

# Creative Living

Marie McGee editor / 591-2300



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(F11)

## Builder tags middle part of market

By Corinne Abell  
Staff writer

If target marketing is the name of the game in residential building, then Howard Keating III is hitting the bull's-eye with his newest endeavor.

His company, Keating Community Homes, Inc., plans to build 1,200 houses this year for people earning between \$25,000 and 45,000, who are now living in apartments, mobile homes or older, used houses.

Operating on what he calls the "scattered lot" principle, Keating has a crew buying lots in existing neighborhoods in northern and western suburbs such as Farmington Hills, Rochester, Troy, Brighton, Howell, Orion, Oxford, Waterford, Commerce, South Lyon and West Bloomfield.

Models are expected to be constructed in many of these communities soon. The lots range in size from 60 by 120 feet to 150 by 200 feet. He said some of the lots near Upper Stralis and Middle Straits lakes come with lake privileges.

Keating is offering two models of what he has named the CETCH home. Pronounced "ketch," it stands for cost-effective, technical-

ly constructed, handcrafted home. Translated, that means the house base price about \$70,000 including lot — is fabricated in Indiana, shipped here and assembled on the lot in one day. Then, presto, the house is ready for occupancy.

A house like this used to be called a pre-fab. But the connotation doesn't really fit. Keating said his two floor plans, 1,200 and 1,400 square feet, are based on several years of research into what buyers want — three bedrooms, large, well-appointed kitchen, two full baths, jacuzzi, plush carpeting, skylights (optional), cathedral ceilings, walk-in closet in the master suite, linen closet, two wash basins in the master bath, sliding glass door walls, fireplace (extra), cedar siding, wood insulated windows, oak cabinets and six-panel doors. Dishwasher, disposal and range are standard features as is the plush carpeting throughout the house. Basement, garage, decks, porches and stereo system are extras.

What this adds up to is an attractive, affordable, starter home that was test marketed in West Bloomfield last year.

"We feel there's a 28,000 buyer backlog in the metropolitan area,"



Open kitchen, which comes with all appliances except refrigerator, has a lot of appeal, builder Howard T. Keating III reports.

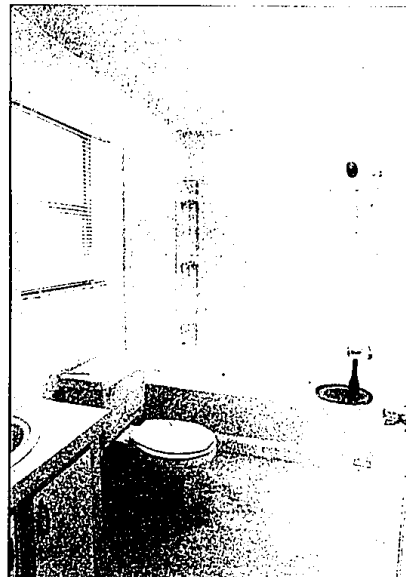
he said. "We've done extensive studies . . . According to our estimates, there are 100,000 apartments in metropolitan Detroit and two-bedroom townhouses in West Bloomfield are renting for \$1,200. Our maximum production is 40 houses a week."

He said he will be closing on 30 houses in the next couple of weeks. His cost schedule shows that based on a \$7,000 down payment on a \$70,000 house, the monthly pay-

ment on a 30-year fixed rate 11 percent mortgage would be \$544. He will also take 5-percent down and other types of mortgages.

Keating has been independent from his family's real estate business for several years. And while there's no way to copyright his designs, he said others would have a difficult time trying to duplicate his process and resources.

For information on where models may be seen, call 334-8860.



Family room of the second model was furnished by Bobbie Lambert of Holiday Interiors of Bloomfield Hills. It is black and white with bold splashes of color. Beyond the archway is the linen closet and two bedrooms. The master bathroom, at far left, has a large Jacuzzi tub and a second sink beside the one at the corner.

Staff photos by  
Dan Dean



## Artist finds niche in house renderings

By Helen Esper Olmsted  
special writer

On sunny days, Janet Sandison of Rochester may be seen snapping pictures — not just any pictures, but photos of historical homes and buildings.

But on the really chilly days of winter, you'll find her in front of her living room fireplace sketching from the photos or if her sketching is finished, rendering them in watercolor.

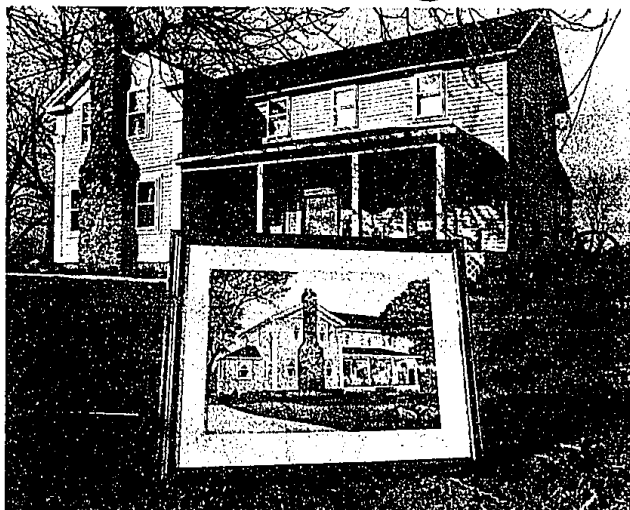
Sandison, who strives for detail, said, "Whether I am just taking pictures or doing the actual rendering, I find the light about eight o'clock in the morning and two o'clock in the afternoon the most exciting. I was greatly influenced by the lighting in the works of the French Impressionists."

Sandison said her only architectural training was the walking tours

Staff photos by  
Camille McCoy

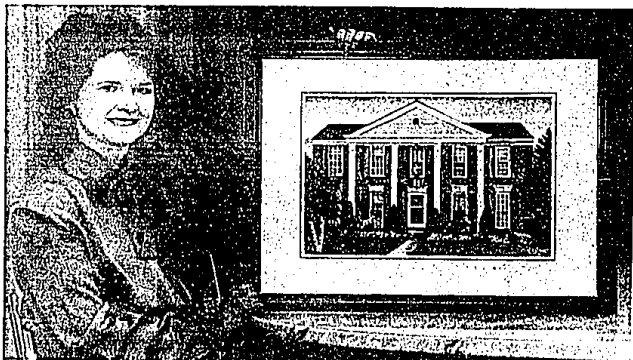
of historical buildings she went on while attending Cass Tech and later in art school. But, she said, "I can always rely on my husband to lend

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Comparing the real Sunny Mead Farm in Oakland Township and Janet Sandison's painting of it illustrates how much she respects her

subject while still making a work of art rather than a simple copy.



Janet Sandison holds her painting of the Ragge house in Rochester.