 31

Approximate floor space: 100,000 sq. ft.

Approximate parking spaces: 1,150

Approximate site size: 11 acres

Built: 1962

Major tenant: K-Mart Department Store

Comments: This K-Mart is one of the older stores and directly adjoins a small strip cluster that fronts on Ford Road. Attempts have been made to turn the stores so they have entrances from the parking lot. However, the result, although noteworthy in effort, has been less than successful in fact. The center is shabby, poorly maintained and is not currently an appropriate location for a Multi Cinema.

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CONSULTING ENGINEER

Rating 47.6

Rating Rank 89

Facility 11 - Cherry Hill Plaza

Type of facility: Strip discount shopping center
Location: Southeast corner Inkster and Cherry Hill Roads
Wayne County NW
Owner: Fred Rudinger
Number of units: 25
Approximate floor space: 120,000 sq. ft.
Approximate parking spaces: 1,000
Approximate site size: 12 acres
Built: 1955
Major tenants: S. S. Kresge Company, Sam's Department Store

Comments: Cherry Hill Plaza is a busy, small, strip district shopping center which has maintained a moderately successful level of business for many years. The site is very tight and it does not appear that space is available in the center.

The trade area is fairly good, particularly since the center adjoins the above-average income neighborhood of Dearborn, Michigan. Despite these advantages, the small site and general appearance of the center do not make this currently a high priority choice for a multiplex site.

Rating 39.7

Rating Rank 97

Facility 12 - Atlantic Mills Thrift Center - Inkster

Type of facility: Discount department store

Location: Northwest corner Michigan Avenue and
Middlebelt Road
Wayne County NW

Owner: Grand River - Bryden Associates

Number of units: 2

Approximate floor space: 85,000 sq. ft.

Approximate parking spaces: 800

Approximate site size: 10 acres

Built: 1962

Major tenants: Bi-Lo Food Market, Spartan Atlantic Department Store

Comments: The Atlantic Mills in Inkster is a poorly maintained,
badly run down center. The facility is not currently
appropriate for a Multi Cinema multiplex installation.

Rating 59.3

Rating Rank 21

Facility 13 - Topps and A & P Shopping Center

Type of facility: Strip neighborhood shopping center

Location: Telegraph Road at Champaign
Wayne County SW

Contact: Mr. Hal Lawson (For A & P)
M. E. Arden Company
3136 Guardian Building
Detroit, Michigan 48226

Phone (313) 962-7060

Number of units: 10

Approximate floor space: 74,000 sq. ft.

Approximate parking spaces: 800

Major tenants: Topps Department Store and A & P Food Market

Comments: This site was long held for shopping center development and finally after considerable multi-family and single family construction to the east, a small convenience center with the A & P store was built on the southwest corner of Champaign and Telegraph. This center operated fairly well for many years.

Last year, the Topps Center was built on the northwest corner of the intersection and the two function together, even though Champaign Road divides the two centers.

To the south of the A & P Center, another food store is slated to be built while to the north of the Topps store a bank was constructed several years ago. Thus, the entire strip forms a long, commercial center, poorly planned but with good exposure to Telegraph Road and a fair trade area to draw upon. The mix of stores is good and the area has achieved some stability as a commercial shopping place.

Mr. Lawson who represents the A & P tenant said that some space is available but that commitments are close to being negotiated for all remaining space available on the site. Since any Multi Cinema construction here would have to be in adjoining buildings to the present structures, this site itself is not currently appropriate but the area is good to consider for future development.

Rating 58.1

Rating Rank 32

Facility 14 - Southland Shopping Center

Type of facility: Regional enclosed mall shopping center

Location: Northwest corner Eureka and Pardee Roads
Wayne County SE

Owner: Shopping Centers, Inc.

Contact: Mr. Richard Frey, Vice President
Shopping Centers, Inc.
CD 8 Northland Center
Southfield, Michigan 48075

Phone (313) 353-4000

Number of units: 56

Approximate floor space: 646,000 sq. ft.

Approximate parking spaces: 3,800

Approximate site size: 56 acres

Built: 1970

Major tenants: J. L. Hudson Company

Comments: Southland is the newest of the J. L. Hudson branch store shopping centers. Hudson's is surrounded by tenant buildings pretty well leased by now although the center was only opened on July 20, 1970. A theater has already been set for the center. It will be a double movie, small in size, with entrances off the courts and malls.

Southland is a very fine facility and although built in a somewhat sparse trade area can be expected to stimulate considerable increase in residential growth over the next few years. Already several satellite facilities are springing up around the center including a small Playworld Center near the expressway and Eureka Road. It might be appropriate to further investigate the area in which Southland is being built to find potentially good sites for future development. There should be considerable commercial growth in the general area.

RALPH J. STEPHENSON
CONSULTING ENGINEER

Rating 55.3

Rating Rank 51

Facility 15 - Topps - Southgate

Type of facility: Discount department store shopping center
Location: Southwest corner Eureka Road and Dix Highway
Wayne County SE
Number of units: 4
Approximate floor space: 107,400 sq. ft.
Approximate parking spaces: 1,000
Approximate site size: 18 acres
Built: 1968
Major tenants: Topps Department Store, Bi-Lo Food Market

Comments: This center is located on an irregularly shaped parcel of land and as such, has a poor site layout. The appearance of the center is that of typical new discount department stores. The current residential trend in this area is to multi-family dwellings, and a high density of development is showing up around such discount centers as this in the suburban areas of Detroit.

The facility is in reasonably good shape, although the parking lot has been subjected to severe traffic and has begun to break up. The site is very tight and it does not appear that there would be room for a theater complex.

RALPH J. STEPHENSON
CONSULTING ENGINEER

Rating 56.2

Rating Rank 45

Facility 16 - Korvette - Southgate

Type of facility: Strip regional shopping center

Location: Northeast corner Fort Street and Pennsylvania Road
Wayne County SE

Owner: Arlen Properties, Inc.

Contact: Mr. Bert Gordon
Bert Gordon Realty Company
26200 Greenfield Road
Oak Park, Michigan 48237

Phone (313) 547-0300

Number of units: 5

Approximate floor space: 275,000 sq. ft.

Approximate parking spaces: 4,000

Approximate site size: 42 acres

Built: 1963

Major tenants: McCrory Variety Store, Korvette Department Store,
Chatham Food Market

Comments: This Korvette Center is similar to others in the city of Detroit. It is reasonably well designed and maintained. However, the punishment the store has taken from vandalism is considerably greater than the other stores visited in the city.

The area is wide open and just now beginning to develop after nearly 20 years of attempts to increase its value and density. Several multi-family sub-divisions are springing up around the center. To the north, across Fort Street are located two theaters and a Shopper's Fair discount store. The theaters include a Drive-In, The Fort George (facility T18) and a new indoor theater, the Southgate (facility T17). The Korvette Center offers possibilities for Multi Cinema development.

RALPH J. STEPHENSON
CONSULTING ENGINEER

Rating 56.2

Rating Rank 45

Facility 16 - Korvette - Southgate

Comments: (Continued)

Mr. Gordon said that adequate space is available on this site for additional development. However, it would probably have to be a free standing or adjoining building.

Again to be mentioned, however, is the high incidence of vandalism noted on the present buildings. This is not consistent with the behavior pattern normally desired in Multi Cinema facilities.

Facility 17 - Southgate Shopping Center

Type of facility: Strip regional shopping center

Location: Southwest corner Trenton and Eureka Roads
Wayne County SE

Owner: William Gershenson

Number of units: 31

Approximate floor space: 330,000 sq. ft.

Approximate parking spaces: 4,000

Approximate site size: 45 acres

Built: 1957

Major tenants: Federal Department Store, Montgomery-Ward,
F. W. Woolworth Company, S. S. Kresge Company

Comments: Southgate Shopping Center is one of the older centers in Detroit. It is on a large site and parking facilities are more than adequate with some of the space to the rear of the center looking as if it has not been used in many months. The planning and design of the center is not of a high quality but because of its monopoly of the trade area, the center appears to be reasonably successful.

There is little, if any, vacant space in the center and any theater to be built nearby would probably have to be a separate free standing building. There would also be little opportunity to develop any type open or enclosed mall arrangement unless a total redesign of certain sections of the center were accomplished. The area has potential for a Multi Cinema theater but the site would be difficult to rework to accommodate the kind of multiplex operation that has proven desirable and successful.

Rating 51.9

Rating Rank 72

Facility 18 - K-Mart Plaza - Taylor

Type of facility: Discount department store shopping center
Location: Near southwest corner Trenton and Eureka Roads
Wayne County SE
Owner: Aaron H. and William Gershenson
Number of units: 4
Approximate floor space: 132,000 sq. ft.
Approximate parking spaces: 1,000
Approximate site size: 10 acres
Built: 1962
Major tenants: K-Mart Discount Store and K-Mart Food Store

Comments: The Taylor K-Mart is almost identical in design to the other K-Mart stores in the Detroit area. This center is located adjoining the Federal-Southgate Shopping Center (facility 17) and as such, undoubtedly receives some circulation benefit from the larger center.

Like other shopping centers and structures in this general region (called the downriver area of Detroit), the K-Mart is poorly maintained, the grounds are dirty and vandalism in varying degrees is evident.

RALPH J. STEPHENSON
CONSULTING ENGINEER

Rating 57.1

Rating Rank 40

Facility 19 - Lincoln Park Plaza

Type of facility: Strip regional shopping center

Location: Northwest corner Fort Street and New York Avenue
Wayne County SE

Owner: Adler, Jaffa and Linden

Number of units: 23

Approximate floor space: 300,000 sq. ft.

Approximate parking spaces: 2,000

Approximate site size: 21 acres

Built: 1955

Major tenants: J. L. Hudson Budget Store, J. C. Penney Company,
S. S. Kresge Company

Comments: The Lincoln Park Plaza is a strip commercial development fronting on Fort Street, a major Detroit thoroughfare. Parking is at the rear and is probably adequate for the present operation. Building condition is poor and overall the center has not been properly maintained. Apparently, however, the stores do a good business and until the recent construction of better shopping facilities in the southwestern sector of the city, this center probably was one of the main places in which to shop on a regional basis.

The Hudson store is the main commercial operation in this group. It is a fairly good retail sales facility, although not being a full line department store. It merchandises at Hudson's budget store level which is a cut below their regular department store operation.

Space does not appear to be available in the center although in facilities of this type, usually footage becomes leasable on a periodic basis.

Rating 57.0

Rating Rank 41

Facility 20 - Sears Lincoln Park Shopping Center

Type of facility: Strip regional shopping center
Location: Northeast corner Southfield and Dix Roads
Wayne County SE
Owner: Lincoln Park Shopping Center, Inc.
Number of units: 35 (excluding Arlan's)
Approximate floor space: 400,000 sq. ft. (excluding Arlan's)
Approximate parking spaces: 3,000 (excluding Arlan's)
Approximate site size: 30 acres
Built: 1956
Major tenants: Sears, Arlan's, S. S. Kresge Company,
Kroger Food Store

Comments: The Sears Lincoln Park Store has been a mainstay shopping center in the south suburban Detroit area for years. It is undistinguished architecturally and not too well maintained. However, it has pre-empted a large share of the trade area in the southwestern part of Detroit and has remained relatively successful. Directly adjoining the center is a satellite facility containing the Arlan's store. Arlan's is not an integral part of the Lincoln Park Center.

The building in Lincoln Park Center is arranged in the form of an L with about equal legs. The Sears store is at the west end of one of the legs. The Kroger store is the dominant facility near the end of the other leg.

RALPH J. STEPHENSON
CONSULTING ENGINEER

Rating 50.9

Rating Rank 74

Facility 21 - Taylor Town Shopping Center

Type of facility: Strip district shopping center
Location: Southeast corner Ecorse and Pardee Roads
Wayne County SE
Owner: C. Gershenson
Number of units: 24
Approximate floor space: 180,000 sq. ft.
Approximate parking spaces: 2,000
Approximate site size: 20 acres
Built: 1960
Major tenants: F. W. Woolworth, Federal Department Store,
W. T. Grant Company

Comments: Taylor Town is a typical strip commercial development in the form of an L with parking in the interior of the L. It fronts on a major road, Ecorse, and draws a large amount of impulse and convenience goods shoppers. The center is located in a heavy industrial area but on the north fringe of some nicer residential districts. It has not weathered well and is a very worn-out facility.

There does not appear to be any space available in the center and it would be doubtful, if there were space, if it would be an appropriate place for location of a Multi Cinema theater.

RALPH J. STEPHENSON
CONSULTING ENGINEER

Rating 52.5

Rating Rank 68

Facility 22 - K-Mart - Taylor

Type of facility: Discount department store shopping center

Location: South side of Van Born Road, north of
Interstate 94, between Merrick and Pelham Road
Wayne County NE

Owner: Jerome C. and Nancy Hirsch

Contact: Mr. Cook
Kresge Real Estate Department
2727 Second Avenue
Detroit, Michigan 48201
Phone (313) 965-7300

Number of units: 4

Approximate floor space: 111,000 sq. ft.

Approximate parking spaces: 1,000

Approximate site size: 12 acres

Built: 1964

Major tenants: K-Mart Department Store, K-Mart Food Market

Comments: The K-Mart - Taylor is a typical K-Mart Discount store. There is extra land on the site although at peak times it is entirely possible that the entire parking lot would be filled. The site is located in a lower economic group residential area and is surrounded by scattered industrial facilities. The Edsel Ford Expressway is just south of the site and access to K-Mart is from Van Born Road only. The facility has not been maintained well and the area is somewhat smoke-ridden from industries nearby.

Rating 59.4

Rating Rank 18

Facility 23 - Westborn Shopping Center

Type of facility: Strip district shopping center

Location: Southeast corner Michigan Avenue & Outer Drive
Wayne County NE

Former owner: J. J. Bourne (could give data on present
owner if needed)

Phone (313) 875-9240

Number of units: 18

Approximate floor space: 150,000 sq. ft.

Approximate parking spaces: 2,200

Approximate site size: 18 acres

Built: 1959

Major tenants: Crowley's, S. S. Kresge Company, Kroger
Food Market

Comments: The Westborn Center was one of the original developments at this now very busy intersection. The center has been reasonably successful since it was built and the Crowley Department Store operation is one of the better in Detroit. The site is filled pretty much to capacity although in adjoining areas there still is some limited space available.

Michigan Avenue is a major east-west thoroughfare while Outer Drive is a ring thoroughfare that originally defined the outer boundaries of the city of Detroit. It still carries large volumes of traffic and is a major right-of-way.

The site is just west of the west central business district of Dearborn, Michigan and located near Greenfield Village, a national tourist attraction. The buildings are reasonably attractive and the center has weathered the years fairly well. The significant element about this entire area is the sizable amount of collateral development that has occurred as the result of the center being located here.

Rating 59.0

Rating Rank 23

Facility 24 - Hudson's Budget Store Center

Type of facility: Department store shopping center

Location: Southeast corner Greenfield Road
and Michigan Avenue
Wayne County NE

Owner: Michigan - Greenfield Land Company
19981 James Couzens
Detroit, Michigan 48235

Number of units: 5

Approximate floor space: 120,000 sq. ft.

Approximate parking spaces: 878

Approximate site size: 11 acres

Built: 1963

Major tenants: Star Furniture, Hudson's Budget Store,
Kroger Food Market

Comments: The hub of the center is the J. L. Hudson Budget Store. This type junior department store carries a different price line of merchandise than does the parent store. There are about 86,000 sq. ft. in the Hudson store.

It is a quiet type center, although apparently quite busy. The buildings are all occupied but it does appear that with some good architectural treatment the various retail units could be linked together and it is entirely possible a Multi Cinema facility could be fitted in a key location. The site, however, is very tight and possibilities are limited. The location is in the heart of Dearborn, a moderately prosperous Detroit suburb.

Rating 47.2

Rating Rank 90

Facility 25 - Michigan Schaefer Shopping Center

Type of facility: Strip district shopping center
(East central business district of Dearborn)

Location: Southeast corner Michigan Avenue and
Schaefer Road
Wayne County NE

Owner: Harvey Bielfield
3366 Penobscot Building
Detroit, Michigan 48226

Phone (313) 961-7276

Number of units: 27

Approximate floor space: 272,000 sq. ft.

Approximate parking spaces: 1,200 (300 of these in city owned lot)

Approximate site size: 10 acres

Built: 1954

Major tenants: Federal Department Store, S. S. Kresge Company

Comments: The Michigan Schaefer Center is an L shaped facility fronting on Schaefer and Michigan Avenue. It is located in the east central business district of Dearborn. Stores are arranged in a typical strip commercial fashion. On the day of the inspection the parking areas were practically full. Business appeared to be good and traffic heavy. However, the area is not totally suited for a Multi Cinema facility.

RALPH J. STEPHENSON
CONSULTING ENGINEER

Rating 45.7

Rating Rank 93

Facility 26 - Arlan Center - Dearborn

Type of facility: Discount store shopping center

Location: Southeast corner Warren Avenue and Lonyo
Wayne County NE

Number of units: 2

Approximate floor space: 300,000 sq. ft.

Approximate parking spaces: 1,067

Approximate site size: 14 acres

Built: 1962

Major tenants: Arlan's Discount Store and Arlan's Food Market

Comments: This discount store and food market are located in an old industrial complex which has been remodeled, and over a period of years has been reasonably successful. The center is located in the midst of a heavy industrial area. The location is not currently appropriate for a Multi Cinema facility.

RALPH J. STEPHENSON
CONSULTING ENGINEER

Rating 48.1

Rating Rank 85

Facility 27 - Atlantic Mills Spartan Shopping Center - Detroit

Type of facility: Discount department store

Location: Southwest corner Grand River and Bryden
Wayne County NE

Owner: Grand River - Bryden Associates

Number of units: 2

Approximate floor space: 90,000 sq. ft.

Approximate parking spaces: 800

Approximate site size: 10 acres

Built: 1964

Major tenants: Spartan Atlantic Department Store, Bi-Lo Food Market

Comments: The Atlantic Center is located in a mixed negro-white area on Detroit's northwest side. It presently fronts on Grand River Avenue - a major northwest-southeast thoroughfare and directly adjoins a new freeway under construction to the south of the site. As such, the site is potentially desirable. However, the general condition of the center is very bad. It is not currently appropriate for a multiplex operation.

RALPH J. STEPHENSON
CONSULTING ENGINEER

Rating 55.6

Rating Rank 48

Facility 28 - K-Mart - West Detroit

Type of facility: Discount department store shopping center

Location: Southwest corner Plymouth and Southfield Roads
Wayne County NE

Contact: Mr. Cook
Kresge Real Estate Department
2727 Second
Detroit, Michigan 48201

Phone (313) 965-7300

Number of units: 4

Approximate floor space: 132,000 sq. ft.

Approximate parking spaces: 850

Approximate site size: 10 acres

Built: 1962

Major tenants: K-Mart Department Store, K-Mart Food Store

Comments: The K-Mart - West Detroit is a typical K-Mart complex with the store at the rear of the site, parking in front to the street and to the boundaries on either side. The area in which this center is located is quite good and relatively far removed from new indoor theater facilities. As such, the site is more appropriate than some of the other K-Mart sites for consideration as a multiplex facility.

The location is good so far as traffic is concerned, Plymouth being a major east-west route and the Southfield Expressway being a north-south limited access freeway.

RALPH J. STEPHENSON
CONSULTING ENGINEER

Rating 51.7

Rating Rank 73

Facility 29 - Tele-Craft Shopping Center

Type of facility: Strip district shopping center
Location: Northeast corner Schoolcraft and Telegraph Roads
Wayne County NE
Owner: Practical Home Builders, Inc.
Number of units: 16
Approximate floor space: 132,000 sq. ft.
Approximate parking spaces: 600
Approximate site size: 13 acres
Built: 1956
Major tenants: S. S. Kresge Company, Packer Foods

Comments: The Tele-Craft Shopping Center is a small strip center located at the intersection of two main routes - Schoolcraft, east-west and Telegraph, north-south. Its location makes it very desirable for a theater operation but the stores are all occupied and it is doubtful that the physical limits of the building would accommodate a Multi Cinema operation. Directly across the street to the west is Topps Discount Center (facility 4).

Rating 57.5

Rating Rank 39

Facility 30 - Grandland Shopping Center

Type of facility: Strip neighborhood shopping center

Location: West side Fenkell and Grand River Avenues
Wayne County NE

Number of units: 15

Approximate floor space: 70,000 sq. ft. including food markets
(estimated)

Approximate parking spaces: 700 (estimated)

Built: 1964

Major tenants: Cunningham Drug Store, S. S. Kresge Company,
Great Scott Super Market, Kroger Food Market,
A & P Food Market

Comments: Grandland is a small neighborhood shopping center that has benefited from the location of three major food stores on the site immediately adjoining. The traffic from the food stores has enabled it to maintain a very high level of traffic, particularly from the immediate neighborhood. The center has been very successful though it is not well done architecturally, nor is it planned well. The site is tight although there might be possibilities of locating a Multi Cinema facility by joining present building complexes together.

Rating 58.7

Rating Rank 28

Facility 31 - Belmont Shopping Center

Type of facility: District strip shopping center

Location: Southeast corner Eight Mile and Dequindre Roads
Wayne County NE

Owner: Thomas T. Petzold
44 S. Deeplands Road
Grosse Pointe, Michigan 48236

Phone (313) 886-5081

Number of units: 19

Approximate floor space: 150,000 sq. ft.

Approximate parking spaces: 900

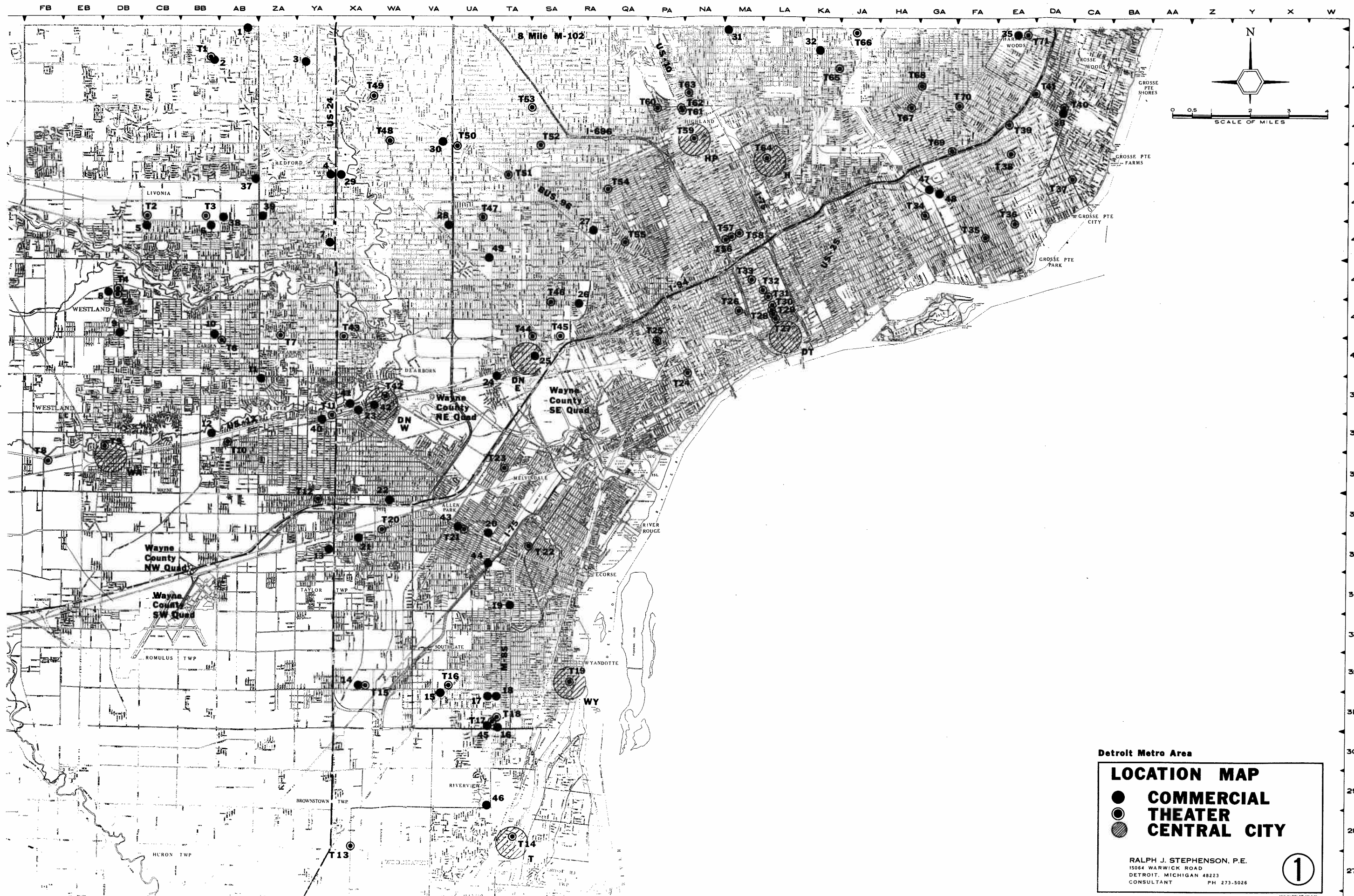
Approximate site size: 11 acres

Built: 1956

Major tenants: W. T. Grant Company, Crown Furniture,
Great Scott Super Market

Comments: The Belmont Center is a typical older strip shopping center on Eight Mile Road, a major east-west thoroughfare in northeast Detroit. The center is well patronized and exposed to large volumes of vehicular traffic. The area is heavily developed in commercial and service facilities ranging from very poor to moderately good.

The entire Eight Mile strip which extends from the Detroit River on the east across and out of Detroit on the west forms the northern boundary of the city. As such, it has become the access route to new development in suburban Detroit, with some of the regional facilities such as Northland (facility 75) and Eastland (facility 35) along with many smaller shopping areas being located throughout its length.



Detroit Metro Area

LOCATION MAP

●

COMMERCIAL

⊙

THEATER

⊗

CENTRAL CITY

RALPH J. STEPHENSON, P.E.
15064 WARWICK ROAD
DETROIT, MICHIGAN 48223
CONSULTANT PH 273-5026

1

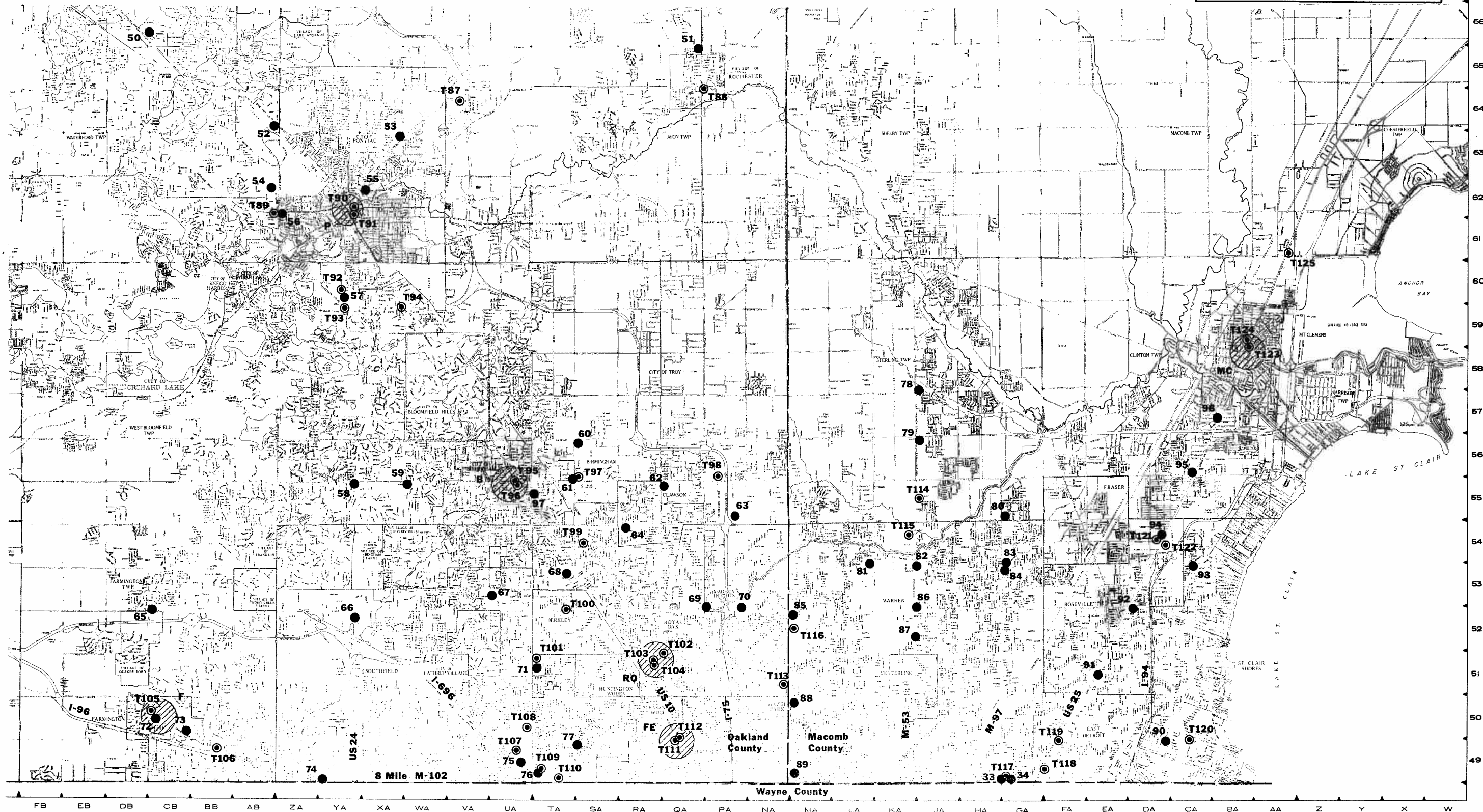
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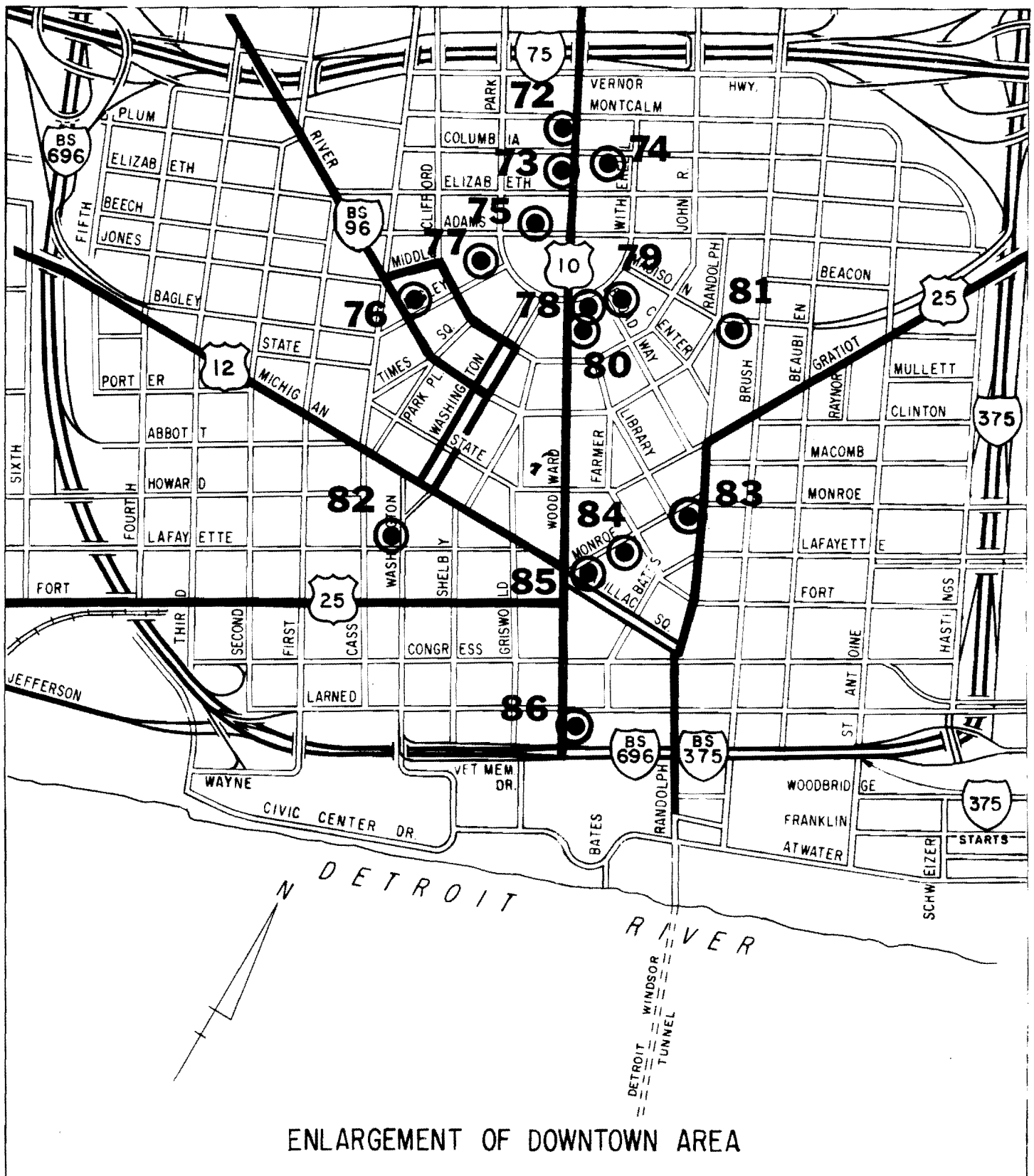
LOCATION MAP

- COMMERCIAL
- THEATER
- ▨ CENTRAL CITY

RALPH J. STEPHENSON, P.E.
15064 WARWICK ROAD
DETROIT, MICHIGAN 48223
CONSULTANT PH 273-5026

2





Downtown theaters - Detroit, Michigan

RALPH J. STEPHENSON
CONSULTING ENGINEER

RALPH J. STEPHENSON
CONSULTING ENGINEER

Rating 52.2

Rating Rank 71

Facility 32 - K-Mart - East Detroit

Type of facility: Discount department store shopping center

Location: Southwest corner Sherwood and Outer Drive
Wayne County NE

Owner: A. Alfred Taubman & Lester S. Smith
28755 Bell Road
Southfield, Michigan 48075

Phone (313) 442-5955

Number of units: 4

Approximate floor space: 116,000 sq. ft.

Approximate parking spaces: 1,000

Approximate site size: 10 acres

Built: 1962

Major tenants: K-Mart Department Store, K-Mart Party Center,
K-Mart Food Store, K-Mart Auto Service

Comments: The K-Mart - East Detroit is a typical K-Mart discount operation. It is reasonably attractive and well patronized. The site is very tight and the area dominated by a wide range of light to heavy industry. To the east and south is a fairly dense residential area, while to the north and west it is primarily industrial in nature.

The east-west road upon which this center is located, Outer Drive, is a loop around Detroit, originally built as its far outer boundary. Residential districts have developed along Outer Drive and for the most part are higher priced homes. However, because of the gradual growth of the city beyond the boundaries of Outer Drive, many of its residential areas have deteriorated.

RALPH J. STEPHENSON
CONSULTING ENGINEER

Rating 50.6

Rating Rank 75

Facility 33 - Carousel Shopping Center

Type of facility: Strip district shopping center

Location: Northeast corner Schoenherr and Eight Mile Roads
Macomb County

Owner: Construction Lease Corporation

Contact: Hayman Management Company
17220 West Eight Mile Road
Southfield, Michigan 48075

Phone (313) 353-0520

Number of units: 18

Approximate floor space: 150,000 sq. ft.

Approximate parking spaces: 2,000

Approximate site size: 20 acres

Built: 1962

Major tenants: Peoples Outfitting Company, Revco Discount
Drug Center, Trio Men's Clothing Shop

Comments: The Carousel Center is a conglomerate of new and old buildings located directly adjoining the Arlan's Shopping Center (facility 34). A Cinema I and II theater (facility T117) is also located on the site.

This shopping area has space available in it and it appears that one or two small shops are for lease. However, these are not of sufficient size or suitability for a Multi Cinema location.

RALPH J. STEPHENSON
CONSULTING ENGINEER

Rating 47.8

Rating Rank 87

Facility 34 - Arlan Center - East Detroit

Type of facility: Discount department store

Location: Northeast corner Schoenherr and Eight Mile Roads
Macomb County

Owner: Construction Lease Corporation

Number of units: 2

Approximate floor space: 120,000 sq. ft.

Approximate parking spaces: 2,200

Approximate site size: 22 acres

Built: 1961

Major tenants: Arlan's Discount Store and Farmer Jack
Food Market

Comments: The center is a fairly good looking facility, built back from the street in a better than usual location for Arlan's. The surrounding area is heavily industrialized with housing to the north, east and south of Eight Mile Road. However, the area is poorly maintained.

On the site is located Cinema I and II theater (facility T117).

RALPH J. STEPHENSON
CONSULTING ENGINEER

Rating 63.1

Rating Rank 8

Facility 35 - Eastland Shopping Center

Type of facility: Regional open mall shopping center

Location: Southeast corner Eight Mile and Kelly Roads
Wayne County NE

Owner: Shopping Centers, Inc.

Contact: Mr. Richard Frey, Vice President
Shopping Centers, Inc.
CD 8 Northland Center
Southfield, Michigan 48075

Phone (313) 353-4000

Number of units: Approximately 75

Approximate floor space: 960,000 sq. ft.

Approximate parking spaces: 8,500

Approximate site size: 106 acres

Built: 1957

Major tenants: J. L. Hudson Company Department Store,
B. Siegel Company Women's Apparel,
Stouffer's Restaurant

Comments: Eastland was the first major regional shopping center built on the east side of Detroit. It was designed and constructed when open malls were considered the latest in design. It is entirely possible over a period of time that the public arcades and courts will be enclosed, but this is not in the near future.

There is, on the site, a theater called Eastland Theater (facility T71). However, if it were possible to locate a Multi Cinema theater directly in the center, Eastland would be a prime location for such an operation.

Mr. Richard Frey said, however, that Shopping Centers, Inc. is not interested in locating theaters on the courts and malls in open mall centers. For additional information on J. L. Hudson Company shopping centers, please see comments for facility 75, Northland Shopping Center.

RALPH J. STEPHENSON
CONSULTING ENGINEER

Rating 54.3

Rating Rank 57

Facility 36 - 7 Mile - Mack Shopping Center

Type of facility: Strip regional shopping center
Location: Northeast corner Seven Mile Road & Mack Avenue
Wayne County SE
Owner: Rosen and B. Halter
Number of units: 21
Approximate floor space: 340,000 sq. ft.
Approximate parking spaces: 1,500
Approximate site size: 25 acres
Built: 1955 - 1959
Major tenants: F. W. Woolworth Company, J. C. Penney Company,
Winkleman's, S. S. Kresge Company, A & P
Food Market, Wrigley Food Market

Comments: This center has grown over a period of years into a sizable strip shopping center that is adjacent other conventional strip retail districts. The Woods theater (facility T40) is located directly adjoining this shopping center.

The shopping center itself is not well planned and has been expanded indiscriminately into a sizable retail operation. There does not appear to be any space available for on-site theater construction.

Rating 53.9

Rating Rank 62

Facility 37 - Buckingham Center

Type of facility: Strip district shopping center

Location: Northwest corner Schoolcraft and Inkster Roads
Wayne County NW

Number of units: 22

Approximate floor space: 45,000 sq. ft. (estimated)

Approximate parking spaces: 400 (estimated)

Major tenants: Minnesota Fabrics, A & P Food Store,
Frank's Nursery

Comments: Buckingham Center is an average strip development that has grown onto an original set of stores. It is uncoordinated and composed of many, very small shops. This center is one that would be improved by location of a Multi Cinema facility.

The area is a growing one and Buckingham Center is an established commercial core which probably will improve as road improvements and additional residential development occurs in the region.

RALPH J. STEPHENSON
CONSULTING ENGINEER

Rating 50.3

Rating Rank 78

Facility 38 - Shopper's Fair Discount Center

Type of facility: Discount department store

Location: Northeast corner Plymouth and Middlebelt Roads
Wayne County NW

Number of units: 4

Approximate floor space: 100,000 sq. ft. (estimated)

Approximate parking spaces: 1,000 (estimated)

Built: 1960

Major tenants: Shopper's Fair Discount Store, Great Scott
Super Market, Curly Lock's Wig Shop,
Firestone Tire Service

Comments: Shopper's Fair Discount Center is a run-down, poorly
planned, poorly designed discount store operation.
It is located diagonally across from Wonderland
Center (facility 6) and as such enjoys a good
geographic position in the trade area.

RALPH J. STEPHENSON
CONSULTING ENGINEER

Rating 54.8

Rating Rank 53

Facility 39 - Arlan Center - Livonia

Type of facility: Discount department store

Location: Northeast corner Plymouth and Inkster Roads
Wayne County NW

Number of units: 2

Approximate floor space: 100,000 sq. ft. (estimated)

Approximate parking spaces: 915 (estimated)

Built: about 1968

Major tenants: Arlan's Department Store, Arlan's Foods

Comments: This is a relatively new discount store and as such,
is still in reasonably good condition. It has
adequate site size for additional development on
the property and it might be possible for a
Multi Cinema complex to be built as a separate,
detached unit here.

Rating 42.8

Rating Rank 96

Facility 40 - Spartan Discount Center

Type of facility: Discount department store

Location: Near southwest corner Michigan Avenue and
Telegraph Road
Wayne County NW

Number of units: 2

Approximate floor space: 100,000 sq. ft.

Approximate parking spaces: 800 (estimated)

Built: 1961

Major tenants: Spartan Atlantic Discount Store, Great Scott
Super Market

Comments: Spartan Center is located adjoining the Dearborn
theater (facility T11). It is a poorly maintained,
poorly planned center and offers little opportunity
for a good multiplex operation.

RALPH J. STEPHENSON
CONSULTING ENGINEER

Rating 58.3

Rating Rank 31

Facility 41 - Village Plaza Mall

Type of facility: Multi-level retail and office complex

Location: Northwest corner Michigan Avenue and Outer Drive
Wayne County NE

Owner: Mr. Ed Arcy
Fairborn Properties Co., Inc.
23400 Michigan Avenue
Dearborn, Michigan 48124

Phone (313) 274-8500

Contact: Mr. William Reynolds, Manager

Phone (313) 561-1226

Number of units: 18

Approximate floor space: 300,000 sq. ft. retail (estimated)

Approximate parking spaces: 1,200 (part in multi-level parking deck)

Built: 1967

Major tenants: B. Siegel Women's Wear, L. G. Haig, Albert's

Comments: The Village Plaza Mall is diagonally across the intersection from the Westborn Shopping Center (facility 23). It is a combination of high fashion retail shops and stores and a moderate high rise office tower and bank building. The office building is twelve stories high.

Although the center is located in a very desirable area, it does not appear to be as flourishing as would be expected. In fact, at the ground floor level directly off the west parking lot and the plaza level, there appears to be considerable amount of floor space available. The facility has great potential for proper use since it is very elaborate

RALPH J. STEPHENSON
CONSULTING ENGINEER

Rating 58.3

Rating Rank 31

Facility 41 - Village Plaza Mall

Comments: (Continued)

and reasonably well planned, taking advantage of the hilly site. This area deserves close attention as a possible Multi Cinema location although the amount of available space indicates that perhaps the complex is not as well patronized as it could be. The entire area around this facility is quite heavily developed with office complexes, retail facilities and strip commercial.

Mr. William Reynolds, manager, said that they have had difficulties in the center and indicated they were caused by space identification problems and some slowness in leasing. The office facility, however, is 95% filled with such tenants as Ford, IBM and New York Life. There are now 900 people working within the complex and when filled, the number will increase to 1200.

The retail area is on three levels - ground floor at the west side, plaza level at the east side opening directly to the parking lot and an upper level above these two. There is space available at the ground and plaza floor elevations, in amounts adequate for a Multi Cinema theater. Rentals are running \$6.00 to \$7.00 per sq. ft. The rating of this location is deceptive in that it was lowered considerably by the unconventional nature of the space and the apparent low activity level currently. However, I feel that since it is located in an excellent general area, it has possibilities that should definitely be explored further.

RALPH J. STEPHENSON
CONSULTING ENGINEER

Rating 53.7

Rating Rank 63

Facility 42 - West Dearborn Downtown Shopping Center

Type of facility: Strip district shopping center in central
business district

Location: South side of Michigan, near Military
Wayne County NE

Number of units: 16

Approximate floor space: 70,000 sq. ft. (estimated)

Approximate parking spaces: 600 (estimated)

Major tenants: Wrigley Food Market, Ace Hardware,
A & P Food Market

Comments: This center is designated specially although it is
a part of the West Dearborn downtown area. It has,
however, extra amounts of parking located in a more
advantageous position than normally found in down-
town developments.

The area appears busy, although there are spaces
in the strip that are vacant. There is vacant land
at the east and west ends of the strip.

RALPH J. STEPHENSON
CONSULTING ENGINEER

Rating 54.3

Rating Rank 58

Facility 43 - Allen Park Plaza

Type of facility: Strip neighborhood shopping center

Location: Near northwest corner Southfield and Ecorse Roads
Allen Park, Wayne County SE

Number of units: 8

Approximate floor space: 40,000 sq. ft. (estimated)

Approximate parking spaces: 400 (estimated)

Major tenants: A & P Food Market

Comments: The Allen Park Plaza is a very small center and, if standing alone, would not be surveyed for a multiplex theater. However, it shares collateral parking facilities with the major business area of Allen Park, a small suburb of Detroit. As such, the back areas of many of the stores on the north side of Ecorse Road has been converted to parking adjoining the Allen Park Center.

Rating 48.5

Rating Rank 84

Facility 44 - Spartan - Atlantic Discount Department Store

Type of facility: Discount department store

Location: Southeast corner Champaign and Dix Roads
Wayne County SE

Number of units: 1

Approximate floor space: 80,000 sq. ft.

Approximate parking spaces: 700 (estimated)

Built: 1962

Major tenants: Spartan Atlantic Discount Store

Comments: This is a single, free standing store on a site that is considerably larger than needed. The lot is overgrown with grass coming through pavement in areas and generally it is not a well maintained facility.

Rating 47.6

Rating Rank 88

Facility 45 - Shopper's Fair - Southgate

Type of facility: Discount department store

Location: Near northwest corner Fort Street and
Pennsylvania Road
Wayne County SE

Number of units: 1

Approximate floor space: 65,000 sq. ft.

Approximate parking spaces: 800 (estimated)

Built: 1962

Major tenants: Shopper's Fair

Comments: This is a single, free standing discount store located across Fort Street from the Korvette - Southgate Center (facility 16). The proximity of the Southgate theater and a more desirable location across the street make this site not presently suitable for a multiplex operation.

RALPH J. STEPHENSON
CONSULTING ENGINEER

Rating 55.1

Rating Rank 52

Facility 46 - Yankee Discount Store Shopping Center - Riverview

Type of facility: Discount department store shopping center

Location: Northwest corner Fort Street and King Road
Wayne County SE

Contact: Mr. Stanley Friedman
Borman, Inc.
12300 Mark Twain
Detroit, Michigan 48227
Phone (313) 931-6600

Number of units: 2

Approximate floor space: 100,000 sq. ft.

Approximate parking spaces: 1,000 (estimated)

Major tenants: Yankee Discount Store, Farmer Jack Food Market

Comments: This center is typical of the newer Yankee - Farmer Jack centers and is clean, well maintained and reasonably attractive although architecturally undistinguished. It is located in the midst of a trade area that could see substantial increase in density when housing starts again to pick up. It was visited on a Sunday morning and even at that time of the week was very active.

Rating 46.2

Rating Rank 91

Facility 47 - Warren Conner Shopping Center

Type of facility: Strip district shopping center

Location: Southwest corner Conner and Warren Avenue
Wayne County SE

Number of units: 17

Approximate floor space: 130,000 sq. ft.

Approximate parking spaces: 800

Approximate site size: 10 acres

Built: 1961

Major tenants: Federal Department Store, S. S. Kresge Company,
Kroger Food Market

Comments: The Warren Conner Center is a strip district center located to take advantage of the older east side neighborhoods in Detroit, and to draw also from the very heavy industrial district which surrounds it. The area surrounding is changing in ethnic makeup and is mixed white and negro with the white groups being considerably diversified as far as nationality is concerned. This does not appear to be a prime location for Multi Cinema.

RALPH J. STEPHENSON
CONSULTING ENGINEER

Rating 49.3

Rating Rank 80

Facility 48 - Conner Center

Type of facility: Strip district shopping center

Location: Southeast corner Warren Avenue near Conner
Wayne County SE

Owner: Hubbard Associates
1020 Buhl Building
Detroit, Michigan 48226

Phone (313) 964-3700

Number of units: 3

Approximate floor space: 90,000 sq. ft.

Approximate parking spaces: 1,410

Approximate site size: 20 acres

Built: 1961

Major tenants: Packers Discount Foods, Miller Brothers
Realty Company, Spartan Atlantic Discount
Store

Comments: The Conner Center is two isolated buildings, one housing Packers and Miller Brothers Realty, the other housing a 72,000 square foot Spartan Discount Store. The center is poorly laid out, badly maintained and has, as noted by the sign on the site, about 6.7 acres of land available upon which to build. This land is apparently being sold through Riley Land Company, phone (313) 584-0300.

The same comments regarding the surrounding neighborhood apply here as for the Warren Conner Center (facility 47).

Rating 50.4

Rating Rank 77

Facility 49 - Yankee Discount Store Shopping Center

Type of facility: Strip district shopping center

Location: Northwest corner Joy and Greenfield Roads
Wayne County NE

Number of units: 12

Approximate floor space: 90,000 sq. ft.

Approximate parking spaces: 700 (estimated)

Built: 1960

Major tenant: Yankee Discount Store, Farmer Jack Food Market

Comments: This Yankee Shopping Center is a very small strip development in the form of an L with parking in the inner area. The site is very tight and there is no room available for a theater.

Rating 48.7

Rating Rank 83

Facility 50 - Drayton Plains Center

Type of facility: Strip district shopping center

Location: Northeast corner Dixie Highway and Midland Road
Oakland County

Number of units: 8

Approximate floor space: 100,000 sq. ft.

Approximate parking spaces: 1,250

Approximate site size: 30 acres

Built: 1958

Major tenants: Federal Department Store, S. S. Kresge Company
Packers Discount Foods

Comments: The Drayton Plains Center is located in the middle of a heavily developed vacation area near metropolitan Detroit. The center itself is in the form of an L with the Federal store forming the lower leg. Parking is in the inner part of the L.

It faces on a major north-south route. However, traffic has diminished on this route since construction of the Interstate I 75 expressway.

As this area develops in future years into a permanent residential section, a location in this region for Multi Cinema would be good. However, currently it is not appropriate.

RALPH J. STEPHENSON
CONSULTING ENGINEER

Rating 53.1

Rating Rank 65

Facility 51 - North Hill Shopping Center

Type of facility: Strip district shopping center

Location: Southwest corner Tienken Road at Rochester Road
Oakland County

Owner: North Hill Center

Number of units: 15

Approximate floor space: 100,000 sq. ft.

Approximate parking spaces: 600

Approximate site size: 11 acres

Built: 1957

Major tenants: S. S. Kresge Company, Cunningham Drug Store,
Wrigley Food Market

Comments: The North Hill Center is an older type strip center built in what is still predominately open country. There are several high cost residential sub-divisions to the east and generally farm and park land to the west. Some industry has developed around the intersection.

The center appears to be fairly busy and probably draws from a considerable distance since it is the only major neighborhood center of its type in the area. The buildings are very plain architecturally and offer little room in the existing structure for a Multi Cinema facility. The site is also somewhat restricted.

Rating 52.2

Rating Rank 70

Facility 52 - Spartan Discount Center

Type of facility: Discount department store

Location: Southwest corner Telegraph Road and Dixie Highway
Oakland County

Number of units: 1

Approximate floor space: 79,000 sq. ft.

Approximate parking spaces: 550 (estimated)

Built: 1962

Major tenants: Spartan Discount Store

Comments: This is an isolated discount department store on its own site. It is located at a very busy resort corner, Dixie Highway being one of the major thoroughfares to the lake area immediately surrounding Detroit. As such, the center enjoys a very heavy traffic exposure. The site is large and this general region is one not heavily populated with theaters.

Rating 54.4

Rating Rank 56

Facility 53 - Yankee Discount Store Shopping Center

Type of facility: Discount department store shopping center

Location: Northwest corner Perry and Arlene Roads
Oakland County

Number of units: 2

Approximate floor space: 130,000 sq. ft.

Approximate parking spaces: 1,100

Built: about 1968

Major tenants: Yankee Discount Store, Farmer Jack Food Market

Comments: This center is relatively new and in discount store style architecture. All parking is in front of the stores and although there is adequate room on the site, the center is not particularly well planned. However, the area is busy and the site is located near several major thoroughfares. All space is presently occupied by retail operations or service facilities. There appears to be adequate room on the site to construct a separate theater.

Rating 60.2

Rating Rank 12

Facility 54 - Pontiac Mall

Type of facility: Regional enclosed mall shopping center

Location: Northwest corner Telegraph and Elizabeth Lake Roads
Oakland County

Owners: Wineman Investment Company
150 Michigan Avenue
Detroit, Michigan 48226

Phone (313) 961-5730

Aaron H. Gershenson
750 David Whitney Building
Detroit, Michigan 48226

Phone (313) 961-0977

Contact: Mr. Ward

Phone (313) 961-0977

Number of units: 50

Approximate floor space: 700,000 sq. ft.

Approximate parking spaces: 4,000

Approximate site size: 60 acres

Built: 1962

Major tenants: J. L. Hudson Company, Montgomery-Ward,
S. S. Kresge Company

Comments: The Pontiac Mall was an early low-budget mall type shopping center. When the center was built the trade area was probably not ready for the large amount of square footage provided and some people felt it was overbuilt. However, the J. L. Hudson Company added several thousand square feet about three years ago.

RALPH J. STEPHENSON

CONSULTING ENGINEER

Rating 60.2

Rating Rank 12

Facility 54 - Pontiac Mall

Comments: (Continued)

There have been several additions and renovations to the center over the past few years and some surrounding development has taken place. The center is similar in character to that of the Oakland Mall (facility 63) but is not as well designed. Mr. Ward said no space of the square footage required for a Multi Cinema theater is presently available in the center.

Rating 52.3

Rating Rank 69

Facility 55 - K-Mart - Pontiac

Type of facility: Discount department store shopping center

Location: Northeast corner of Glenwood and Perry
Oakland County

Number of units: Approximately 14

Approximate floor space: 210,000 sq. ft.

Approximate parking spaces: 1,100

Approximate site size: 24 acres

Built 1962 (current additions being made)

Major tenants: K-Mart Department Store, Farmer Jack Food
Market, Federal Department Store

Comments: This center is hidden in a corner between two major intersections. Access to the site is difficult, although by the number of additions that have been made to the center since 1962, it appears that the facility has been successful. It is built in the form of a very large L with a K-Mart and Farmer Jack Food Market located at the lower leg on the L and a string of tenant stores stretching out to the south from it. A new Federal store of approximately 80,000 square feet has been built at the far end, away from K-Mart. Additional tenant space is under construction at the rear of the Federal store. Probably by the time the site is completely built, it will contain upwards of 300,000 to 350,000 square feet of space.

The center is poorly designed and maintenance has been kept at an absolute minimum. Although there is adequate space on the site for a theater, the center is not of a quality that would be totally compatible with a multiplex theater.

The area surrounding is composed of single family residences and is a mixed neighborhood of negroes and whites of various nationality groups. The main Pontiac Motor car plant is located approximately one mile from the site and the area heavily reflects the influence of the Pontiac facility.

Rating 45.4

Rating Rank 94

Facility 56 - Tel-Huron Shopping Center

Type of facility: Strip district shopping center
Location: Southeast corner Telegraph and Huron Roads
Oakland County
Owner: Edwin Gage
Number of units: 18
Approximate floor space: 91,900 sq. ft.
Approximate parking spaces: 700
Approximate site size: 10 acres
Built: 1954
Major tenants: Wrigley Food Market, S. S. Kresge Company

Comments: The Tel-Huron Shopping Center is a pioneer center located in the vacation lakes area of Detroit. It is built on an extremely difficult site and in some places is several feet lower than the surrounding road pattern. The site is completely developed and there is no room for any future expansion.

Rating 52.8

Rating Rank 66

Facility 57 - Bloomfield Miracle Mile

Type of facility: Strip regional shopping center

Location: Northeast corner Square Lake and Telegraph Roads
Oakland County

Owner: D. M. Castro

Number of units: 54

Approximate floor space: 450,000 sq. ft.

Approximate parking spaces: 5,000

Approximate site size: 50 acres

Built: 1957

Major tenants: Topps Department Store, Farmer Jack Food Market,
J. C. Penney Company, S. S. Kresge Company,
Kroger Food Market

Comments: The Miracle Mile was built in the 1950's during the rush to construct as many regional shopping centers as possible in the northwest section of suburban Detroit. It borders on the close-in vacation and resort area and fronts on Telegraph Road - a major north-south highway. The center is poorly designed with very difficult traffic circulation. However, like many centers of this type, it preempted a trade area many years ago and has since enjoyed reasonably good success.

The center is able to accommodate, within the site, a theater operation. There is a Drive-In, Miracle Mile, (facility T92) directly in back of the Topps Department store. However, there is no theater within the center itself. A sign on the center property advertised shopping center storerooms for lease.

RALPH J. STEPHENSON
CONSULTING ENGINEER

Rating 54.1

Rating Rank 60

Facility 58 - Bloomfield Plaza Shopping Center

Type of facility: Strip district shopping center

Location: Southwest corner Maple and Telegraph Roads
Oakland County

Owner: Irwin I. Cohn
2290 First National Building
Detroit, Michigan 48226

Phone (313) 962-6700

Number of units: 25

Approximate floor space: 147,000 sq. ft.

Approximate parking spaces: 700

Approximate site size: 16 acres

Built: 1959

Major tenants: S. S. Kresge Company, Wrigley Food Market

Comments: Bloomfield Plaza Center is located at one of the busiest corners in suburban Detroit. The area is a dangerous traffic section but has continued expanding over the past 15 years. Directly across Telegraph Road to the east is a sizable development of eating places, miscellaneous retail shops and a large bowling alley. On the site of the shopping center is located a very popular restaurant (Machus) which serves good food in a very pleasant setting. The shops in the center are a little higher grade than normally found in a strip development of this type.

There does not appear to be much space on the site for expansion or construction of a Multi Cinema theater.

RALPH J. STEPHENSON
CONSULTING ENGINEER

Rating 59.6

Rating Rank 15

Facility 59 - Bloomfield Commons

Type of facility: Strip neighborhood shopping center

Location: Southeast corner of West Maple and Lahser Roads
Oakland County

Contact: Mr. Eric Lutz
Schostak Brothers Realty
21311 Civic Center Drive
Southfield, Michigan 48075

Phone (313) 352-8000

Number of units: Approximately 15

Approximate floor space: 45,000 sq. ft.

Approximate parking spaces: 350

Approximate site size: 8 acres

Built: 1968

Major tenant: Kroger Food Market

Comments: This small neighborhood center is fairly well designed and is built in the shape of an L with parking on the inside of the L. It serves a wealthy neighborhood and on the day visited, at 11 A.M. the lot was approximately 70% full.

Bloomfield Commons is one of several commercial facilities found in the Maple Road corridor stretching from Birmingham on the east to the Bloomfield Plaza Shopping Center (facility 58) on the west. The general area is a good one for a multiplex location.

RALPH J. STEPHENSON
CONSULTING ENGINEER

Rating 66.9

Rating Rank 2

Facility 60 - Somerset Mall

Type of facility: Regional enclosed mall shopping center

Location: Southeast corner Coolidge and Big Beaver Roads
Oakland County

Owner: Mr. Sam Frankel
2900 West Maple Road
Troy, Michigan 48084

Phone (313) 642-5266

Number of units: 45

Approximate floor space: 400,000 sq. ft.

Approximate parking spaces: 2,000

Approximate site size: 32 acres

Built: 1969

Major tenants: Bonwit Teller, Saks Fifth Avenue

Comments: Somerset Mall is probably the highest grade shopping center in the entire north sector of the Detroit metropolitan region. In fact, it may be the best quality center in the entire Detroit metropolitan area. Its construction has stimulated development in the surrounding areas of several multi-family housing sub-divisions of high quality. Directly to the northwest is being constructed new international headquarters for the S. S. Kresge Company. To the north is a large area of undeveloped land advertised as the location of Somerset Park apartments.

The center is a closed mall facility anchored by two high grade women's ready-to-wear stores at either end. In between are such stores as Schettler Drugs, Mark Cross, Walton-Pierce, Bally of Switzerland Shoes, Abercrombie and Fitch and Capper & Capper.

Rating 46.0

Rating Rank 92

Facility 61 - Somerset Plaza Shopping Center

Type of facility: District strip shopping center

Location: Northeast corner Maple and Coolidge Roads
Oakland County

Number of units: 11 .

Approximate floor space: 40,000 sq. ft. (estimated)

Approximate parking spaces: 300 (estimated)

Major tenants: Farmer Jack Food Market, Village Theater

Comments: Somerset Plaza is a small neighborhood center built around a Farmer Jack Food Market at one end and the Village theater (facility T97) at the other end. In between are several small convenience goods and service facilities. The center is relatively new and is surrounded on all sides by other commercial development. The center is located about one mile south of Somerset Mall (facility 60).

RALPH J. STEPHENSON
CONSULTING ENGINEER

Rating 59.7

Rating Rank 14

Facility 62 - K-Mart - Troy

Type of facility: Discount department store shopping center

Location: Southeast corner Livernois and Maple Road
Oakland County

Contact: Mr. Cook
Kresge Real Estate Department
2727 Second
Detroit, Michigan 48201

Phone (313) 965-7300

Number of units: 4

Approximate floor space: 100,000 sq. ft.

Approximate parking spaces: 1,000

Approximate site size: 13 acres

Built: 1964

Major tenants: K-Mart Food Store, K-Mart Department Store

Comments: The K-Mart in Troy is a typical K-Mart center with additional advantages of extra site size and good strategic location in a growing market area. There appears to be considerable vacant land surrounding the center and adequate opportunities for expansion are available.

The discount store, like others in the K-Mart group, is built as a single unit and any Multi Cinema facility located here would probably have to be added on to K-Mart or built in a separate location on the site. Competitive theater facilities are scarce in the immediate vicinity.

Mr. Cook indicated that Kresge is not presently interested in any construction on K-Mart sites other than Kresge facilities. He was emphatic about exclusion of other operations from their discount store centers whether the K-Mart store was owned or leased.

RALPH J. STEPHENSON
CONSULTING ENGINEER

Rating 68.8

Rating Rank 1

Facility 63 - Oakland Mall Shopping Center

Type of facility: Regional enclosed mall shopping center

Location: Northeast corner Fourteen Mile Road and
I 75 Freeway
Oakland County

Owner: Mr. J. M. Kogan
19001 James Couzens
Detroit, Michigan 48235
Phone (313) 342-3838

Number of units: Approximately 60

Approximate floor space: 900,000 sq. ft.

Approximate parking spaces: 7,500

Approximate site size: 128 acres

Built: 1965 through 1968

Major tenants: J. L. Hudson Company, Sears

Comments: Oakland Mall is a major regional shopping center located in Detroit's northeast section. It is one of the newer facilities and contains two high quality operations - Hudson's and Sears'. Construction was on a staggered basis over a period of time from 1965 through 1968. The Sears' store was built first, followed by Hudson's and later, the inter-connecting tenant buildings and mall areas were built.

The center is a high grade shopping center and has probably not yet reached its full potential but certainly should do so over the next few years.

RALPH J. STEPHENSON
CONSULTING ENGINEER

Rating 68.8

Rating Rank 1

Facility 63 - Oakland Mall Shopping Center

Comments: (Continued)

Mr. Kogan said that presently Oakland Mall is 100% occupied. For space of the size that Multi Cinema requires, turnover, he anticipated, will be very small during the next ten years. However, Mr. Kogan is anticipating an expansion program of the Oakland Mall and is beginning to line up tenants for space in the new addition. He also controls much of the surrounding land and indicated that he is now actively planning the use of this adjoining acreage. The Oakland Mall is probably the best site of the 97 evaluated and its location in an area free of heavy competitive facilities makes it doubly attractive.

RALPH J. STEPHENSON
CONSULTING ENGINEER

Rating 56.0

Rating Rank 46

Facility 64 - Clawson Center

Type of facility: District strip shopping center

Location: Southeast corner Fourteen Mile Road,
near Crooks Road
Oakland County

Owner: Clawson Center, Inc.

Number of units: 14

Approximate floor space: 197,500 sq. ft.

Approximate parking spaces: 1,250

Approximate site size: 14 acres

Built: 1959

Major tenants: Federal Department Store, Kroger Food Market,
S. S. Kresge Company, Frank's Nursery

Comments: The Clawson Center is an attractive strip center in the shape of a shallow U with Federal's at one end, S. S. Kresge in the middle and Frank's Nursery at the far east end. Parking is in the inner portion of the U and at the back of the center. Residentially the region consists of older single family dwellings and to the east newer single and multi-family residential units. This center is a facility that could benefit greatly from the placement of a multiplex theater somewhere in the complex.

RALPH J. STEPHENSON
CONSULTING ENGINEER

Rating 59.9

Rating Rank 13

Facility 65 - Kendallwood Shopping Center

Type of facility: Strip district shopping center

Location: Northeast corner Twelve Mile & Farmington Roads
Oakland County

Owner: Demery Associates

Contact: Mr. James Butler
Demery Associates
200 North Woodward Avenue
Birmingham, Michigan 48011
Phone (313) 647-2000

Number of units: 16

Approximate floor space: 138,000 sq. ft.

Approximate parking spaces: 1,000

Approximate site size: 12 acres

Built: 1968

Major tenants: Demery's Department Store, Farmer Jack Food Market

Comments: The Kendallwood Center is a small strip center located in the midst of a prosperous trade area where increase in population has been the trend for the past 15 years. The Demery store forms one leg of the L shape center and at its toe is located a cluster of small shops in addition to those extending out the long leg of the L.

There does not appear to be any space available at present in the center but if a Multi Cinema unit was to be built here, it would probably have to be built within existing space since the site is already quite tight. Mr. Butler, who works for Demery Associates, a real estate arm of the Demery Department Store, pointed out that the center presently has a bad balance of stores with too many service stores and not enough retail outlets. He was emphatic that any current additions or changes in the center mix would be to add retail sales facilities. With this attitude (which could change over a period of time), it does not appear that they would be presently receptive to placing a Multi Cinema theater on this site.

RALPH J. STEPHENSON
CONSULTING ENGINEER

Rating 63.9

Rating Rank 5

Facility 66 - Tel-Twelve Mall

Type of facility: Regional enclosed mall shopping center

Location: Southeast corner Twelve Mile and Telegraph Roads
Oakland County

Owner: A & W Management Company
750 David Whitney Building
Detroit, Michigan 48226

Contact: Mr. Ward
Phone (313) 961-0977

Number of units: 50

Approximate floor space: 500,000 sq. ft.

Approximate parking spaces: 5,000

Approximate site size: 58 acres

Built: 1969

Major tenants: Montgomery-Ward, K-Mart Department Store,
K-Mart Food Store, Chatham Food Market

Comments: Tel-Twelve Mall is one of the most recent additions to the regional shopping center list in suburban Detroit, and is a totally enclosed retail facility. The area around Tel-Twelve continues to be developed heavily because of its key location and ease of access from northwest Detroit.

A new two story office building is to be built on the site. It will contain 24,500 square feet with 10,000 sq. ft. available for rental and service use on the mall addition. Mr. Ward said, however, that only 800 sq. ft. of this building is currently available. There is a possibility of building as much as 10,000 sq. ft. of additional space directly adjoining the Chatham Food Market at the south end of the site. This location, however, would be detached from the main mall area.

Rentals at Tel-Twelve for 10,000 to 15,000 sq. ft. of good ready-to-wear shop space are from 3% to 7% with a guaranteed minimum.

RALPH J. STEPHENSON
CONSULTING ENGINEER

Rating 63.8

Rating Rank 6

Facility 67 - Southfield Plaza Shopping Center

Type of facility: Regional strip shopping center

Location: Near southeast corner Southfield and
Thirteen Mile Road
Oakland County

Contact: Mr. Bert Gordon
Bert Gordon Realty Company
26200 Greenfield Road
Oak Park, Michigan 48237

Phone (313) 547-0300

Number of units: 13

Approximate floor space: 370,000 sq. ft.

Approximate parking spaces: 2,100

Approximate site size: 40 acres

Built: 1969

Major tenants: Federal Department Store, Korvette Department
Store

Comments: Southfield Plaza is a new shopping center following a recent trend of concentrating one or two large department stores on a site with a relatively small series of inter-connecting buildings between. Tenant space here is a minor part of the total floor area and in this center is not yet complete.

The site is located in the midst of a flourishing residential and commercial area along Southfield Road.

Mr. Gordon said that there is no space available in the center and further added that any kind of facility except retail or service would be unacceptable as a tenant. He cited the out-of-phase operating hours and overlapping parking requirements as being major reasons for the center to be uniformly retail and service. Mr. Gordon volunteered the information that he especially dislikes theaters.

RALPH J. STEPHENSON
CONSULTING ENGINEER

Rating 59.4

Rating Rank 19

Facility 68 - Northwood Shopping Center

Type of facility: Strip regional shopping center

Location: Southwest corner Woodward Avenue and
Thirteen Mile Road
Oakland County

Owner: Mr. D. S. Harder
Northwood Center, Inc.
1580 First National Building
Detroit, Michigan 48226

Phone (313) 961-5522

Contact: Mr. John C. Frost, Vice President

Phone (313) 961-2415

Number of units: 22

Approximate floor space: 200,000 sq. ft.

Approximate parking spaces: 2,000

Approximate site size: 18 acres

Built: 1955

Major tenants: F. W. Woolworth Company, J. C. Penney Company,
Kroger Food Market, Cunningham Drug Store

Comments: Northwood is a pioneer strip retail facility in suburban Detroit. Although built several years ago, it still retains a reasonably attractive appearance and is particularly pleasant at the Penney store where the developers have placed some good landscaped planters.

The center is a typical strip facility in the shape of an L with the Kroger store being at one end of the lower leg and the Cunningham Drug store at the upper end of the other leg. The J. C. Penney store is at the intersection

RALPH J. STEPHENSON
CONSULTING ENGINEER

Rating 59.4

Rating Rank 19

Facility 68 - Northwood Shopping Center

Comments: (Continued)

of the two legs. The parking lot has been recently resurfaced and it appears that the buildings have been maintained well.

There does not appear to be any space available currently in the center although the site is large enough so that expansion of the center to accommodate a theater might be possible.

RALPH J. STEPHENSON
CONSULTING ENGINEER

Rating 45.0

Rating Rank 95

Facility 69 - Royal Madison Plaza

Type of facility: Strip neighborhood shopping center
Location: Northeast corner Twelve Mile and Campbell Roads
Oakland County
Owner: Spoon and Spoon, Inc.
Number of units: 22
Approximate floor space: 87,000 sq. ft.
Approximate parking spaces: 600
Approximate site size: 10 acres
Built: 1958
Major tenants: W. T. Grant Company

Comments: The Royal Madison Plaza is a strip center, built several years ago and in poor repair. Although the parking lots are in fair shape, the buildings themselves have been allowed to deteriorate and need cleaning and refurbishing on the outside. The center, when originally built, was undoubtedly intended to be a good high grade neighborhood facility, and if a general improvement to the buildings and surrounding facilities were made, the center might be a reasonably attractive shopping area.

RALPH J. STEPHENSON

CONSULTING ENGINEER

Rating 58.5

Rating Rank 29

Facility 70 - Madison Center

Type of facility: District strip shopping center

Location: Northwest corner Twelve Mile Road and John R
Oakland County

Owner: J. J. Bourne & John P. Frazer, Jr.

Contact: Mr. Eric Lutz
Schostak Brothers Realty
21311 Civic Center Drive
Southfield, Michigan 48075

Phone (313) 352-8000

Number of units: 16

Approximate floor space: 200,000 sq. ft.

Approximate parking spaces: 1,800

Approximate site size: 25 acres

Built: 1962

Major tenants: J. L. Hudson Company Budget and Warehouse Store,
S. S. Kresge Company

Comments: The Madison Center is located about two miles south of the Oakland Mall (facility 63) and adjoining the I 75 freeway. It is a small strip center but contains a J. L. Hudson Company budget store which lifts it a step above the usual strip development in terms of tenants. It is not very well planned but traffic at the location is high. Surrounding areas are somewhat industrial in nature, although there is an increasing number of multi-family dwelling sub-divisions being built in the region.

This center is one that could benefit from a theater installation and could gain surprising strength. Mr. Lutz said that they are changing the tenant-mix at the center hoping to improve the performance of the total operation. Thus, there is space within and adjoining the property. Without the Hudson store this site would not be suitable for present consideration, but with the Hudson store, it bears further investigation.

RALPH J. STEPHENSON
CONSULTING ENGINEER

Rating 55.4

Rating Rank 49

Facility 71 - Lincoln Center

Type of facility: Strip district shopping center

Location: Northeast corner Lincoln and Greenfield Roads
Oakland County

Owner: Etkin & Company

Number of units: 30

Approximate floor space: 80,000 sq. ft.

Approximate parking spaces: 2,000

Approximate site size: 12 acres

Built: 1968

Major tenants: Kroger Food Store, Shifman's Men's Apparel,
Winkleman's

Comments: The Lincoln Center is a small, well maintained, relatively new strip shopping facility, built in a conventional design. Architecturally it is undistinguished but has adequate site room for future development and parking.

The center is a mile and a half north of Northland Shopping Center (facility 75) and Green-Eight Shopping Center (facility 76). It is located in the midst of a densely populated section of Detroit, oriented to high line merchandise, investment and business facilities. The area is very active and construction has continued at a high pace in the general region.

There is a theater, the Towne (facility T101) located directly adjoining the center and several other theaters are located in the general area. None of these have the same character and complexion as does Multi Cinema, therefore, it is possible that a multiplex facility might be appropriate for a center such as this. However, the competitive impact it would make would have to be large to survive against the high rate competition now there.

RALPH J. STEPHENSON
CONSULTING ENGINEER

Rating 55.4

Rating Rank 49

Facility 71 - Lincoln Center

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There is a theater, the Towne (facility T101) located directly adjoining the center and several other theaters are located in the general area. None of these has the same character and complexion as does Multi Cinema, therefore, it is possible that a multiplex facility might be appropriate for a center such as this. However, the competitive impact it would make would have to be large to survive against the high rate competition now there.

RALPH J. STEPHENSON
CONSULTING ENGINEER

Rating 60.6

Rating Rank 11

Facility 72 - Downtown Farmington Center

Type of facility: Strip district shopping facility

Location: Southeast corner Grand River Avenue and
Farmington Road
Oakland County

Owner: Farmington Center Corporation

Contacts: Mr. Conrad Sullivan, Principal

Phone (313) 474-4015

Mr. Ed Balden, Manager

Phone (313) 476-3466

Number of units: Approximately 26

Approximate floor space: Federal Department Store 83,000 sq. ft.

Remainder of center 80,000 sq. ft.(estimated)

Total 163,000 sq. ft.(estimated)

Approximate parking spaces: 920

Built: Over a period of time

Major tenants: Federal Department Store, A & P Food Market

Comments: The Farmington Downtown Plaza is a partial reconversion of the existing downtown area of Farmington, a small suburb of Detroit into a fairly attractive shopping center. It is constructed basically in the form of an L with parking in the interior of the L. The Federal Department store forms one of the major legs of the L. The center is a good location region for a Multi Cinema facility. Competitive theaters nearby are very few and there is a need for a multi-plex operation in this market.

The center is owned by four individuals, one of whom is Mr. Conrad Sullivan, President of Farmington Lumber Company. The center is managed by Mr. Ed Balden. In conversations with Mr. Balden it was indicated that the

RALPH J. STEPHENSON
CONSULTING ENGINEER

Rating 60.6

Rating Rank 11

Facility 72 - Downtown Farmington Center

Comments: (Continued)

present space is completely leased and there are seven tenants waiting to move in as soon as expansion occurs. This, however, is at least two years off, according to Mr. Balden. Mr. Sullivan indicated, however, that there is some land to the south of the Federal store and to the east of the Federal store and to the south of the strip development that could be used for additional construction now. Both of these sites would be difficult to relate well to the present center, but architectural solutions could be found if the area holds adequate promise. It is a possible site.

RALPH J. STEPHENSON
CONSULTING ENGINEER

Rating 58.7

Rating Rank 27

Facility 73 - Farmington Plaza

Type of facility: Strip district shopping center

Location: Northeast corner Mooney Road and Grand River Avenue
Oakland County

Owner: B. H. Carey
E. B. Emery
L. G. Olsen

Number of units: 18

Approximate floor space: 120,000 sq. ft.

Approximate parking spaces: 1,000

Approximate site size: 10 acres

Built: 1957

Major tenants: Cunningham Drug Store, Epps Hardware, S. S. Kresge Co.,
Kroger Food Market, Frank's Nursery

Comments: Farmington Plaza is a strip shopping center with a covered canopy running its entire length. It serves the neighborhood and district of Farmington, Michigan, a small suburb of Detroit. The center is on a long narrow site and Frank's Nursery, one of the main stores is separated from the other building group by a stretch of parking lot. This center is well maintained and is one of the more attractive strip centers in the area. If store depth was adequate, it might be possible to put a multiplex operation on one end or the other of the main building strip. However, it would considerably tax the site which is built to its limit.

RALPH J. STEPHENSON
CONSULTING ENGINEER

Rating 58.9

Rating Rank 24

Facility 74 - Eight Mile & Beech Center

Type of facility: Discount department store shopping center

Location: Northeast corner Eight Mile and Beech-Daly Roads
Oakland County

Owner: Great Lakes Lumber and Supply Co., Inc.

Number of units: 10

Approximate floor space: 100,000 sq. ft.

Approximate parking spaces: 1,000

Approximate site size: 11 acres

Built: 1963

Major tenants: K-Mart Department Store, S. S. Kresge Company,
Great Scott Super Market, Art Van Furniture

Comments: The Eight Mile & Beech Center is located on a triangular piece of land which gives it an odd shape. However, the center is fairly attractive and has two good tenants in K-Mart and S. S. Kresge. The site is tight for a multiplex theater.

RALPH J. STEPHENSON
CONSULTING ENGINEER

Rating 66.8

Rating Rank 3

Facility 75 - Northland Shopping Center

Type of facility: Regional open mall shopping center

Location: Northeastern corner of I 696 Expressway and
Eight Mile Road
Oakland County

Owner: Shopping Centers, Inc.

Contact: Mr. Richard Frey, Vice President
Shopping Centers, Inc.
CD 8 Northland Center
Southfield, Michigan 48075

Phone (313) 353-4000

Number of units: 124

Approximate floor space: 1,500,000 sq. ft.

Approximate parking spaces: 12,000

Approximate site size: 162 acres

Built: 1954

Major tenants: J. L. Hudson Company, Best & Company, Lane Bryant,
Kroger Food Market, Hughes, Hatcher, Suffrin,
S. S. Kresge Company

Comments: Northland was the first major full mall shopping center constructed in the United States. It represented a pioneer effort and has been enormously successful. The trade area it has generated is high in economic level and dense in land use. Large numbers of offices and satellite commercial, institutional and recreational facilities have grown up around Northland.

There are several newer theaters in the area, one of which is on the site. Others are located nearby in adjoining commercial areas as well as two free standing structures to the north.

Rating 66.8

Rating Rank 3

Facility 75 - Northland Shopping Center

Comments: (Continued)

I talked to Mr. Richard Frey, Vice President of Shopping Centers, Inc. specifically about theater locations. Mr. Frey is a long standing friend of mine and I asked him to please keep our conversation in strictest confidence. He said that they, at Shopping Centers, Inc., are not interested in locating theaters within the center complex in open mall facilities such as Northland and Eastland (facility 35) and their other smaller shopping centers which all contain Hudson stores and are located throughout the Detroit area. Shopping Centers, Inc. is experimenting with a theater location on the closed mall at Southland Shopping Center (facility 14).

For reference, Shopping Centers, Inc. is the group that develops and owns shopping centers or stores in which J. L. Hudson facilities are located. Hudson's is now associated with the Dayton Company of Minneapolis and Shopping Centers, Inc. thus works closely with Dayton's in the development of new facilities for the J. L. Hudson Company. In Detroit the following centers are those in which Hudson's is located:

Northland	(facility 75)
Eastland	(facility 35)
Westland	(facility 8)
Southland	(facility 14)
Madison Center	(facility 70)
Oakland Mall	(facility 63)
Lincoln Park	(facility 19)
Dearborn	(facility 24)
Pontiac Mall	(facility 54)

RALPH J. STEPHENSON
CONSULTING ENGINEER

Rating 57.6

Rating Rank 37

Facility 76 - Green-Eight Shopping Center

Type of facility: Strip district shopping center

Location: Northeast corner Eight Mile and Greenfield Roads
Oakland County

Owner: Morris & Milford Nemer

Number of units: 22

Approximate floor space: 250,000 sq. ft.

Approximate parking spaces: 1,500

Approximate site size: 22 acres

Built: 1962

Major tenants: Topps Department Store, Farmer Jack Food Market
Studio Eight Theater

Comments: The Green-Eight Shopping Center is built in an L shape with parking in the interior of the L. The two main stores form the lower leg of the L and a series of tenant buildings form the upstanding leg. The center was built to capture excess trade from Northland Shopping Center (facility 75) and as such has thrived more or less on the traffic generated by Northland which is directly west.

The center contains the Studio Eight theater which is a small, limited size theater and it does not appear that it would be appropriate for additional theater facilities to be located in or adjoining the center.

RALPH J. STEPHENSON
CONSULTING ENGINEER

Rating 48.1

Rating Rank 86

Facility 77 - Oak Park Center

Type of facility: Strip district shopping center

Location: Southeast corner Nine Mile and Coolidge Roads
Oakland County

Owner: Oakland Mortgage Company
22100 Coolidge
Oak Park, Michigan

Phone (313) 398-6970

Number of units: 14

Approximate floor space: 90,000 sq. ft.

Approximate parking spaces: 850

Approximate site size: 10 acres

Built: 1958

Major tenants: A & P Food Store, Kiddieland

Comments: The Oak Park Center is the major commercial facility of four located on this corner. In my comments I shall consider the entire corner to be a part of the described facilities. The statistics above are given for Oak Park Center only, however. This area is a high traffic, densely developed portion of Oak Park, a suburb of Detroit. All facilities at the corner are about the same age or older than the Oak Park Center and are poorly maintained. The type of shops, stores and businesses found in the center revolve heavily around small service shops and moderate size merchandise outlets. Food markets predominate.

RALPH J. STEPHENSON

CONSULTING ENGINEER

Rating 53.2

Rating Rank 64

Facility 78 - Sterling Shopping Center

Type of facility: Strip district shopping center

Location: Van Dyke at Seventeen Mile Roads
Macomb County

Number of units: 15

Approximate floor space: 130,000 sq. ft.

Approximate parking spaces: 700

Built: 1962 (new construction in evidence)

Major tenants: Metalmasters, Farmer Jack Food Market,
Damman's Hardware, new tenant buildings
under construction

Comments: This center appears to have started as a modest strip center. However, there have been some sizable additions to it and it now has the nominal appearance of a planned strip development. In plan it is a conventional L with parking in the interior portion of the L.

The trade area this center serves is presently rather sparse. However, with the growth of the region, the density of population and the income level should rise over the years. Presently, this is not a suitable center for Multi Cinema.

RALPH J. STEPHENSON
CONSULTING ENGINEER

Rating 58.5

Rating Rank 30

Facility 79 - Federal Department Store

Type of facility: Single department store on own site

Location: Southeast corner Van Dyke and Sixteen Mile Roads
Macomb County

Owner: Goodrich Investment Company
New York City

Number of units: 1

Approximate floor space: 60,000 sq. ft. (estimated)

Approximate parking spaces: 500 (estimated)

Built: Under construction

Major tenant: Federal Department Store

Comments: This is not presently an appropriate site for Multi Cinema since it is far out from the major trade area and consists of only a single department store on its own property. However, the site appears to be utilized so that considerable future expansion can occur. There are large amounts of vacant land to the south and probably expansion is planned in that direction. If so, this might ultimately be a good shopping center in which to locate a multiplex theater. It should be kept in reserve for future consideration.

RALPH J. STEPHENSON
CONSULTING ENGINEER

Rating 55.9

Rating Rank 47

Facility 80 - Yankee Discount Store Shopping Center - Sterling

Type of facility: Discount department store shopping center

Location: Northeast corner Fourteen Mile and Schoenherr Roads
Macomb County

Contact: Mr. Stanley Friedman
Borman, Inc.
12300 Mark Twain
Detroit, Michigan 48227

Phone (313) 931-6600

Number of units: 2

Approximate floor space: 100,000 sq. ft.

Approximate parking spaces: 1,000

Built: 1969

Major tenants: Yankee Discount Store, Farmer Jack Food Market

Comments: This facility is a duplicate of several other Yankee Department store and Farmer Jack complexes located in the Detroit metropolitan area.

The Schoenherr - Fourteen Mile Road region is gradually developing as a multi-family moderate density residential area. However, this facility is on the outer fringe, one mile north of the K-Mart (facility 83) and Play-world (facility 84) developments which are a bit more appropriate for current consideration for a multiplex location.

Mr. Friedman said that space is available on the site and that additional construction could be accommodated.

Rating 57.7

Rating Rank 36

Facility 81 - Green Acres Shopping Center

Type of facility: Strip district shopping center

Location: Northwest corner Mound and Thirteen Mile Roads
Macomb County

Owner: Mr. Harold Sarko
8701 East Seven Mile Road
Detroit, Michigan 48234

Phone (313) 893-3660

Number of units: 17

Approximate floor space: 122,000 sq. ft.

Approximate parking spaces: 1,000

Approximate site size: 15 acres

Built: 1957

Major tenants: Great Scott Super Market, W. T. Grant Company,
Miles Fox Office Supplies and Furniture

Comments: Green Acres Center was built to take advantage of the growth expected by construction of the General Motors Technical Center to the southeast. There has been considerable residential construction over the past ten years in the area, but it appears to have slowed recently. The center, although not attractive, is architecturally clean and well maintained. It appears that the small retail businesses have gradually moved out and there are spaces devoted to such things as the Chicago Underground, Die Cast Die Designs, Warren Consolidated School Media Center Library, Dollar Design Company. Some spaces in the corner near the Grant store are vacant. In conversing with the clerk at the Miles Fox Office Supply and Furniture store, it seems that business is slightly off over the past few months. This particular center is one that could be benefited considerably by the presence of a Multi Cinema theater.

RALPH J. STEPHENSON
CONSULTING ENGINEER

Rating 50.0

Rating Rank 79

Facility 82 - Topps - Warren

Type of facility: Discount store shopping center
Location: Southeast corner Chicago and Van Dyke Roads
Macomb County
Owner: Chi - Van Corporation
Number of units: 2
Approximate floor space: 110,000 sq. ft.
Approximate parking spaces: 1,300
Approximate site size: 20 acres
Built: 1962
Major tenants: Farmer Jack Food Market, Topps Department Store

Comments: This center is located near a major industrial research and development complex and is on the fringes of a sizable single family residential area. It serves a middle income group and appears to be quite well patronized. There is additional space on the site but the present structures are taken up completely with the Topps and Farmer Jack operations. Any Multi Cinema facility here would have to be built adjoining the present buildings or in a detached facility somewhere on the site away from the existing buildings.

RALPH J. STEPHENSON
CONSULTING ENGINEER

Rating 58.1

Rating Rank 33

Facility 83 - K-Mart - Warren

Type of facility: Discount department store shopping center

Location: Northeast corner Schoenherr and Thirteen Mile Roads
Macomb County

Contact: Mr. Cook
Kresge Real Estate Department
2727 Second
Detroit, Michigan 48201

Phone (313) 965-7300

Number of units: 5

Approximate floor space: 118,000 sq. ft.

Approximate parking spaces: 1,200 (estimated)

Built: 1967

Major tenants: K-Mart Food Store, K-Mart Department Store

Comments: The K-Mart at Schoenherr and Thirteen Mile is built in the midst of a developing multi-family residential area. It is directly north of a small center that contains a Playworld facility which lends some diversification to the whole intersection complex. This, over the next few years, should offer some potential for a Multi Cinema complex.

RALPH J. STEPHENSON
CONSULTING ENGINEER

Rating 58.0

Rating Rank 34

Facility 84 - Playworld Shopping Center

Type of facility: Strip district shopping center

Location: Southeast corner Thirteen Mile and Schoenherr Roads
Macomb County

Owner: Mr. Samuel Shubow
Oliver Investment Company
20100 Civic Center Drive
Southfield, Michigan 48075

Phone (313) 352-6555

Number of units: 8

Approximate floor space: 70,000 sq. ft. (estimated)

Approximate parking spaces: 400 (estimated)

Built: about 1968

Major tenants: Playworld and Fabric

Comments: Playworld is located directly south of the K-Mart (facility 83). It is a small center containing some diversified shops but planned in a very haphazard fashion. On the day of the inspection the K-Mart parking lot was about 70% full, whereas the Playworld lot was about 10% full. However, the two centers could help this area provide a good future location for a multiplex theater. It is possible that certain of the shops in this Playworld center might be on short term leases.

In conversations with Mr. Bert Gordon of Gordon Realty, he passed along the information that this center was not doing as well as had been hoped, and that the Playworld facility of about 35,000 sq. ft. might be vacant soon. If so, it would offer some possibility for entrance of the Multi Cinema operation into this section of the trade area. It should be emphasized, however, that this facility is not as large or as well planned as should be the case for a Multi Cinema location. Rearrangement and remodeling would undoubtedly be necessary.

RALPH J. STEPHENSON
CONSULTING ENGINEER

Rating 57.5

Rating Rank 38

Facility 85 - Universal City Shopping Center

Type of facility: Regional enclosed mall shopping center

Location: Southeast corner Twelve Mile and Dequindre Roads
Macomb County

Owner: Forbes-Cohen Corporation
20420 Livernois
Detroit, Michigan 48221

Phone (313) 345-6800

Number of units: 55

Approximate floor space: 650,000 sq. ft.

Approximate parking spaces: 6,120

Approximate site size: 96 acres

Built: 1964

Major tenants: Federal Department Store, F. W. Woolworth Company,
Montgomery-Ward, Kroger Food Market, Universal
City Theater

Comments: Universal City is a large regional shopping center containing an enclosed court and mall. It is not architecturally outstanding and resembles a strip center from the street elevation. Parking is primarily in front of the stores and site planning is poor. Universal City theater (facility T116) is on the site and is prominently seen from the road and in excellent condition.

The trade area for Universal City Center is one that continues to grow in single family and multi-family dwelling units. Intermingled with these is a large proportion of industrial plants and office complexes.

RALPH J. STEPHENSON
CONSULTING ENGINEER

Rating 63.2

Rating Rank 7

Facility 86 - Tech Plaza Shopping Center

Type of facility: Strip regional shopping center

Location: Northeast corner Twelve Mile and Van Dyke Roads
Macomb County

Owner: Tech Plaza Associates
New York, New York

Contact: Mr. Marc Allen
c/o Tech Plaza Associates
20276 Mack Avenue
Grosse Pointe Woods, Michigan 48236
Phone (313) 886-6116

Number of units: 35

Approximate floor space: 264,000 sq. ft.

Approximate parking spaces: 2,700

Approximate site size: 30 acres

Built: 1960

Major tenants: J. C. Penney Company, K-Mart Department Store
S. S. Kresge Company

Comments: The Tech Plaza Center is located close to the famous General Motors Technical Center. As such, it is in a high density traffic location and in a trade area heavily populated with people who work in professional automotive technical fields.

The center is in reasonably good shape, being built around the J. C. Penney Company store at one end and a K-Mart Discount Department store at the other. It is in an L shape with parking to the southwest of the L. The parking lot is laid out in an unusual fashion, having jogs in the driving lanes presumably to help slow interior traffic. The lot is landscaped reasonably well and is bumpered and striped.

RALPH J. STEPHENSON

CONSULTING ENGINEER

Rating 63.2

Rating Rank 7

Facility 86 - Tech Plaza Shopping Center

Comments: (Continued)

Mr. Marc Allen said no space is available in the area fronting on the main parking lot. However, he did say that there is sufficient land available adjoining the center so that a free standing building could be constructed upon it. If this area becomes more seriously considered as site selection proceeds, it is possible that the center and an adjoining building could be related so as to take advantage of the center traffic.

RALPH J. STEPHENSON

CONSULTING ENGINEER

Rating 54.1

Rating Rank 59

Facility 87 - Federal Shopping Center

Type of facility: Strip district shopping center

Location: Southeast corner Van Dyke and Martin Roads
Macomb County

Owner: Gould Properties, Inc.
370 Lexington Avenue
New York, New York

Number of units: 4

Approximate floor space: 90,000 sq. ft.

Approximate parking spaces: 650

Approximate site size: 10 acres

Built: 1961

Major tenants: Great Scott Super Market, Federal Department
Store, Frank's Nursery

Comments: The Federal Center is located directly across from
the U. S. Army Tank Arsenal Headquarters in Detroit.
It is undistinguished architecturally and although
located in a high density traffic corridor, probably
would not be a good location for a Multi Cinema
theater.

RALPH J. STEPHENSON
CONSULTING ENGINEER

Rating 54.7

Rating Rank 55

Facility 88 - K-Mart - Macomb

Type of facility: Discount department store shopping center

Location: Southeast corner Ten Mile and Dequindre Roads
Macomb County

Contact: Mr. Cook
Kresge Real Estate Department
2727 Second
Detroit, Michigan 48201

Phone (313) 965-7300

Number of units: 4

Approximate floor space: 80,000 sq. ft. (estimated)

Approximate parking spaces: 550 (estimated)

Built: 1968

Major tenants: K-Mart Department Store, K-Mart Food Store,
K-Mart Garden Shop, K-Mart Auto Center

Comments: The K-Mart - Macomb store is new and built directly east of the Hazel Park horse race track. It, undoubtedly, gets high traffic exposure and probably is a very busy store. The surroundings are not totally suitable for a Multi Cinema facility since the race track on the west limits expansion on that area and blocks trade area access. To the east is a small strip industrial area. Further north, land is available for expansion of residential and industrial sites. The site is very tight and K-Mart, as well as the parking provided for it, is not as large as sometimes found in the areas of this kind.

RALPH J. STEPHENSON
CONSULTING ENGINEER

Rating 52.7

Rating Rank 67

Facility 89 - Budget City

Type of facility: Strip neighborhood shopping center
Location: Northeast corner Dequindre and John B Roads
Macomb County
Number of units: 6
Approximate floor space: 105,000 sq. ft.
Approximate parking spaces: 600
Approximate site size: 10 acres
Built: 1965
Major tenants: Farmer Jack Food Market, Spartan Atlantic
Department Store

Comments: Budget City is a strip development in the shape of an L with a Farmer Jack Market at one end of the L and the Spartan Atlantic store at the base of the L. In between are several small shops, including a laundry, a hairdresser's, a dry cleaners and a figure salon. There is some vacant space in this center.

The area surrounding is low and moderate value single family dwellings, and directly adjoining to the west and on the south of Eight Mile Road, the area is industrialized.

RALPH J. STEPHENSON
CONSULTING ENGINEER

Rating 56.6

Rating Rank 43

Facility 90 - K-Mart - St. Clair Shores

Type of facility: Discount department store shopping center

Location: Southwest corner Nine Mile Road and Harper Avenue
Macomb County

Contact: Mr. Cook
Kresge Real Estate Department
2727 Second
Detroit, Michigan 48201

Phone (313) 965-7300

Number of units: 4

Approximate floor space: 118,000 sq. ft.

Approximate parking spaces: 1,200 (estimated)

Built: 1968

Major tenants: K-Mart Discount Department Store, K-Mart Food
Store

Comments: This site is attractive since it is a larger than
needed area for the K-Mart facility built there.
Since it does have spare room and is a well
patronized store, it offers possibilities for a
detached Multi Cinema facility. This trade area
appears to be relatively untapped so far as
theaters are concerned.

RALPH J. STEPHENSON
CONSULTING ENGINEER

Rating 56.3

Rating Rank 44

Facility 91 - Eastgate Center

Type of facility: Strip regional shopping center

Location: Northeast corner Gratiot Avenue and Frazho Road
Macomb County

Owner: Eastgate Center, Inc.

Number of units: 26

Approximate floor space: 300,000 sq. ft.

Approximate parking spaces: 3,500

Approximate site size: 33 acres

Built: 1954

Major tenants: Federal Department Store, Wrigley Food Market,
S. S. Kresge Company, Cunningham Drug Store,
Winkleman's

Comments: Eastgate is a well maintained strip center in the shape of a U with parking in the inner area and to the sides and rear of the U. The center is busy and the various shops look quite prosperous. The center is located at the south end of a long series of shopping centers stretching from Eight Mile Road to Mt. Clemens on Gratiot Avenue (US 25) in Macomb County.

RALPH J. STEPHENSON
CONSULTING ENGINEER

Rating 59.2

Rating Rank 22

Facility 92 - Korvette - Roseville

Type of facility: Strip regional shopping center

Location: Southeast corner Gratiot Avenue and Twelve Mile Road
Macomb County

Owner: Arlen Properties
New York City

Contact: Mr. Bert Gordon
Bert Gordon Realty Company
26200 Greenfield Road
Oak Park, Michigan 48237

Phone (313) 547-0300

Number of units: 5

Approximate floor space: 275,000 sq. ft.

Approximate parking spaces: 2,500

Built: 1963

Major tenants: Korvette Department Store, Chatham Food Market

Comments: The Korvette Roseville store is a reasonably well designed, well maintained department store center. The entire under-roof space is occupied by Korvette facilities and related retail operations. There is no space available within the buildings, although apparently some additions have been made which are tied integrally to the department store.

The location is a fairly good traffic generator and attracts a quality and income group that probably would support a Multi Cinema facility properly. The site ranks fairly high because it is clean and well maintained and is not located directly adjacent any major theater facilities.

Mr. Gordon indicated that this site is built to capacity, however, there are possibilities of locating in the center within the furniture store, if it becomes available. See comments on facility 7, Korvette - Redford.

RALPH J. STEPHENSON
CONSULTING ENGINEER

Rating 55.3

Rating Rank 50

Facility 93 - Shore Shopping Center

Type of facility: Strip district shopping center

Location: Southwest corner Harper Avenue and 13 Mile Road
Macomb County

Owner: J. P. Frazer & Son
1477 Penobscot Building
Detroit, Michigan 48226

Phone (313) 962-1733

Number of units: 18

Approximate floor space: 152,000 sq. ft.

Approximate parking spaces: 1,700

Approximate site size: 16 acres

Built: 1958

Major tenants: Federal Department Store, Packer Discount Foods,
S. S. Kresge Company, Great Scott Super Market

Comments: The Shores Center closely resembles Eastgate Shopping Center (facility 91). It is reasonably well maintained, has a fairly good parking arrangement, but does not have the same amount of activity as other centers located to the west in the Gratiot corridor between Detroit and Mt. Clemens. The area in which the Shores Shopping Center is located is well built up residentially, but is deficient in good commercial facilities. The site offers some expansion room for a separate building but space within the strip is totally occupied.

RALPH J. STEPHENSON
CONSULTING ENGINEER

Rating 58.7

Rating Rank 26

Facility 94 - Macomb Mall Shopping Center

Type of facility: Regional mall shopping center

Location: Northwest corner Gratiot Avenue and Masonic Road
Macomb County

Owner: Lewis H. and Jerome L. Schostak
Earl Weingarden
Rudolph Shulman

Contact: Mr. Eric Lutz
Schostak Brothers Realty
21311 Civic Center Drive
Southfield, Michigan 48075

Phone (313) 352-8000

Number of units: 50

Approximate floor space: 700,000 sq. ft.

Approximate parking spaces: 4,500

Approximate site size: 60 acres

Built: 1964

Major tenants: Crowley's, Sears, S. S. Kresge Company

Comments: Macomb Mall is one of the larger regional shopping centers on the east side of Detroit, and is the major center in the Gratiot corridor between north Detroit and Mt. Clemens. It is reasonably well maintained although surrounding commercial area has not developed in the fashion expected near first line regional centers. The trade area has grown well since the center was built, but shopping center competition has also grown considerably. Built integrally with the Macomb Mall is a twin cinema theater with entrances directly off the enclosed mall area.

RALPH J. STEPHENSON
CONSULTING ENGINEER

Rating 57.7

Rating Rank 35

Facility 95 - Regional Shopping Center

Type of facility: Strip regional shopping center

Location: Northwest corner Gratiot Avenue and 15 Mile Road
Macomb County

Owner: Mercury Real Estate
800 Allegheny Building
429 Forbes Avenue
Pittsburgh, Pennsylvania

Number of units: 32

Approximate floor space: 400,000 sq. ft.

Approximate parking spaces: 4,000

Approximate site size: 46 acres

Built: 1962

Major tenants: Montgomery-Ward, F. W. Woolworth Company,
Federal Department Store, Royal Markets,
Bond Clothes

Comments: Regional Shopping Center is a strip regional center maintained in fairly good shape although of poor design. The stores are stretched for a long distance, along the main parking lot at the east of the center. Exposure to Gratiot Avenue is good and some of the poor design is modified by the fairly well kept grounds. The Montgomery-Ward store is an attractive facility, although overall the entire center offers nothing outstanding architecturally. There are some isolated facilities on the site, a small Play Town store, a Manufacturers Bank Drive-In and an automotive center.

On the day of the visit, traffic in the shopping center was light compared to other shopping districts in the area. This center is one of the several located along the Gratiot corridor from north Detroit to Mt. Clemens.

RALPH J. STEPHENSON
CONSULTING ENGINEER

Rating 49.0

Rating Rank 82

Facility 96 - Ingleside Shopping Center

Type of facility: Strip district shopping center

Location: Northwest corner Gratiot Avenue and Wendell Road
Macomb County

Owner: Mr. Harvey Bielfield
3366 Penobscot Building
Detroit, Michigan 48226

Phone (313) 961-7276

Number of units: 6

Approximate floor space: 400,000 sq. ft.

Approximate parking spaces: 1,000

Approximate site size: 25 acres

Built: 1959

Major tenants: Arlan's Discount Store, Packer Discount Foods

Comments: Ingleside Center is located just south of Mt. Clemens and is the far north shopping area along the Gratiot strip from north Detroit to Mt. Clemens. It is a fairly clean center and well maintained. There is some space available between the Arlan's store and the small grouping of tenant stores. This vacant space is now occupied by a mobile home sales firm.

RALPH J. STEPHENSON
CONSULTING ENGINEER

Rating 54.1

Rating Rank 61

Facility 97 - South Adams Square

Type of facility: Strip district shopping center

Location: Southeast corner Adams and Bowers Roads
Oakland County

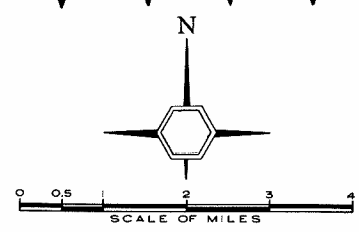
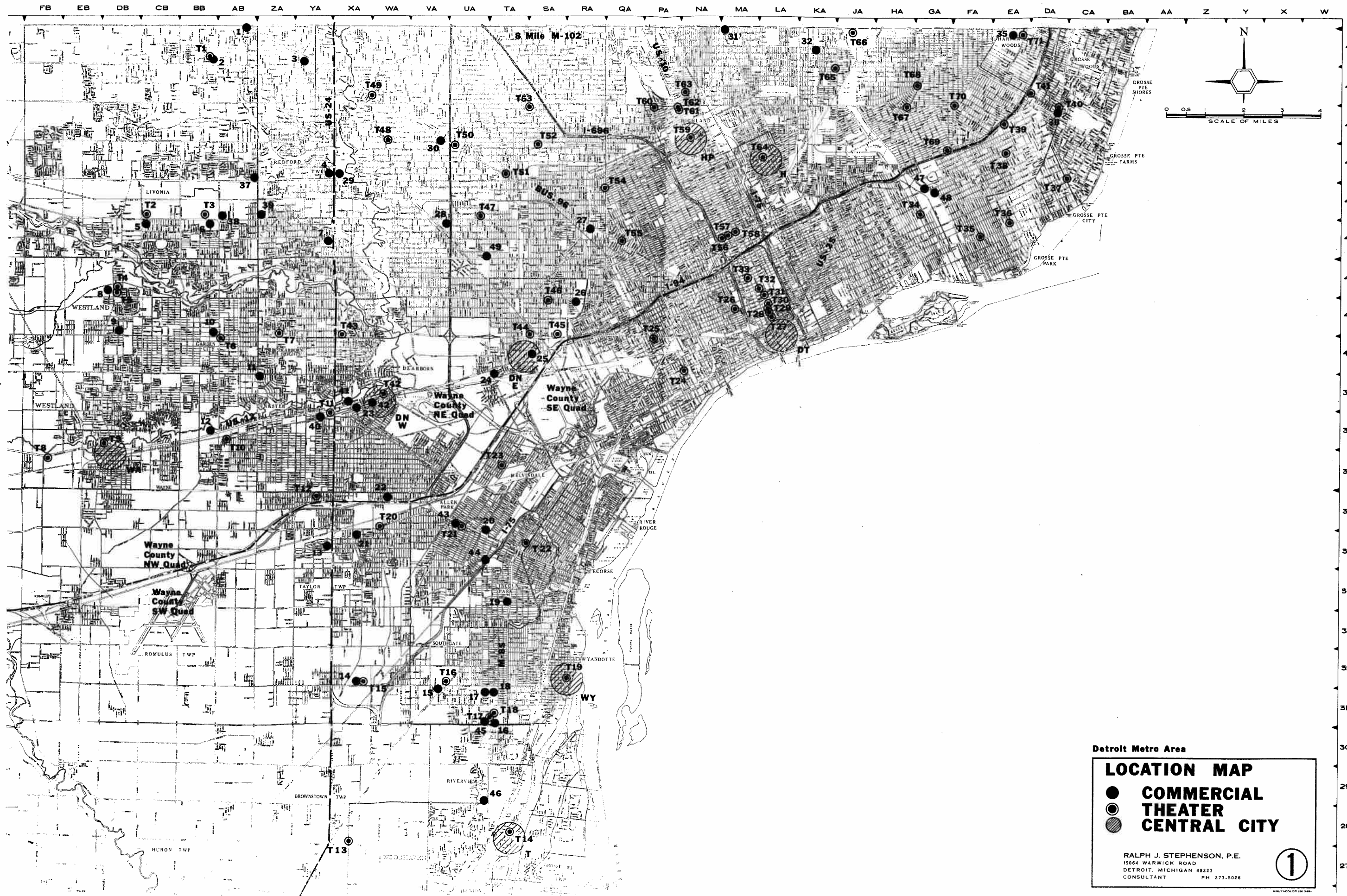
Number of units: 17

Approximate floor space: 70,000 sq. ft. (estimated)

Approximate parking spaces: 550 (estimated)

Major tenants: A & P Food Market, Maskill's Hardware,
Machus Restaurant, South Adams Arcade
shops and offices

Comments: South Adams Square is a strip commercial development with a two story arcade and office building at the south end. The office building contains small shops and offices which are housed within a single structure. The center is not too diversified containing lower retail square footage than would be usual for a center of this nature. The site is limited and bounded by single family residences. Because of the poor mix and tight site, this is not currently an appropriate location for Multi Cinema.



Detroit Metro Area

LOCATION MAP

- **COMMERCIAL**
- **THEATER**
- **CENTRAL CITY**

RALPH J. STEPHENSON, P.E.
15064 WARWICK ROAD
DETROIT, MICHIGAN 48223
CONSULTANT PH 273-5026

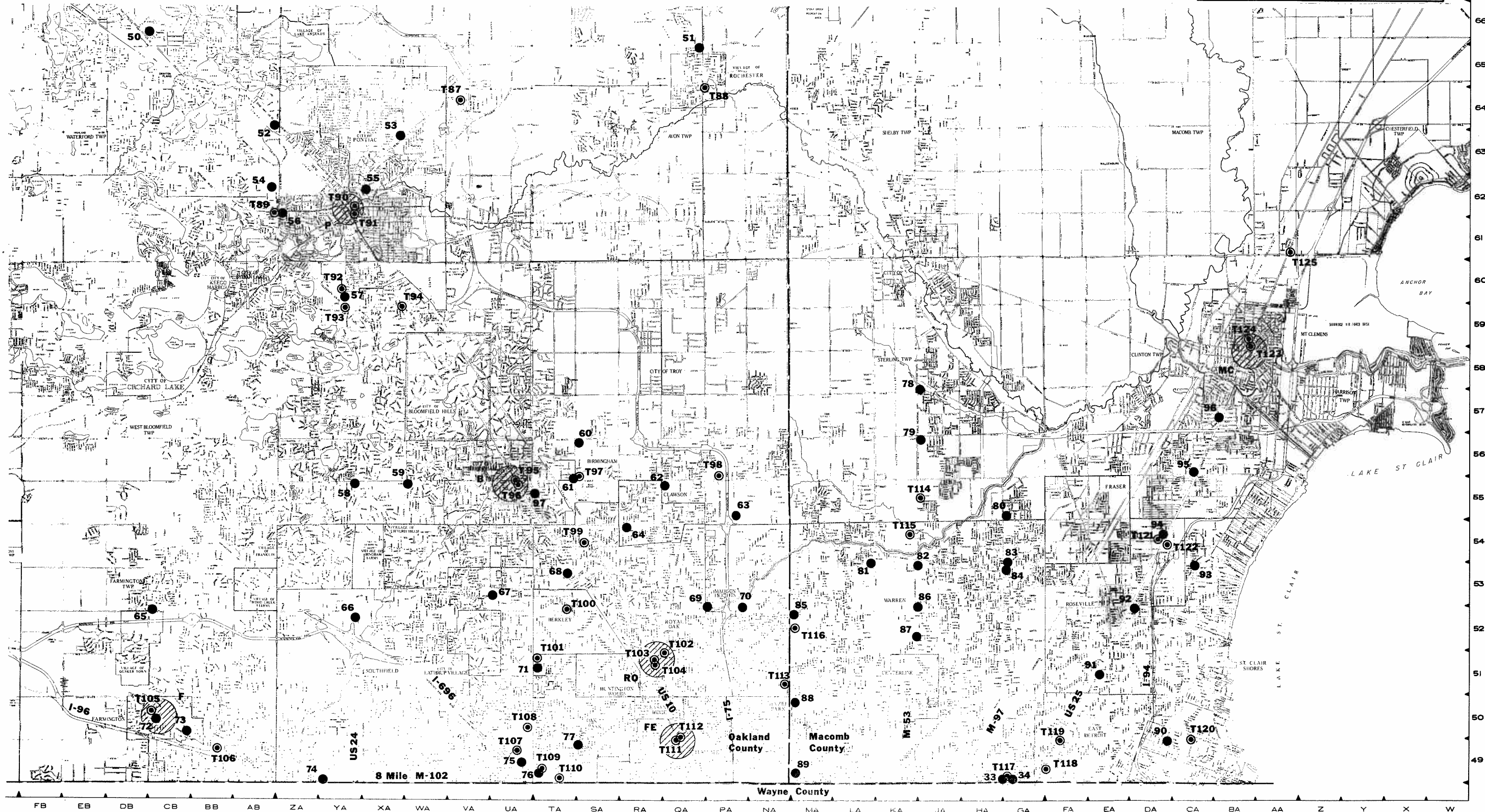
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LOCATION MAP

- COMMERCIAL
- THEATER
- ▨ CENTRAL CITY

RALPH J. STEPHENSON, P.E.
15064 WARWICK ROAD
DETROIT, MICHIGAN 48223
CONSULTANT PH 273-5026

2



CHAPTER IV

Methodology

Steps taken in evaluating sites as reported in Chapters I, II and III were taken as follows:

- 1) Extensive inquiries were made to locate sources of data on existing shopping centers and theaters. The basic commercial document was a list of centers in the Detroit region prepared by the Detroit Metropolitan Area Regional Planning Commission and the Detroit News from which the inspection pattern for shopping centers was derived.

Theaters were located by examination of theater ads, and a master map prepared for routing of the inspection sequence.

- 2) All commercial centers and theaters were personally inspected and appropriate facilities identified and coded. Coding was at random to help avoid any influence on rating rank by the number of the facility.
- 3) Characteristics of each theater and commercial center were tabulated as recorded in Chapters II and III.
- 4) A series of weighted values was applied to each commercial location and totaled. In addition, a second evaluation based upon a facility by facility qualitative comparison was made as the facilities were inspected. This qualitative ranking was compared with the quantitative ranking to find any major deviations in desirability rating. The ratings given in Chapter I are based on the quantitative evaluations from the weighted method.
- 5) Top ranked sites were re-evaluated and additional detailed information obtained where possible from the local contact.

Inspections and contacts were straightforward involving actual field surveys and visual review. Although information about many of the centers was available, much additional information had to be obtained and checked by personal inspection. Therefore, some data given about commercial facilities and for seating capacities in theaters was estimated. Where possible, discussions about higher rated centers were held with tenants and managers. Downtown areas indicated on maps 1 and 2 were all personally inspected.

In the evaluation procedure, step 4, several factors were analyzed including geographic location, nature of space available within the site, nature of the trade area population, future development potential, and the influence of competitive facilities. Each factor was weighted and within each, sub-categories established to use as measurement yardsticks.

Sub-categories were as follows:

a) Geographic location

- Natural barriers to trade area
- Artificial barriers to trade area
- Surrounding road pattern relative to access and egress to trade area
- Surrounding physical development and influence on theater attendance
- Relation to future trade area potential

b) Nature of space within site

- Physical condition of overall facility
- Physical suitability of space for land available in the center or nearby
- Suitability of parking
- Compatibility with immediate neighborhood

c) Nature of trade area population (Evaluated from field observations)

- Population density
- Population age attracted to area
- Family size
- Family income

d) Future development potential

- Land availability
- Trade area growth
- Building space availability
- Road patterns
- Land use patterns

e) Competitive facilities influence

- Distance from site
- Size
- Parking availability
- Admission prices
- Condition of facility

After the above factors were rated, I further made an overall summary evaluation based upon my own personal feelings about the site to be added to the point total. This evaluation was predicated upon my knowledge of Detroit and general feeling about each of the facilities inspected.

The sites were graded in accordance with the above factors and a total grade used to determine the ranking of the site as given in Chapter I. The highest ranking was 68.8 out of 100 achieved by the Oakland Mall (facility 63). The ratings stepped down gradually with a difference of only ten from the top ranking downwards being experienced over the first 24 facilities. Within the first 40 facilities a total difference of only 11.1 rating points existed. The lowest rating was for the Atlantic Mills Thrift Center (facility 12) with a 39.7 evaluation.

In evaluating trade area characteristics of a given location, I took into account that most successful commercial facilities are placed where they can exert maximum appeal to a certain size market, economic range and age group. If the center is successful in serving its market, then that area may be appropriate for consideration if the characteristics of the market are similar or compatible to those demanded by Multi Cinema.

A brief overlook at the construction picture in Detroit is appropriate here since costs of building and the conditions under which it must be carried out should be considered carefully. As in other parts of the state, construction in Detroit is slow and this reflects itself currently in an easing of the space market. However, because of the very strong trade unions in Detroit, costs have not been lowered with the tight construction market. A deterrent to expeditious construction in Detroit has been the imposition of serious and expensive work stoppages in the industry during the past few years. This has created alternately slow periods and peak demands for tradesmen that has made it almost impossible to maintain good schedules. Despite these hardships, the quality of construction in the Detroit area has been maintained at a high level, primarily through the efforts of the many top flight contractors, architects and engineers in the community. Nevertheless, it should be recognized when entering the Detroit market that it is a more difficult than normal community in which to build quickly and inexpensively.