

SITE LOCATION STUDY - GRAND RAPIDS, MICHIGAN

for

AMERICAN MULTI-CINEMA CORPORATION

Kansas City, Missouri

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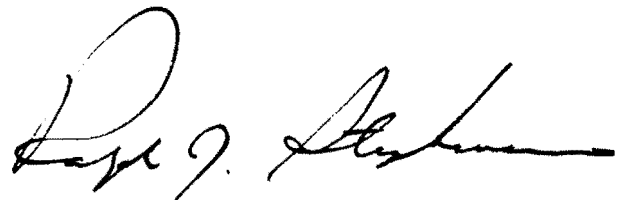
Introduction

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In January, February, March and April, 1970, a detailed evaluation was made of possible locations for Multi-Cinema sites in Grand Rapids, Michigan. Grand Rapids is a sizable metropolitan area of approximately 490,000 persons, located 147 miles northwest of Detroit, and 172 road miles north east of Chicago, Illinois. It is a well diversified, industrially oriented community which has achieved a good balance among its economic elements. As such, it represents a healthy city into which Multi-Cinema could expand, although perhaps it is a more conservative community than those in which Multi-Cinema might achieve best market penetration.

In Chapter I, the various locations considered are listed in priority order, the most desirable being shown first. In Chapter II is a description of all movie theater operations in the Grand Rapids metropolitan area. Chapter III contains a detailed description of major commercial facilities in Grand Rapids arranged by facility number as shown on the location map, Sheet 1. Chapter IV describes briefly the techniques used in making the study.



Ralph J. Stephenson, P. E.

April 6, 1970

CHAPTER I

Recommendations

Listed below in order of desirability are sites shown on the location maps, Sheet 1 and Figure 2. The most desirable locations are listed first with rating diminishing to the least desirable last. Facility reference numbers are given in parentheses and refer to solid black dots on the location map.

The city has been divided into four quadrants, northeast (ne), northwest (nw), southeast (se), and southwest (sw). Boundary lines of the quadrants are shown dotted on the location map. The north-south dividing line is roughly Division Avenue and the Grand River. The east-west dividing line is Fulton Street and Lake Michigan Road. Quadrant designations appear directly after the facility number. The central city area of Grand Rapids is discussed separately.

<u>Rank</u>	<u>Rating</u>	
1	77.4	Breton Village Shopping Center (facility 15 se): Northeast corner Burton Road and Breton Road. District shopping center.
2	75.6	North Kent Mall (facility 18 ne): Northwest side of intersection of Plainfield Avenue at 5 Mile Road. Regional shopping center under construction.
3	74.3	Eastbrook Shopping Center (facility 8 se): Northeast corner 28th Street and East Beltline Road, 3655 28th Street, se. Regional shopping center.
4	70.3	Woodland Shopping Center (facility 9 se): Northwest corner of 28th Street and east Beltline Drive, 3195 28th Street, se. Regional shopping center.
5	61.6	Jennison Plaza Shopping Center (facility 3 sw): Southwest corner Cottonwood Drive and Baldwin Court in Jennison (suburb of Grand Rapids).
6	61.4	Rogers Plaza Shopping Center (facility 13 sw): South side of 28th Street between Clyde Park Road and Michael Road. Regional shopping center.
7	59.8	Meijer's Thrifty Acres department store number 26, (facility 2 sw): 550 Baldwin in Jennison, (suburb of Grand Rapids). Food and variety store serving region.

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<u>Rank</u>	<u>Rating</u>	
8	59.1	K-Mart department store number 4125 (facility 12 se): Northeast corner 28th Street and Buchanan Avenue, 155 28th Street, sw. Food and variety store serving region.
9	57.5	Meijer's Thrifty Acres department store number 20, (facility 24 nw): Northwest corner Aberdeen and Alpine Road, 2425 Alpine Road nw. Food and variety store serving region.
10	56.1	K-Mart department store number 4118 (facility 25 nw): Northwest corner Alpine Road and I-96, 3175 Alpine nw. Food and variety store serving region.
11	55.5	Kentwood Center (facility 6 se): Southeast corner Eastern and 52nd Street, District shopping center.
12	54.4	Plainfield Plaza Shopping Center (facility 16 ne): Northeast corner Plainfield Avenue and I-96. Strip district shopping center.
13	53.6	Northtown Shopping Center (facility 20 ne): Southeast corner Plainfield Avenue and 4 Mile Road. District strip shopping center.
14	52.6	Edison Plaza Shopping Center (facility 22 sw): Southwest corner Covell Avenue and Fulton Street. Strip neighborhood shopping center.
15	52.4	Helms Store (facility 19 ne): 3705 Plainfield ne. Vacant building connected to operating Meijer's Food Store.
16	51.7	Towne & Country Shopping Center (facility 7 se): Northwest corner 44th Street and Kalamazoo Avenue. Strip district shopping center.
17	51.5	Meijer's Thrifty Acres department store number 11 (facility 10 se): Southwest corner 28th Street and Kalamazoo, 1540 28th Street se. Food and variety store serving region.
18	50.9	Southland Shopping Center (facility 21 sw): Southwest corner 28th Street and Michael Avenue, 1266 28th Street sw. Regional shopping center.
19	50.0	Yankee Department Store Shopping Center (facility 4 sw): Southeast corner Clyde Park Avenue and 44th Street. Food and variety store serving region.

<u>Rank</u>	<u>Rating</u>	
20	49.7	King's Discount Center (facility 11 se): Southwest corner 28th Street and Eastern Avenue. Strip food and variety store center.
21	44.4	Northland Furniture Shopping Center (facility 17 ne): Southwest corner Lambertson Lake Road and Plainfield Avenue. Speciality strip shopping center.
22	42.6	Standale Plaza (facility 23 nw): Northwest corner Kinney Avenue and Lake Michigan Drive. Neighborhood strip shopping center.
23	41.0	Seymour Square Shopping Center (facility 14 se): Southwest corner near Eastern Avenue and Burton Street. Food store serving neighborhood.
24	39.8	Atlantic Thrift Center and Family Foods Food Store (facility 26 nw): Northwest corner West River Drive and Turner Street. Discount store and food market.
25	37.6	Arlans Shopping Center department store number 1 (facility 5 sw): Southwest corner Division Avenue and 33rd Street. Food and variety store serving area.
26	37.5	Eberhard's Shopping Plaza (facility 1 sw): 2957 Wilson sw. Grandville (suburb of Grand Rapids). Small neighborhood strip center.

A detailed description and discussion of each of these facilities appears in Chapter III.

The central business district of Grand Rapids has not been included in the above listing but is discussed below as a separate element.

GRAND RAPIDS CENTRAL BUSINESS DISTRICT

Grand Rapids has for many years enjoyed a modest reputation as a good convention city. It has some sizable downtown department stores and a good centrally located hotel, the Pantlind. In addition, eating establishments in the downtown Grand Rapids area are good with steady patronage. During the past few years many notable improvements in the central city environment have been made, including a new City Hall, and several new and remodeled office buildings. Traffic arteries serving the city have been directed toward a downtown orientation, giving good access to the core from outlying area as well as from other urban communities in southwestern Michigan.

Downtown Grand Rapids is a reasonably healthy business community and the competitive theaters located there reflect this to a degree. Three establishments, the Savoy, the Majestic and the Mid Town, all are in good physical shape, and although open on a limited basis, enjoy fairly good patronage. There is a community college in downtown Grand Rapids, but its impact on the theater market may be somewhat negligible. I believe with access routes to downtown as convenient as they are and with the relatively strong position occupied by the Grand Rapids central city, that Multi-Cinema could well consider downtown as being one of the top eleven locations. However, because the community is somewhat conservative, and because there are easier penetrations into the trade area to be made from other positions of strength, I suggest that the outlying regional and district shopping facilities in the top ten be explored first before turning to downtown for sites.

Quadrant Descriptions

Southwest Quadrant (sw) - South of Fulton and Lake Michigan Drive, and west of Division Avenue.

The area closest to downtown at the intersection of Fulton and Division is primarily industrial with a belt of industrial facilities extending south on each side of the US-131 expressway to about 50th Street. On either side of the industrial belt, housing in the immediate areas is older, single family dwellings, particularly north of 28th Street. Southwest of 28th Street and Division, are found newer subdivisions and more expensive homes.

Home cost range is probably from \$8,000 to \$10,000 in the close-to-downtown areas, to upwards of \$30,000 and \$40,000 homes around the small suburb of Grandville. Additional development to the southwest, south of 28th Street will probably continue when money becomes available at acceptable cost. The area to the northwest of the Grand River and south of Lake Michigan Drive is also a developing area, although still fairly open. Little, if any, commercial development, except for facilities 22 and 23, serve this sector.

Undoubtedly as the trade area grows, particularly to the northwest, additional commercial facilities will be required in the upper southwest and entire northwest quadrants.

Northwest Quadrant (nw)

In the northwest quadrant, the area close to downtown is heavily developed with older, single family residential. Many neighborhoods are nationality groups and there are some very healthy residential communities of moderate priced single homes near downtown. As the I-96 expressway is approached in the northwest quadrant, the neighborhoods improve and near Alpine and I-96 there are high density duplexes and single family residences. To the north of the expressway, particularly along major thoroughfares such as Alpine Avenue, apartment

complexes have begun to develop and this trend, if the Grand Rapids economy continues to be strong, should be characteristic of the northwest quadrant in the coming years.

There are still sizable amounts of land available in the far northwest quadrant near the city of Walker. The area, however, is crisscrossed by railroads and the thoroughfares pattern is consequently somewhat broken. A high degree of development is apparently anticipated in the Alpine Avenue area of the northwest quadrant by Meijer's and Kresge since they have each located one of their major projects (facilities 24 and 25) in this quadrant.

The northwest quadrant probably offers good long range potential for high value development in the outlying areas.

Northeast Quadrant (ne)

Close in to the central city, the northeast quadrant has retained a fairly healthy residential aspect. Homes there are primarily single family dwellings in a moderate cost range from \$10,000 to \$20,000. Moving northwest along Plainfield Avenue the homes increase in cost and on the north side of the I-96 expressway at its intersection with Plainfield, a sizable residential apartment development has been built. Further northeast along Plainfield the quality of the homes diminishes slightly, but begins to improve about where the new North Kent Mall (facility 18) is being constructed. This area should continue to develop over the coming years with moderate to high priced homes. However, available land not blocked by the Grand River or by major man made boundaries is limited. Nevertheless, the health of the area is indicated by the fact that North Kent Mall, a regional shopping center, has been placed in this relatively undeveloped sector of the city.

The far eastern sections of the northeast quadrant are sparsely developed, but with high priced homes. Traffic from this quadrant has easy access to other quadrants by way of the I-96 expressway and a system of thoroughfares leading to the downtown area of Grand Rapids.

Southeast Quadrant (se)

The southeast quadrant has a full range of housing from trailer parks up to \$60,000 homes and deluxe apartments. The improvement in neighborhoods is steady from the core of the city, out in a southeastern direction. The area close to downtown and extending about half way to facility 14 and east to theaters H and I is currently populated primarily by a mixed group of negroes and whites. Heavy efforts are being made to improve this area and salvage the healthier neighborhoods. An example of one of the better areas is the commercial sector near the theaters H and I, in the upper part of the southeastern quadrant.

Homes in the area surrounding facilities 8, 9 and 15 are high value homes and the potential for further development in this area as well

as south of 28th Street has undoubtedly encouraged construction of the large amounts of regional shopping center floor space built during the past two years. Facilities 8, 9, 13 and 21 all along 28th Street are regional shopping centers and facilities 15, 10, 11 and 12 are sizable retail areas. Further south in the quadrant we find the potential for continued high grade residential development is good around facility 6. Future construction will probably continue at a limited pace, but in high cost homes. In the area surrounding facility 7 much mixed quality, multi-family and single family residences have been built.

General Summary

Evaluating the overall condition of the market in Grand Rapids it appears that some generalizations are possible. Population within a two mile radius of the core represents the older residential areas of Grand Rapids composed of many nationality and ethnic groups living in their own communities and occupying homes that range in cost from \$8,000 to \$20,000. The healthiest residential communities within this radius of downtown appear to be in the northwest and northeast quadrants.

Moving further out from downtown we find the quality of residential development improves greatly as the district increases from the core city. Perhaps the most expensive developments occur in the southeast quadrant and reach very high values in single family homes near the large shopping centers (facilities 9, 8 and 15). In the northeast quadrant the quality of residential areas increases up to and just past the expressway. To the north values diminish slightly but near the North Kent Mall (facility 18) property quality should continue excellent as the region grows.

Residential quality is lower in the northwest quadrant than in the northeast and southeast quadrants. However, continued development is obviously expected as indicated by the decision of Meijer's and K-Mart to locate facilities along Alpine at sites 24 and 25. In the southwest quadrant residential development is of a moderate quality from the central city on out to 28th Street where facilities 21 and 13 are located. South of 28th Street there is a distinct improvement in the values of the homes except along the industrial belt near the Division Avenue boundary of the quadrant. To the southwest the residential community improves gradually.

General Comments

The above rankings are based upon a quantitative rating system, but have been compared closely with a qualitative (and necessarily subjective) rating system generated as a result of experience in gauging many sites for possible Multi-Cinema location.

The Grand Rapids area is thoroughly saturated with regional shopping facilities. In fact, there is some consternation about construction of North Kent Mall by businessmen both in the northeast and southeast quadrants, since a heavy concentration of regional centers already exists along 28th Street. There we find the Eastbrook Center, Woodland Shopping Center, Rogers Plaza and Southland Shopping Center. Three of these, Eastbrook, Woodland, and Rogers are enclosed mall centers and two have space available immediately within them in prime locations. Thus, it appears that Multi-Cinema has a good business bargaining position. This is important to keep in mind when discussing space, rentals, and guaranteed minimums.

Then too, the policy that Multi-Cinema has adopted of occasionally locating in a moderately successful center and by its presence improving the attractiveness, drawing power and circulation patterns of the center, could be applied to several locations in Grand Rapids. One of the more significant of these is the Rogers Plaza Center, which has available a good corner location of about the right size, accessible both from the parking lot and from the interior mall. Another center of interest in this respect is the Jennison Plaza Shopping Center, which directly adjoins a Meijer's Thrifty Acres in a small suburb to the west of Grand Rapids. Further descriptions of both Rogers Plaza and Jennison Plaza are contained in Chapter III.

In the rating system applied, a sizable break occurs between the fourth and fifth rank, and between the twentieth and twenty-first. However, I suggest that the top ten sites plus the downtown area of Grand Rapids as an eleventh rating, be seriously considered for locations.

The number of Multi-Cinema facilities which could be placed in Grand Rapids is, as would be expected, difficult to determine on a quantitative basis. In an evaluation of a subjective nature, the traditional conservatism of the community must be taken into account. There is not, except for the downtown area and in the lower southeast quadrant, a large supply of motion picture theaters. However, the changing nature of communities indicates that the newer generations will demand and patronize, to a greater degree than did their parents, high quality movie houses.

It appears there is an opportunity for Multi-Cinema to locate three multiplex theaters in Grand Rapids. One could go in the southeast quadrant, one in the southwest quadrant, and a third somewhere in the north half. If we examine the top ten ratings, which are:

1. Breton Village Shopping Center (facility 15 se)
2. North Kent Mall - under construction (facility 18 ne)
3. Eastbrook Shopping Center (facility 8 se)

4. Woodland Shopping Center (facility 9 se)
5. Jennison Plaza Shopping Center (facility 3 sw)
6. Rogers Plaza Shopping Center (facility 13 sw)
7. Meijer's Thrifty Acres department store (facility 2 sw)
8. K-Mart department store (facility 12 se)
9. Meijer's Thrifty Acres (facility 24 nw)
10. K-Mart department store (facility 25 nw)
11. Grand Rapids downtown

It would appear that we could locate a Multi-Cinema at the Breton Village Shopping Center or Eastbrook Shopping Center in the southeast quadrant, one at Rogers Plaza or Jennison Plaza (near Meijer's Thrifty Acres) in the southwest quadrant and one in the North Kent Mall (if space were available), in the northeast quadrant. The prime area for an initial location would be the south quadrants somewhere along or near 28th Street.

CHAPTER II

Theaters in the Grand Rapids Area

There are fourteen indoor movie theaters and five drive-in theaters in the Grand Rapids area. A list of these follows. Locations are indicated on the location maps, Sheet 1 and Figure 2 by a solid dot enclosed in a circle.

Twin Drive-In Theater (facility A) - Southeast quadrant. About 500 yards west of intersection of 28th Street and I-96 expressway on the south side of 28th Street.

The Twin Drive-In is a double screen drive-in theater. It is set well back from the road, is well maintained and probably does a good business. Movies playing at the time of inspection included:

Cascade Red - "A Taste of Blood"
"She Freak"
"Devils Own"
"Frankenstein Destroyed"

Cascade Blue- "John and Mary"
"Valley of the Dolls"

Eastbrook Theater (facility B) - Eastbrook Shopping Center, Northeast corner of East Beltline Avenue and 28th Street. Southeast quadrant.

The Eastbrook is located on the property of Eastbrook Shopping Center. It is a new theater apparently owned and operated by the Buterfield chain.

Quality of building: Excellent - new construction

Parking availability: In surrounding parking lots
and on shopping center area.
Adequate for theater.

Number of seats: 1,006

Film playing on day of inspection: "Cactus Flower"

Comments:

The man on duty said business had been slow the early part of the year, but was beginning to pick up, particularly over the past two months.

Woodland Drive-In Theater (facility C) - Southwest corner 28th Street and Beltline east. Southeast quadrant.

This drive-in is a conventional outdoor theater. Films playing on the day of the inspection were:

"The Sterile Cuckoo"
"Goodbye Columbus"

Beltline Drive-In (facility D) - Southeast quadrant. Adjoining Southland shopping center, 1400 28th Street.

The Beltline Drive-In is a complete drive-in theater. It has on the property a collection of recreational facilities for children and is well maintained and well patronized. It is owned by the same people who own facility E, the Studio 28 Theater.

Films playing on day of inspection: "The Undefeated"
and "Prime of Miss Brodie"

Studio 28 (facility E) - Southwest quadrant. Southland Shopping Center, 1350 28th Street, nw.

Studio 28 is located on the Southland shopping center site directly adjoining the main building grouping. Studio 28 consists of two theaters, the regular Studio 28 Theater and a smaller operation called the Little Studio Theater. Interesting to observe is the location of a very large drive-in theater (facility D) also directly adjoining Southland. This drive-in is owned by the same people as own Studio 28.

Quality of building: Very good - relatively new.
Separate structure from shopping center stores.

Parking availability: Adequate with adjoining lot shared with shopping center.

Number of seats:	Studio 28	800
	Little Studio	<u>400</u>
	Total	1200

Film playing on day of inspection:
Studio 28 - "John & Mary"
Little Studio - "The Reivers"

Burton Capri (facility F) - Southwest quadrant. 2028 Division Avenue s.

The Burton Capri is a small art movie showing marginal films, not family fare.

Quality of building: Fair - older structure

Parking availability: On street, and in public and private off street parking nearby.

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Number of seats: 300

Film playing on day of inspection: "I Wish I Were
in Dixie" and "Three
Amoral Affairs"

Comments:

The neighborhood in which the Burton Capri is located is a marginal area and the surrounding shops and stores are not of the best. Next to the theater is a small book store specializing in off color literature.

Four Star Theater (facility G) - Southeast quadrant. 1950 Division Street, s.

The Four Star Theater is a well maintained building, free standing in a cluster of strip commercial facilities on a main thoroughfare. It appears to be a prosperous enterprise and doing a good business.

Quality of building: Good and well maintained.

Parking availability: On street in front and in
off street lot at side of
theater.

Number of seats: Estimated at approximately 900

Film playing on day of inspection: "Krakatoa - East
of Java" and "Shalako"

Wealthy Theater (facility H) - Southeast quadrant. 1130 Wealthy, se.

The Wealthy Theater is in a neighborhood strip shopping district that is better maintained than most such areas in Grand Rapids. It has a Swiss Chalet motif with a good appearing front. The area is a mixed negro-white section and is well maintained with healthy appearing retail stores adjoining.

Quality of building: Good - front remodeled and built
in Swiss style architecture as
on adjoining buildings.

Parking availability: On street in front of theater.
Some limited off street spaces
behind, and across street.

Number of seats: Estimated at 500

Film playing on day of inspection: "Funny Girl"
Rating G

Eastown Theater (facility I) - Southeast quadrant. 1470 Lake Drive se.,
Lake Drive at Wealthy Street.

The Eastown is a small well maintained neighborhood theater located in
a healthy strip retail center along a main street.

Quality of building: Good - has been remodeled and ex-
terior updated during the past
few years.

Parking availability: On street and at side of theater
in off street facility.

Number of seats: 900

Film playing on day of inspection: "They Shoot Horses
Don't They"

Savoy Theater (facility J) - Northwest quadrant. 80 Market Street nw
at Monroe.

The Savoy, located in downtown Grand Rapids is part of an older multi-
story store block directly adjoining the Wurzburg department store
block. The general appearance of the theater is good, and film fare
is art type.

Quality of building: Good - with relatively new front.

Parking availability: Some on street and some in off
street lots adjoining and near
theater.

Number of seats: Approximately 950

Film playing on day of inspection: "Fanny Hill" and "Eve"

Midtown Theater (facility K) - Northwest quadrant. 123 Pearl, nw.

The Midtown is a downtown theater located in an older multistory store
and office building block.

Quality of building: Fair front - generally well maintained.

Parking availability: On street and in adjoining off
street lots.

Number of seats: 908

Film playing on day of inspection: "Honeymoon Killers"

Majestic Theater (facility L) - Northeast quadrant. 34 Division, n.

The Majestic is a downtown movie house and is part of an older multistory

store and office group.

Quality of building: Older but well kept and recently improved.

Parking availability: On street and in off street lots adjoining.

Number of seats: 1,000

Film playing on day of inspection: "Only Game in Town"

Town Theater (facility M) - Northwest quadrant. 642 Bridge Street, nw.

The Town Theater is in an older area and is probably very much a neighborhood theater. It is open only on weekends.

Quality of building: Fair in old single store structure.

Parking availability: Mainly on street with some private off street lots.

Number of seats: Estimated at 200

Film playing on day of inspection: "The Concerned" and
"Island of the Doomed"

Vista Drive-In Theater (facility N) - Southwest quadrant. 4500 Lake Michigan Drive, nw.

The Vista is a well maintained drive-in with conventional facilities. It operates during colder weather and has electric in-car heaters.

Film playing on day of inspection: "Honeymoon Killers" and
"How to Commit Marriage"

Cinema Theater (facility P) - Northeast quadrant. 345 Michigan Avenue, ne.

The Cinema is in a small north side shopping district and is a neighborhood type operation located next to a local bar.

Quality of building: Fairly well maintained. Older structure.

Parking availability: On street, and at side in used car lot shared by theater.

Number of seats: Approximately 300

Film playing on day of inspection: "Beaver Number 10" and
"Pitfalls of Love"

Grand Rapids Civic Theater (facility Q) - Northwest quadrant. 737 Leonard, nw.

The Grand Rapids Civic Theater is devoted primarily to theatricals and other live entertainment. It shows few, if any, movies. The operation seems to be a healthy one, and a lady employee with whom I spoke, conversed enthusiastically about the production they offer.

Quality of building: Fair - instrip store cluster.

Parking availability: On street and in small private off street area.

Number of seats: 450

Entertainment offered on day of inspection: Live musical.

Creston Theater (facility R) - Northeast quadrant. 1516 Plainfield, ne.

The Creston is located in a small stable neighborhood on the north side of Grand Rapids. It apparently is not open too many hours of the week as a sign mentioned there was a Saturday matinee. Prices are slightly lower than usual for theaters in the Grand Rapids area, and the building is part of an older retail grouping in a district strip shopping center along Plainfield Avenue.

Quality of building: Fair - located adjoining other structures.

Parking availability: On street, and at rear in off street facilities provided by city.

Number of seats: 300

Film playing on day of inspection: "Live a Little"

Northtown Theater (facility S) - Northeast quadrant. 349 1/2 Plainfield Avenue (on site of Northtown Shopping Center).

The Northtown Theater is located directly adjoining the main building groupings at Northtown Shopping Center, a district retail center on the north side of Grand Rapids, (facility 20).

Quality of building: Good - relatively new structure

Parking availability: Adequate on adjoining shopping center parking lot.

Number of seats: Approximately 600

Film playing on day of inspection: "Bob, Carol, Ted & Alice"

I talked to the manager of the Northtown Theater and he said that theater business was generally good depending upon the movie being shown. He added, however, that business generally in Grand Rapids has held up slightly better than other areas in Michigan, but that the continued construction of large numbers of shopping centers is beginning to hurt badly, and to siphon off trade from smaller retail areas.

General comments re theaters in Grand Rapids

It appears that theater construction and operation in Grand Rapids was not as dynamic from 1935 to 1960 as in some comparable Midwestern communities. However, there have been some very good theaters built over the past ten years, particularly in the southern sector of the city. The conservative nature of the trade market may have influenced this lack of development during the forties and fifties. However, now there appears to be a general pick up in theater interest and many of the facilities visited showed a healthy business appearance. I estimate that Multi-Cinema would experience little competitive difficulty with the existing theater market.

There seems to be a large drive-in market and five of the nineteen theaters inspected were of this nature. Most drive-ins are well maintained and show imagination in planning of the site.

The Grand Rapids market offers good potential for Multi-Cinema operations. However, it should be noted that the midwest is presently in a rather severe business recession and little if any relief will be had from this slowdown for one to two years. Since acquisition, construction and move in of a multiplex theater occupies a considerable period of time, getting in work now when rental and leasing conditions may be depressed, should allow proper timing of facilities to be opened when the economy begins an upturn.

CHAPTER III

Commercial Facilities in the Grand Rapids Area

Facility 1 - Eberhard's Shopping Plaza Rating rank 26

Location: 2957 Wilson, sw, Grandville (just east of
Grand Rapids). Southwest quadrant.

Number of Units: 5

Approximate floor space: 25,000 square feet

Approximate parking spaces: 140

Major tenants: Eberhard Food Market, Bud Discount
Store, Camera Center, Uptown Cleaners,
Pink Pony Ice Cream

Comments:

Eberhard's Plaza is a small neighborhood shopping center located directly adjoining downtown Grandville. The site is used to its capacity and there is no vacant space available. The area is physically not able to accommodate a Multi-Cinema location.

Facility 2 - Meijer's Thrifty Acres Department Store #26 Rating rank 7

Location: 550 Baldwin, Jennison, Michigan (suburb of
Grand Rapids). Southwest quadrant.

Contact: Meijer's General office, Mr. Fred Welling
2727 Walker, nw
Phone: 616-453-6711

Number of Units: 5

Approximate floor space: 180,000 square feet

Approximate parking spaces: 1,550

Major tenants: Meijer's Thrifty Acres department store,
Meijer's hardware store, Meijer's food,
Meijer's beauty salon, Meijer's pharmacy

Comments:

This is a new Meijer's facility and as such combines the usual Meijer's features of adequate parking, reasonably good design with excellent

interior arrangement. The architectural quality of the store is not as good as others in Meijer's chain. However, it does have a clean appearance and is apparently as popular as its counterparts in Grand Rapids and other Michigan cities.

Meijer's directly adjoins the Jennison Plaza Shopping Center (facility 3 sw) and the two have combined parking areas. The nearness of Meijer's makes the Jennison Plaza Shopping Center (facility 3 sw) a desirable location since it is able to capture Meijer's traffic while maintaining a detached position.

It does not appear that in the existing Meijer's facility there is space for a Multi-Cinema location. Therefore, these two sites (facilities 2 and 3) have been considered together and their high rating result from their close proximity to each other.

Another major consideration in the rating is the lack of theaters in this area. It may be that this is a result of the conservative nature of the people since it is a heavily churchd community.

The site is placed well regionally, being located on a major east-west highway between Grand Rapids and Holland, Michigan. Local access from the south is difficult across the railroad tracks, but access from northern areas is fairly good. As mentioned in the Lansing, Michigan report (page 14), I suggest exploring the possibility of joining Meijer's in some future project as a cotenant, either integrally with the store or in a separate but connected building. The operation is large enough and well enough operated to offer possibilities for a good mutual relationship.

Facility 3 - Jennison Plaza Shopping Center Rating rank 5

Location: Southwest corner Cottonwood Drive and Baldwin Court, Jennison (suburb of Grand Rapids). Southwest quadrant.

Contact: Clinton Associates - Markland Development Company Inc.
645 Cherry, se
Phone: 616-451-2936

Leasing Agent: Phone 517-823-8421

Number of Units: 8

Approximate floor space: 60,000 square feet

Approximate parking spaces: 400

Major tenants: Jurgens and Holtvluwer, Prose 5 & 10, Jennison Family Shoes, Kroger's

Comments:

Jennison Plaza Shopping Center is directly to the northwest of a large Meijer's Thrifty Acres (facility number 2). The two parking areas interconnect and Jennison Plaza receives considerable traffic from those visiting Meijer's. I talked to some of the tenants in the Jennison center since there are approximately 10,000 square feet of vacant space available. This was formerly an IGA Food Store, but the operation ran upon some bad management and had to close out. There is a bakery of about 1,600 square feet adjoining the IGA space and they too would like to move out. However, tenants in the center are very anxious to have someone in the empty space that can pull the facility back into some semblance of business health again. This could be a place where Multi-Cinema might well locate and act as the catalyst to rejuvenate the entire area. The incentive, of course, is the very large Meijer's Thrifty Acres adjoining. This is described more thoroughly under facility number 3.

One drawback which limits consideration of Jennison Plaza is the nature of the trade area and interestingly, the scarcity of theaters. In talking to the corner gas station man, he said that the area is a good one, the families have moderate incomes, several successful construction people live in the vicinity and it is a church going area. It could be that the market has not been penetrated, but also it appears that some resistance to facilities such as theaters is encountered in the region and the natural conservatism of the people has not stimulated such development.

Facility 4 - Yankee Department Store Shopping Center Rating rank 19

Location: Southeast corner Clyde Park and 44th
Street at US-131 expressway
4500 Clyde Park, sw. Southwest quadrant
Phone: 616-538-5100

Number of Units: 4 - including 3 Yankee Units

Approximate floor space: 70,000 square feet

Approximate parking spaces: 600

Major tenants: Yankee Department Store and Kroger's

Comments:

This is a strip district shopping center serving a moderate size trade area. It is well situated for auto traffic access at the intersection of US-131 expressway and a secondary east-west thoroughfare.

The physical appearance and layout of this shopping center resembles that of the K-Mart, facility 12.

As with many retail outlets of this type, it does not appear that a Multi-Cinema theater could be fitted in to the existing building pattern, and most probably would have to be built as a separate facility. Discount department store sites are not a type of center that rate well unless there is unusual quality and merit in the site. This particular site and store, although it serves the southern sector of Grand Rapids, offers few unique qualities that would be desirable for the location of a multiplex facility.

Facility 5 - Arlans Shopping Center Rating rank 25

Location: Southwest corner Division and 33rd Street
3375 Division Avenue. Southwest quadrant.
Phone: 616-243-3658

Number of Units: 4

Approximate parking spaces: 550

Major tenants: Arlans Department Store and Big E
Discount Food Store (Eberhard's)

Comments:

This district center is a limited line retail area with Arlans dominating the cluster. The Eberhard Food Store is a separate store as are other small tenant units. The condition of the center is only fair. Architecturally it is undistinguished and the building grouping is poorly planned with little interrelationship between the various elements of the center. It appears that if a Multi-Cinema facility were to be built here it would have to be part of one of the larger stores. It is possible that a separate building could be built somewhere on the site, although parking would then become severely restricted. The site is not currently suitable for a multiplex operation.

Facility 6 - Kentwood Center Rating rank 11

Location: Southeast corner Eastern and 52nd Street.
Southeast quadrant.

Number of Units: 2

Approximate floor space: 18,000 square feet

Approximate parking spaces: 160 (room for considerable expansion)

Major tenant: D & W Food Center (Spartan Store)

Comments:

Kentwood Center is a small neighborhood convenience outlet just

recently constructed. It is located in a growing area of Grand Rapids and its reason for being ranked relatively high is that considerable land exists to the east and south of the site. The Clinton Company, 645 Cherry, se, phone: 616-451-2936, which is a division of the Markland Development Company, Inc., had a construction shanty on the project and may be the owners and developers of the contiguous property. It appears they anticipate considerable expansion in the future.

The center is attractively designed and the nature of the signs indicate that it has been planned with an eye in mind of attracting high grade, high volume clientele. However, the center is located well off major thoroughfare routes and for some time to come will only serve a neighborhood function. It is not currently suitable for a Multi-Cinema theater. In the future, however, as a far south location becomes desirable and as this trade area grows, the Kentwood site should be watched for possible multiplex location.

Facility 7 - Towne and Country Shopping Center Rating rank 16

Location: Northwest corner Kalamazoo Road and
44th Street. Southeast quadrant.

Number of Units: Approximately 40

Approximate floor space: 42,000 square feet

Approximate parking spaces: 500

Major tenants: Grants, A&P Food Market

Comments:

The Towne and Country is a strip district shopping center which has grown in a random pattern with little discipline of good planning. The stores are arranged in a band around the central parking area and are widely diversified architecturally, having no design theme. Some of the smaller shops are separated from the main center by thoroughfares and there are several detached buildings towards the Kalamazoo Avenue side of the center which function independently of the main strip areas.

There is some land available in the center for construction near Grants. The broker is Mr. Charles M. Wiersma, 2880 Breton Road, se. Phone: 616-949-0390. The sign says Mr. Wiersma will sell and/or build to suit.

The major impression of this facility is dinginess and neglect. It was fairly busy when visited both times, but is not a high choice for a Multi-Cinema location at present.

Facility 8 - Eastbrook Shopping Center Rating rank 3

Location: Northeast corner 28th Street and East
Beltline Road. Southeast quadrant.

3655 28th Street, se

Contacts: Manager, Mr. William A. Rindge, 3655 28th
Street, se.

Phone: 616-949-2550

Owners and Leasing agents: Eastern Shopper Centers Inc.
Mr. Paul Willcox
1775 Broadway Avenue
New York, New York 10019
Phone: 212-757-6700

Number of Units: Approximately 70

Approximate floor space: Mall level: 600,000
Lower level: 64,000
Total 664,000 square feet

Future expansion: To 265,000 square feet

Approximate parking spaces: 4,000

Approximate site size: 67 acres

Major tenants: Wurzburg's Department Store, Steketee's
Department Store, Woolco Department Store

Comments:

Eastbrook Shopping Center is a full regional shopping center located directly east of an older, comparable center, Woodland. Eastbrook is reasonably well designed, has minimal interior finishes in public spaces, but contains a good balance of stores and has full enclosed courts and malls. Space is available in the center, some of it having a suitable configuration for Multi-Cinema and in good mall locations.

Rentals in the center range from \$3.00 to \$4.00 per square foot plus a general overrun on sales of about 5%. Leases are normally for ten years. Mr. Rindge, with whom I spoke, said these are approximate, and final lease rates depend upon the kind of operation, its size, and its gross expected volume. These figures are appropriate for a good sales volume and store size of ten to fifteen thousand square feet.

Space within the center has fourteen to sixteen feet clear height and

Mr. Rindge mentioned that finishing costs are running from \$7.00 to \$10.00 per square foot including fronts. Any questions regarding leasing in the center should be directed to Mr. Paul Willcox of Eastern Shopper Centers Inc., in New York City.

Eastbrook was built within the last two years and contains in separate buildings, a Butterfield theater, Eberhard's Super Market, Union Bank and Trust Company drive-in Bank, and a small TV and appliance store. The area surrounding Eastbrook is a growing region not yet fully developed. It lies on 28th Street, about two miles west of a major intersection with I-96 the freeway running from Detroit to Muskegon. Along the 28th Street strip to the west lie most of the newer office and commercial development built in Grand Rapids over the past fifteen years. 28th Street is a major thoroughfare and was formerly the southernly belt line around Grand Rapids. It was constructed as a by-pass but since the opening of I-96 to the west, 28th Street has become a local carrier of very heavy traffic.

This section contains many of the city's newer and more expensive homes. At present, development of the surrounding areas has slowed due to the high cost of money and the low volume of residential construction. Nevertheless, many very nice apartment dwellings, as well as single residences, have been built in the district over the past few years. When the economic situation improves, this southeastern quadrant will probably take the leadership in growth.

The road pattern serving the center is good, parking lots are fully paved and lighted, and access is easy from major arterial routes.

A major competitive factor that should be considered is the new 1,200 seat Butterfield theater (facility B) located on the site in a detached facility. This theater is new, well built and very attractive. It offers family fare and although business has not been too good during the past few months, it has shown signs of improving recently.

Another theater, a drive-in (facility A), the Twin is located about a mile and a half east of the site, with a third theater, also a drive-in (facility C), The Woodland, located to the southwest across the intersection of 28th Street and Broadmore. I do not think any of these three theaters could effectively compete with a Multi-Cinema operation located within the center, particularly in some of the better locations available on the courts and malls. Nevertheless, they should be considered and evaluated in light of current Multi-Cinema experience in similar situations.

Eastbrook shopping center ranks high so far as its physical condition and location is concerned. If the competitive theater problem can be resolved, I suggest Eastbrook be one of the first areas considered.

Facility 9 - Woodland Regional Shopping Center Rating rank 4

Location: Northwest corner 28th Street and east
Beltline Road, 3195 28th Street. South-
east quadrant.

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Contacts: Manager, John G. McKeon, 100 Woodland Mall
3195 28th Street, se
Phone: 616-949-4820
616-949-3550

Owner and leasing agent: The Taubman Company, Inc.
26250 Northwestern Highway
Southfield, Michigan 48075
Phone: 313-444-1800
Mr. James Donnenfield

Number of Units: Approximately 65

Approximate floor space: 750,000 square feet

Approximate parking spaces: 5,200

Approximate site size: 100 acres

Paved area: 80 acres

Major tenants: Penneys, Sears, Play World, Hughes-
Hatcher-Suffrin, S.S. Kresge

Comments:

Woodland Shopping Center is about three years old and has had a strong impact upon the entire east side of Grand Rapids. It was built prior to its neighbor, Eastbrook Shopping Center and as such, is now completely filled, while Eastbrook, as discussed under facility 8, has space available. Mr. McKeon did not feel that there would be any space available in Woodland for some time.

Although the center is now operating at full capacity the impact of North Kent Mall regional shopping center (facility 18) being built to the north of town may change the space picture during the next one to three years at Woodland.

The facility is reasonably well built and has a pleasant enclosed court and mall. It is busy and people apparently drive from considerable distance to shop there. The area surrounding is the same as described for Eastbrook Shopping Center.

Rentals at Woodland range higher than at Eastbrook. The approximate lease rates quoted were \$4.00 to \$6.00 per square foot on ten year leases with a 5% override on minimum sales. Some lease are negotiated for a longer period of time up to 25 years.

One advantage of this center is that there is no new theater located on the site as at Eastbrook. However, this may, or may not be an

advantage depending upon the current competitive position Multi-Cinema maintains relative to on-site theaters at regional shopping centers.

Facility 10 - Meijer's Thrifty Acres Number 1 Rating rank 17

Location: Southwest corner 28th Street and Kalamazoo Avenue, 1540 28th Street, se. Southwest quadrant.
Phone: 616-453-6711

Owner: Meijer's Thrifty Acres

Number of Units: Single large department and discount store

Approximate floor space: 120,000 square feet

Approximate parking spaces: 650

Comments:

Meijer's Number 11 is an older store which appears to have been expanded three or four times. The original building looks like a wood arch food market to which has been added a rectangular masonry building containing a Meijer's department store. This facility is not comparable to the newer Meijer's operations, and as such is merely a poorly designed, but well operated, food and department store.

The location is good being at the intersection of two major thoroughfares. This particular facility, however, does not rank among the higher and would not be suitable for a multiplex theater.

As an observation on Meijer's drawing power, this center although not rating high so far as location, still attracts a large number of shoppers to the area. When visited, the number of people doing business on the site was considerably higher than even at better regional and district shopping centers visited about the same time of day.

Facility 11 - Kroger Food Market and King's Discount Store Rating rank 20
Shopping Center

Location: Southwest corner 28th Street and Eastern. Southeast quadrant.

Number of Units: 3

Approximate floor space: 60,000 square feet

Approximate parking spaces: 450

Major tenants: Kroger Food Store, Top Value Stamps and King's Discount Store

Comments:

This center is a small strip shopping center, serving the neighborhood to the south and southeast. It is located in the same area as Meijer's Thrifty Acres (facility 10), and appeals to the same basic trade area. The three stores are somewhat unified architecturally, but have no courts or malls. The center fronts on the main artery, 28th Street, and enjoys good exposure to large volumes of traffic. However, there is a limited draw to the center, in that the three stores appeal only to a very narrow range market. It is not a high priority site for a Multi-Cinema facility.

Facility 12 - K-Mart Shopping Center #4125

Rating rank 8

Location: Northeast corner 28th Street and Buchanan,
155 28th Street, sw. Southwest quadrant.
Phone: 616-452-9751

Owner: Kresge Company
2727 Second Avenue
Detroit, Michigan 48232
Head of Real Estate: Mr. J. B. Hollister
Phone: 313-965-7300

Number of Units: 4 - All K-Mart operations including
food, discount store, garden shop
and automotive center.

Approximate parking spaces: 850

Major tenant: K-Mart Discount Store

Comments:

The main store is located at the extreme north, or back of the site leaving considerable space available for future development and expansion. The site is bounded on the northeast by a railroad track which tends to cut off the facility from its trade area. However, the center is located on the major east-west artery, 28th Street, and enjoys good exposure to this road. Buchanan, the north-south street, although not as busy as 28th Street, still carries considerable traffic.

There is room directly adjoining the K-Mart building for additional construction. If a new facility could be tied in architecturally and done well, it might be a very appropriate place for expansion because geographically the location is excellent. This area is close to the intersection of 28th Street with the north-south expressway US-31. It has a high density of transient lodgings surrounding it as well as mixture of industrial, office, and commercial. The traffic volume in this part of Grand Rapids is very high.

The market is a typical discount house, and as such, does not offer the architectural nor the diversified circulation advantages gained by locating in a regional or district shopping center.

Facility 13 - Rogers Plaza Regional Shopping Center Rating rank 6

Location: South side 28th Street between Clyde Park
Road and Michael Road. Southeast quadrant.
Phone: 616-538-0872

Contact: Mr. Pat Doyle or Mr. Milton Rogers
Phone: 616-538-1130

Number of Units: Approximately 35

Approximate floor space: 585,265 square feet

Approximate parking spaces: 3,062

Major tenants: Montgomery Ward, S.S. Kresge and
W. T. Grant

Comments:

Rogers Plaza was built about 1961 and was one of the original regional shopping center in Grand Rapids, Michigan. It was also one of the first, if not the first, to contain an enclosed arcade which runs the entire length of the unit. By today's standards, this center is not as well designed nor as well built as comparable regional centers. However, it has a charm about it that has been helped along by age. I suspect it is a traditional location for people who shop here, and therefore, probably has developed good loyalty and a trade area following.

There is space available in the center at an excellent location in the northeast corner. The area is presently occupied by Wickes building supply and hardware store. This space is about 12,500 square feet, and Wickes is currently subleasing it from A&P with the lease expiring in August, 1971. It appears that neither Wickes or A&P is going to renew their lease.

The site is built to about its limit, although there is room for one more store. This may be a discount type operation probably Jewel Tea's discount house Turn Style. This information was given to me by Mr. Doyle and should be kept confidential.

Lease costs in the center range from \$3.00 to \$5.00 a square foot with a five to six percent rental on a guaranteed basis. Maintenance of the center has been fairly good and it appears that Rogers Plaza is the kind of shopping center that could mutually benefit from a Multi-Cinema installation. The age of the center allows Multi-Cinema to deal from a good negotiating position with Rogers Plaza by offering to strengthen the anticipated future location of the new discount store.

The space available is on a corner and opens directly onto the courts as well as to the outside. It does not appear that there would be any major difficulty in remodeling the space to a multiplex theater.

The center has a further advantage of being located directly adjoining a second regional shopping center, Southland Plaza, facility 21. It also enjoys a strategic location so far as the road system is concerned, fronting on 28th Street and being located about three quarters of a mile from a major north-south expressway, US-131. Although there are some undesirable features such as excessive traffic loads for the street capacity, poorly maintained fringe parking areas, and general neglect of good maintenance procedures within the center, Rogers Plaza should be seriously considered as one of the better sites in Grand Rapids.

Facility 14 - A&P Shopping Center with related stores Rating rank 23
(Seymour Square)

Location: Southwest corner Eastern and Burton.
Southeast quadrant.

Number of Units: 4 - plus adjoining neighborhood
shopping facilities on the street

Approximate floor space: 20,000 square feet

Approximate parking spaces: 70

Major tenant: A&P Food Store, Hannah Floral Company
DeGraff Realtors, Alden's Catalogue
Store

Comments:

This small center is located near a major intersection and directly adjoining a neighborhood strip that fronts on Eastern. It has been developed to allow use of the front area for parking and to encourage better than average architectural treatment on the structure itself. A feature that is slightly appealing about this site is that it is located directly adjoining a moderate size apartment complex and in the midst of an older residential neighborhood. However, its visibility pattern from the street is bad. If this area were totally redeveloped, including the surrounding buildings, it might prove to be a good location for Multi-Cinema in the distant future. However, currently the center is not suitable for consideration.

Facility 15 - Breton Village Shopping Center Rating rank 1

Location: Northeast corner Breton Road and Burton
Road. Southeast quadrant.

Number of Units: Currently 13 - being expanded

Approximate floor space: 50,000 square feet
Currently expanding an
additional 44,000 square feet

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Approximate parking spaces: 275 with adequate room
for expansion

Major tenants: Kroger Food Market and many small shops

Business manager: Norris E. Brookens, Breton Village
Shopping Center, Breton Road at
Burton Road, se.
Phone: 616-949-4141

Leasing Agents: Square Real Estate Inc.,
1553 Plainfield Avenue, ne
Grand Rapids, Michigan 49505
Phone: 616-361-7311
Mr. Robert Steed

Comments:

This center, although a district shopping center, received a high rating because of its location in a very well-to-do neighborhood, its easy accessibility and its proximity to two major regional shopping centers. In addition, the center is expandable to a total of approximately 100,000 square feet with space still available on the site. Expansion potential is good since most of the area to the south of the present buildings is controlled by the developer.

The center is attractively designed and additions to it are being kept in good taste and within the original design concept. There appear to be some rather ambitious plans, as can be seen from the leasing brochure, to expand carefully and to make certain that the facility is progressively successful as it grows. This area is within the general residential market area for Eastbrook Shopping Center and Woodland Shopping Center. Therefore, any growth in population and density of its market area generated by these two centers will benefit Breton Village.

In observing people who visit this area, it is apparent that the neighborhood character of the center holds a strong appeal to the shopper. I suspect if evening attractions were offered they would greatly benefit the center and would be well patronized by the nearby residents and others from more distant parts of the city. Access to the site is good, and although Burton is not as busy a road as 28th Street, it nevertheless carries a heavy traffic pattern. Breton Drive also is well traveled, and serves as a feeder out to residential areas to the north.

Leasing rates vary. The following general ranges were given to me by Mr. Brookens. Under 2,500 square feet - \$3.50 to \$5.00 per square foot; 2,500 to 4,000 square feet - \$3.00 per square foot; 10,000 square feet or more - \$2.50 per square foot; all plus a five to ten percent percentage over a minimum.

The Breton Village Shopping Center offers good potential for development of Multi-Cinema theater particularly since the facility could be custom located as the center expands. The new addition currently being built is leased almost completely or commitments have been taken on most of the spaces.

Although the environment is not quite as luxurious as the two regional shopping centers, the feeling of the center and the age group attracted to it by its intimacy and smaller shops appears to be the kind of group that would be healthy for a good Multi-Cinema operation.

Facility 16 - Plainfield Plaza Shopping Center Rating rank 12

Location: Northeast corner intersection of
Plainfield Avenue and I-96 express-
way. Southeast quadrant.

Number of Units: 12

Approximate floor space: 30,000 square feet

Approximate parking spaces: 235

Major tenants: Revco Discount Drug Center, Plainfield
Department Store, Ben Franklin, Kroger

Comments:

The Plainfield Plaza Center is an older retail facility located at the intersection of the I-96 freeway and Plainfield Avenue, a major north-south route. It is a strip center in a L shape with the Kroger Store located at the intersection of the two legs of the L. The center originally was not built to the full capacity of the site, but a drive-in bank and a Top Value Stamp Store have been added which make further expansion difficult.

Business has not been good and one of the tenants of the center said that sales have been off badly over the last few months. Undoubtedly the continuing construction of new facilities, including the two regional centers to the south and the large additions of discount space has hurt volume badly. The tenant was concerned that the new North Kent Mall being constructed just to the north will hurt even further. He said he is thinking seriously of taking space in the new center. This points up a situation in Grand Rapids. The area is overbuilt in retail facilities and there appears somewhat of a renter's market insofar as space is concerned. This should be kept in mind when negotiating for space in any of the regional centers or other sites.

Because of the dense use of the site it would not be suitable for a Multi-Cinema.

Facility 17 - Northland Furniture Center Rating rank 21

Location: Southwest corner Lamberton Lake Road
and Plainfield Avenue. Northeast
quadrant.

Approximate floor space: 25,000 square feet

Approximate parking spaces: 150

Major tenants: Stone's Shoes, Northland Furniture,
Northland Decorating, Laundromat

Comments:

This is a small specialty center built to the capacity of the site. It is poorly planned and badly maintained. It is not suitable for a Multi-Cinema location.

Facility 18 - North Kent Mall Regional Shopping Center Rating rank 2

Location: Northwest side of intersection of
Plainfield Avenue and 5 Mile Road.
Northeast quadrant.

Contact: Mr. Sidney Forbes, Forbes Cohen Company
20420 Livernois, Detroit, Michigan 48221
Phone: 313-345-6800

Number of Units: 55

Approximate floor space: 470,000 square feet

Approximate parking spaces: 3,000

Approximate site size: 47 acres

Major tenants: Wurzburgs Department Store,
Montgomery Ward

Comments:

North Kent Mall is under construction and is the newest of several regional shopping centers in the Grand Rapids area. It is to be open in the fall of 1970. The center will be the first regional facility in the north Grand Rapids area and will undoubtedly make a deep mark on nearby smaller retail facilities as well as on the regional centers to the south.

I talked to Mr. Forbes of Forbes Cohen Company and he forwarded me a

plan of the center showing all currently leased areas. It appears there is little open space left and I suggest if there is interest in the center that early contact be made with Mr. Forbes.

Entrance into this center should be studied carefully since addition of 500,000 square feet of retail space is going to make an impact upon facilities in the immediate area, and to the south. It may be that this impact will lessen the potential for Multi-Cinema participation elsewhere. However, more likely, the location of a Multi-Cinema facility elsewhere will assist to strengthen the position of such facilities by giving it a plus value attractiveness to its trade market. This should give Multi-Cinema a good bargain position.

Leases in the North Kent Mall are running on the high side from \$5.00 to \$10.00 per square foot, with five to six percent over minimums. The trade area for North Kent has been growing moderately well and if the money market improves, it is possible that additional residential development in north Grand Rapids will be concentrated around this shopping center. As has been repeatedly demonstrated, construction of a large regional shopping center does much to encourage additional density of growth around the center itself. Therefore, it generally creates its own market.

This facility offers a top opportunity for a multiplex facility and a final decision will probably revolve around whether proper space is available.

Facility 19 - Helms Products Store

Rating rank 15

Location: 3705 Plainfield, ne, at northwest corner
of Mark Street and Plainfield Avenue.
Northeast quadrant.

Number of Units: 2

Approximate floor space: 100,000 square feet

Approximate parking spaces: 620

Major tenants: Meijer's Food Store and beauty parlor

Contact: Mr. Lawrence Helm
Helms Products
3705 Plainfield, ne
Phone: 616-361-6601

Comments:

This building was formerly a Helms Complete Department Store. However, its management was not able to maintain a competitive position and it went out of business leaving more than 70,000 square feet of

this single building vacant. A Meijer's Food Store occupies about 25,000 square feet of the structure and according to the manager, has done a very successful business for the last ten years. The parking lot is very large but run down.

Physical facilities are not of a high enough quality so that in their present condition they could properly accommodate a Multi-Cinema facility.

The area does have some attractiveness in that it could, if a proper commercial anchor was provided, become an area to which people might be attracted. However, because of good development possibilities in other districts of Grand Rapids, I suggest this site be deferred from consideration at the present time.

Facility 20 - Northtown Shopping Center Rating rank 13

Location: Southeast corner of Plainfield and
Four Mile Road. Northeast quadrant.

Number of Units: Approximately 15

Approximate parking spaces: 1,200

Major tenants: Arlans Department Store, Sears D&W
Food Center, Northland Theater.

Comments:

This center is a poorly planned facility that appears to have grown as the demand increased. It is the type of retail area that might be hurt when the new North Kent Mall (facility 18) is opened. Apparently business has been fair, but the layout of the center is such that with a higher grade competition available nearby, people will probably abandon full use of the center for many of their shopping goods needs.

There is a small 600 seat theater called Northtown (facility S) located on the site. This is a rather attractive indoor movie house built directly on the site property and to the rear of the Arlans Department Store.

I doubt seriously if the center offers promise for location of an additional theater. Therefore, it would be wise to concentrate on finding a newer and more appropriate center for a facility in this north Grand Rapids area.

Facility 21 - Southland Regional Shopping Center Rating rank 18

Location: 1266 28th Street, sw

Contact: Mr. Robert Fryling
Phone: 616-241-6571

Number of Units: Approximately 15

Approximate parking spaces: 3,000

Major tenants: Wurzburgs, Woolworth, D&W Food Center

Comments:

Southland was built about the same time as Rogers Plaza (facility 13), although the center contains no courts or malls as does Rogers Plaza. It is in the shape of a large L with Wurzburgs located at the intersection of the two legs. The center is actually quite small and at present totally leased. Mr. Robert Fryling formerly had an office at the center, but has moved to another office away from the site. He is apparently the owner and the only contact available.

Southland has not been maintained at as high a level as it should and presently has a somewhat shabby appearance. However, this could be changed with application of good repairs and refinishing.

Located directly on the site is the Studio 28 Theater (facility E) containing a moderate size movie house (800 seats) and a smaller theater directly connecting (400 seats) called Little Studio. These theaters are on the site and although separated from the shopping center are an integral part of it. To the west of the site is another recreation complex, the Beltline Drive-In (facility D). Thus, Southland is well stocked in theaters. I suggest there are other areas nearby that offer more potential for a multiplex operation than Southland.

Facility 22 - Edison Plaza Shopping Center Rating rank 14

Location: Southwest corner Covell Avenue and
Fulton Street. Southwest quadrant.

Number of Units: 5

Approximate floor space: 20,000 square feet

Approximate parking spaces: 150

Major tenants: Kroger, Mathew's Drugs, Carroll's
Shoes, Crystal Plaza Beauty Salon

Comments:

This is a small strip shopping center primarily serving the immediate neighborhood and some pass-by traffic. The center appears to be busy although it probably operates only a limited number of hours per day. The buildings appear about five to ten years old and are in moderate shape. There are some satellite operations such as a women's apparel shop and a small drive-in bank on the same site.

Any theater location would have to be built outside the main group and would stand by itself. Opportunities for inter-connecting to a court, mall or arcade are unlikely.

The surrounding area is growing and to the south, visible from the site, are many nice homes. The area to the east is also a relatively new single family area, while to the north multi-family dwellings have been developed. The land to the west is still relatively open. This area is developing away from the City of Grand Rapids. However, because of the site size, the center does not currently offer adequate room for a good Multi-Cinema facility.

Facility 23 - Standale Plaza

Rating rank 22

Location: Northwest corner Kinney Avenue and Lake Michigan Drive

Number of Units: 8

Approximate floor space: 30,000 square feet

Approximate parking spaces: 200

Major tenants: Standale 5 & 10 Store, Plaza Apparel, Fran-Gale Shop, Auto Glass Shop

Comments:

The Standale Plaza is a poorly planned, poorly designed strip center serving a small neighborhood. It is at the easterly end of a long series of strip developments terminating at Wilson Avenue with a Meijer's Food Market. The center has some space available, about 9,600 square feet at \$1.00 per square foot. However, the character of the center, the parking availability, and the nature of the entire area is not currently suitable for a Multi-Cinema facility.

Facility 24 - Meijer's Thrifty Acres #20 Rating rank 9

Location: Northwest corner Aberdeen and Alpine
2425 Alpine Road, nw. Northwest quadrant
Phone: 616-453-6711

Contact: Meijer's General Office, Mr. Fred Welling
2727 Walker, nw
Phone: 616-453-6711

Number of Units: 6 (primarily Meijer's)

Approximate floor space: 180,000 square feet

Approximate parking spaces: 900 - with additional
space available

Major tenants: Meijer's Thrifty Acres department
store, auto center, gas station,
outdoor garden center and pet center.

Comments:

This Meijer's Thrifty Acres is located in the northerly section of Grand Rapids and serves an area relatively untouched so far as major retail facilities are concerned. It is a major center easily accessible to Alpine Avenue, a heavily traveled north-south route and the I-96 interstate freeway to the north.

The market area appears to be rather sparsely populated, although to the west and north there is considerable opportunity for further development. To the south and east, expansion of the trade area is limited by industrial districts, and natural, as well as man made barriers such as railroads, streams, swales and heavily traveled roadways. It does not appear that this Meijer's is as well situated as others so far as visibility and trade area density is concerned. However, it probably has been located here to fill a need that was seen to exist and to help hasten development of the area.

It does not have the potential for a multiplex that some of the other Meijer's locations have. Therefore, I do not suggest it for consideration as a developmental area currently.

Facility 25 - K-Mart Store Number 4118 Rating rank 10

Location: Northwest corner of intersection of
I-96 and Alpine Avenue. Northwest
quadrant.
3175 Alpine, nw
Phone: 616-363-3894

Contact: Kresge Company
2727 Second Avenue
Detroit, Michigan 48232
Head of Real Estate: Mr. J. B. Hollister
Phone: 313-965-7300

Number of Units: 4

Approximate floor space: 80,000 square feet

Approximate parking spaces: 900

Major tenants: K-Mart department store, K-Mart food store, K-Mart auto center, K-Mart garden shop

Comments:

This facility resembles facility 12 in appearance and facility 24 (Meijer's) for location. The trade area density is light, but obviously expected to develop over the next few years. It is located in a key position so far as access is concerned, and undoubtedly will be a successful shopping center as more people build and move to the area.

As of now it must depend on its full attractive powers to get traffic to the site from the surrounding areas. The two stores are comparable so far as appropriateness for Multi-Cinema facilities. In each case the theater would have to be built separate from the market and department store. This facility is not currently appropriate for Multi-Cinema development.

Facility 26 - Atlantic Thrift Center Rating rank 24

Location: Northwest corner West River Drive and
Turner Street

Number of Units: 2

Major tenants: Atlantic Discount House, Family
Foods Food Store

Comments:

This is an out-of-the-way facility, probably at one time housing a recreational facility such as a dance hall. The area is desolate, and the facility is poorly planned and minimally maintained. The parking lot is in bad condition and generally the entire feeling of the center is that of neglect. Facility 26 is not presently an appropriate site for a Multi-Cinema theater.

CHAPTER IV

Methodology

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

- 1) A food store route list provided by the Grand Rapids Press was used to plan an inspection pattern to cover all retail sites.
- 2) These routes were traversed by automobile and appropriate commercial centers and theaters identified and coded. Coding of facilities was at random to help avoid any influence on rating rank by the number of the facility.
- 3) A personal inspection was made of each facility, photos were taken of the more promising and characteristics of each location and the adjoining area were tabulated on a survey form (Exhibit Three).
- 4) A series of weighted values was applied to each location and totaled. In addition, a second evaluation based on a facility-by-facility comparison and a qualitative inspection was made as the facilities were inspected. This qualitative ranking was compared with the quantitative ranking to pick up any major deviations in desirability rating. The ratings given in Chapter I are based on quantitative evaluations from the weighted method.
- 5) The top ranked sites were reexamined and additional detailed information obtained where possible from the local contact.

Inspections and contacts were straightforward involving actual field surveys and visual inspection. Information about each center was not as readily available as in many communities and therefore, some data about commercial facility statistics as well as for seating capacities in theaters, was estimated. In many instances discussions were held with tenants and managers in the higher rated centers to obtain comments about the area or about the specific shopping center.

The downtown district of Grand Rapids was inspected visually and a summary evaluation prepared.

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 Grand Rapids and general feeling about each of the facilities inspected.

The sites were graded in accordance with the above factors and the total grade used to determine the ranking of the site was given in Chapter I. The highest ranking was 77.4 out 100 achieved by Breton Village Shopping Center, (facility 15 se). Other high rankings were, second, North Kent Mall (facility 18 ne), rating 75.6; third, Eastbrook Shopping Center (facility 8 se), rating 74.3; Woodland Shopping Center (facility 9 se), ranking fourth, rating 70.3, and Jennison Plaza Shopping Center (facility 3 sw), ranking fifth, rating 61.6. The break between the fourth and fifth rankings is significant in that it indicates the top four facilities rated had far and away the best potential. Another break point appeared between the twentieth and twenty-first rated sites, facility 11 (20th rank) being rated at 49.7 with facility 17 (21st rank) being rated at 44.4. The lowest rating was on facility 1 which had a rank of 26 and a rating of 37.5.

In evaluating trade area characteristics of a given location in respect to Multi-Cinema requirements, 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 successfully serving its market, then that area may be appropriate for consideration if the characteristics of the market are similar or compatible with those demanded by Multi-Cinema.

A brief overlook at the construction picture in Grand Rapids is appropriate here. As in other sectors of the State, construction is down and the availability of construction workers good. An interesting series of events in Grand Rapids has caused that area to go almost completely non-union in its construction activities. In fact, several months ago there was only one union project of a major nature in work while all other projects were non-union. Major

groups who influence construction in Grand Rapids are primarily the industrial concerns, although during the past few years, the public sector represented by downtown construction, and the private sector primarily represented by shopping center and commercial facility construction has required heavy participation of construction trades. There is some major school construction activity anticipated within the next few months, but construction in the private sector is only at a moderate level.