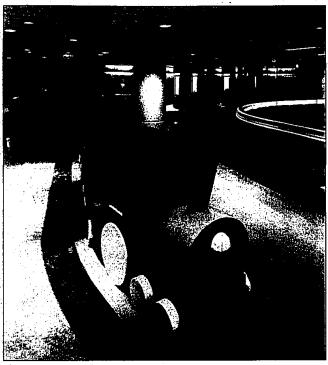
Building Scene

CLASSIFIED ADVERTISING





Jon Greenberg and Associates wanted to design an atmos-phere at Children's Hospital where kids could ect like kids.

Gavel to sound on models, lots

Next up, lot number 15. We'll start the bidding at \$35,000.

Do-1-hear-\$35,0007-\$35,0007-\$35,0007-C'mon-folks-this-prime-piece-of-West-Bloomfield-real-es-tate-originally-priced-to-sell-at-\$150,000-combines-the-breathtaking-beauty-of-landscape-and-prestige-you-can-only-get-in-a-Oakbrook-of-West-Bloomfield home. = \$35,000? — Thank you sir.

Parcel-number-15-in-Oakbrooke-of-West-Bloomfield-sits-on-one-of-46-homes-sites-on-40-acres-of-ponds-streams-and-natural-areas-overlook-ing-5imspon-Lake_Do-1-hear-\$37,000?-\$37,000? Thank \$37,0007-\$37,0007-\$37,000? Thank you, madam in the yellow hat.

you, maam in the yellow nat.

1s-that-all-1-am-bid-for-thispriemere-piece-of-West-Bloomfieldreal-estate-in-the-Birmingham-Public-Schools-in-a-brand-new-community-of-warm-contemporaryarchitecture? \$40,0007.*\$40,0007.

Well, here's a novel idea. House sales are down and economic condi-tions aren't likely to improve in the next couple of months, so builders are faced with coming up with a way of generating interest.

of generating interest.

Mel Kaftan, president of Kaftan
Enterprises inc. in Southfield, decided to hold an auction. "It was strictly
a business decision," Kaftan said.
The project, Oakbrbooke of West
Bloomfield, is nearly three years old
and about half sold out, but in the
current market, new home sales
have ground to a near standstill.

KAFTAN SAID his options were to either continue seiling homes in the traditional way — with an expensive marketing program that includes advertising and a sales staff, or he could opt for a quick seil option of an Typically. A developer/builder will prepare the property, build a model house or two, and then sell lots and build the houses with desired changes for the buyer. 'The carrying costs can be very high.'' For a 40-arce development like Oakbrooke, it might take an expensive marketing program and several years before a project is sold out. An acuclion speeds up the project tremendously. KAFTAN SAID his options were to

"With the auction, I'll sell every-thing in an hour and a half," he said, adding sometimes businesses hold auctions because creditors are bang-ing at the doors, but in this instance, ing at the doors, but in this instance, he made the decision to save money, will won't make any money, but I will inish off this project." Which isn't to say he regards Oakbrooks as a failure, he said. Nearly haif of the house in the upscale development have been sold and more probably would have been sold if the economy hadn't nosedived. Selling off the project even in an auction — should actually be considered as a success, he said.

This isn't the first time Ka(tan has tried an auction. In 1981, Kaftan sold out his Southfield condominium project, Providence Towers, by an auction.

"It seems I need an auction every 10 years or so.

KELLY FRANK, vice president and Michigan broker with the Chica-go-based Sheldon Good & Company, said although his company has handled several upscale property auctions around the country this is the first in Michigan.

"This is probably the most desirable project we've done up in Detroit," he said. Earlier this year, the firm held an auction for Orchard Place condominiums in Farmington

Hills.
Even though housing sales were down even then, Sheldon Good & Company auctioned 61 units in a single afternoon, he sald, adding he expects similar success at Oakbrooke. "It's hard for us to determine who will be there (and) how successful he auction may be," he said. But similar upscale auctions in Rochester Hills, Chicago and the Southeast have done well.

have done well.

An auction in Chicago earlier this year sold 40 townhomes for a total of 84.5 million and a second auction of a single house netted \$2.1 million, he said. Despite the economy and slow housing sales nationwide, other auctions have succeeded equally as well.

"Our (Sheldon Good) niche is han-dling quality real estate — we don't handle the board-ups and HUD (housing and urban development) homes," Frank said.

New construction property auctions are more like art auctions then bankruptcy or tax sale auctions,

Please turn to Page 4

Changing patient needs, technology force boom in hospital construction

Jerry Collins, project manager at Rochester's Crittendon Hospital, re-called a time not so long ago when hospital rooms were painted green or white.

or white.

Crittendon in January opened a
40,000-square-foot ambulatory care
center. The new building's color
scheme is teal and purple.

"Hospitals are trying to create a
more up-to-date image," Collins
said

Health care facilities are no long-er waiting for patients to check themselves in Health care con-sumers are shopping around. Mar-

keting is important. Hospitals are competing to draw customers, just like other businesses.

They need modern facilities, and they need to build where their customer base is. In recent years, hospitals, the strong ones at least, have continued to build as the health care industry changed.

"Most hospitals, those that are still healthy, are still building," said David Ferguson, director of design and construction at Botsford Hospi-tal.

"I'm building as fast as they ask me to," said Charles Bisel, Provi-dence Hospital's director of facilities planning and construction.

care center, and is renovating other facilities.

Bolsford Hospital in Farmington Hills is building a 45,000-square-foot outpatient surgery clinic at a cost of \$10 million, to be completed next year. Botsford is soon to break

Retail designers switch gears

The new outpatient center at Children's Hospital of Michigan marked a first for the Southfield-based design firm of Jon Greenberg and As-

sign item of you unceree, a more sociates.

The company was hired to design common areas in the building, but Greenberg had never worked on a hospital project. Its specially is retail design.

Greenberg partner Mike Crosson said a six-member team applied "freewheeling, thinking process" to the Job, which both parties are calling a success.

Children's new William Carls Ambulatory Care Center opened last January, and the hospital is in the midst of renovating other buildings, which are about 20 years old.

Crosson said the Children's work provided a lot of satisfaction and more than a few challenges.

"When you get involved in a project like Children's Hospital, your trade, craft, profession has the abili-ty to be put to use to help people when they are in a difficult time," he said

CREENBURG IS best known for work in malls. The company designed in malls. The company designed in the work of the company designed with the company designed with the company designed winderland in the company designed with the company designed in the c

ing a space to satisfy the needs of

