

# Name game

## Hotels hope to keep identity straight

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was "the best way to communicate the positive changes... new name, new interior."

The renovation project included remodeling of the lobby and front desk area, updating decor in the guest rooms, corridors, meeting facilities and the health club.

Two restaurants — Ginger's Eatery and Seasons Cafe — and the Nickels Lounge are new at the hotel too.

"It's incredible now," Wilson said. "It's gorgeous."

THE NEARBY 17-STORY DAYS Hotel at 17017 W. Nine Mile opened in the mid 1970s as the Shilawasee. Service Hotels later bought it and renamed it the Southfield Sheraton. The hotel changed names twice more. The Hilton Corp. bought it from Service, and recently, Prudential Insurance Co. acquired it from Hilton through foreclosure and ran it

as the Southfield Hotel and Conference Center.

The facility has 385 units and 8,000 square feet of ballroom space — the largest in the city.

Martin R. Fine, a New York restaurateur and real estate investor, recently purchased it from Prudential and will operate it as a Days franchise full-service hotel and conference center.

The deal sparked interest and some opposition at the Southfield City Council.

Some council members expressed concern about the Days Inn Motel image, with its giant sunburst logo not being sophisticated enough for that location.

But Fine said Days has two operations, hotels and motels.

"The Days Hotel is a top category establishment... with full restaurant, lounge, rooms for conventions, around the clock service," Fine said.

**'The Days Hotel is a top category establishment... with full restaurant, lounge, rooms for conventions, around the clock service.'**

— Martin R. Fine  
New York investor

"Southfield can make or break its own image."

FINE SAID HE is in the process of redecorating the hotel. He refused to name a dollar amount for renovation, but said he would spend "enough."

Renovation plans include improvement of lighting, security, refurbishing of suites and public areas.

The Days Hotel can succeed where others failed, according to Fine, because he will bring to the enterprise "creative individual ownership man-

agement. I'm not a far-flung organization with 50,000 vice presidents," he said.

He plans to spend "half time or more" in Michigan.

Entertainment — including Broadway shows, symphony orchestras and movies — will be a permanent feature at the hotel, Fine said, adding, "We have splendid entertainment facilities."

"It'll be a great addition to the community... a place where everyone's going to want to go, as it once was," he said.

## Developers challenge city wetlands ruling

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more attractive. That would be permissible, Zbleiak said.

The development proposed for the property would be integrated with the 25-story American Center Office Tower which occupies 25 of the 100 acres.

Southfield won't consider the development plan until the owners resolve the wetlands problems.

State law stipulates that protected

wetlands may not be disturbed unless the owner/developer has a wetland use permit issued by the DNR. That requires a DNR hearing. The American Center partnerships have not applied for a permit.

The plan proposes construction of high-rise office buildings, a high-rise hotel, convention center, multi-level parking structures, restaurants and gas stations and six residential buildings with 400 dwelling units. Floor space is estimated to be 3 million square feet.

## Parks group stages festival

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Park, Novi, Farmington, West Bloomfield, Independence Township and Pontiac, Campe said.

SHE SAID THE committee sponsors four events a year "to provide added recreation opportunities for the special population."

The \$4 or \$5 admission fee is structured to cover much of the cost of the festival, but the committee received some donations as well.

The Southfield police and Church of the Holy Family contributed cash and other Southfield businesses donated food, pinsettias and wrapping for the gifts.

"We also had an impressive showing of volunteers right from the Southfield area," Campe said. Members of the Girl Scouts Troop 1776, the Pi Tau Omega chapter of the Alpha Kappa Alpha sorority, interact and the Southfield Kiwanis Club helped out at the event.

## Top Groves High graduates wanted

Birmingham Groves High School class of 1990 is seeking nominations for its fourth annual honor alumni award program.

Nominations should be sent to Groves High School, 20500 W. 13 Mile, Birmingham 48010 no later than Jan. 10.

The alumnus or alumna selected will be invited to address the senior class at its seminar in March and visit the school for a day to speak with students and staff.

To be eligible, a nominee must have graduated before June 1982 and have made a significant contribution to his or her chosen field.

Entries should include the nominee's full name, address and telephone number of the nominator and relationship to the nominee.

Information that also should be submitted includes the person's current position, honors received since graduating from Groves and instances of significant contributions

and accomplishments in their career.

Previous award recipients were Marcia Proctor, an attorney in Minneapolis; Katherine Braden McCoy, co-chair of the industrial design department at Cranbrook Institute of Arts; and Dr. Lennie Sutton, infertility specialist at Beaumont Hospital.

For more information, call Groves assistant principal Richard Smith at 433-8708.

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### clarification

Southfield High School sophomore Bo Holcomb, when he spoke at the recent community dialogue about maintaining diversity in the district, said the annual Camp Tamarack retreat provided students of different races and ethnic backgrounds a chance to communicate and learn more about each other. He did not have to overcome a poor attitude toward other races/ethnic groups, as was reported Dec. 18 in the Southfield Eccentric.

Holcomb's quote about how an integrated soccer squad had to work out differences to become a "team" referred to Southfield High, not Camp Tamarack.

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