

Homearama

from page 1G

Incentives needed

He sees good things ahead for residential construction within the Detroit city limits if several things fall into place — low-cost land, available mortgage money and property tax breaks for buyers in depressed urban communities.

"A builder's job is to seek out new markets," Tagline said. "We perceived an unserved market within the city limits and we went after it."

"We did find groups of people looking for new housing — generally professional types — engineers, teachers. People who would make great neighbors anywhere, any place, anytime," he said.

The value of lots made available to Homearama builders for \$1 translated into a savings of about \$30,000 for city buyers, Tagline said.

His floor plans? "They came right out of product line from eight subdivisions around town," he said.

Both models — a 1,650-square-foot colonial priced at \$102,999 and a 1,340-square-foot ranch priced at \$111,000 — are still available. Buyers have options on nine other lots available to Tagline.

John Henelcke, president of Henelcke & Krue, said he may make money in his Homearama models. Then again, maybe not.

"Usually, when we get involved in a subdivision, we look at 100, 200 homes... to justify a concentrated effort. In our business, we see this (Homearama) as a great opportunity to put something back into the city," he said.

Savings realized

Henelcke usually prices his houses

as in suburbia at \$250,000 to \$300,000. His two models in Detroit are priced at \$145,000 for four bedrooms and \$135,000 for three.

"Those Homearama models typically are half to two-thirds as large as his suburban houses, Henelcke said.

"We're passing along the free lot to purchasers," he said. "We designed homes for Homearama smaller. We haven't cut down quality, just the size."

Crosswind Communities jumped on the Homearama bandwagon fairly late, said David Eisenberg, a vice president. "When we saw what the demand was, we felt, 'Why not be part of it?' It makes sense."

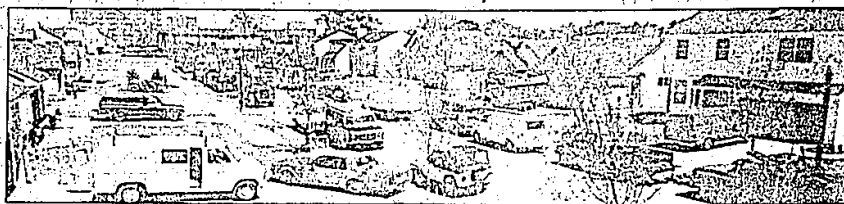
Crosswinds, which offers models in Westland for less than \$100,000, has priced a four-bedroom, 2½ bath colonial at Homearama for \$98,990. Crosswinds has sold one model and several other lots in the subdivision.

Eisenberg anticipates that Crosswinds also will build in Victoria Park's second phase. Partnerships between financial institutions, the city of Detroit and builders is what will bring even more new housing stock to Detroit, he said.

"When something like that happens, everyone is willing to cooperate. It does work," Eisenberg said.

Biltmore Properties, primarily a residential developer, consulted with city engineers and lawyers to rework the Victoria Park Subdivision.

"We did it because the builder's association decided to do it and I'm on the board of directors," said Alvin Rahn, Biltmore vice president.



Building hubbub: Victoria Park, site of the next Homearama, receives its finishing touches before opening to visitors on June 1.

Grand Opening - Final Phase



Laurel gardens
Luxury Condominiums
— ANN ARBOR —

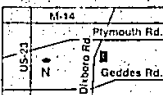
Consider The Advantages

The Location: Adjacent to the U of M Botanical Gardens, minutes from the center of town and freeway access — yet nestled in a peaceful country setting.

The Choices: Innovative ranch and two-story homes. Large rooms, wooden decks and enthralling views. Elegant appointments include designer kitchens and bathrooms with whirlpool tubs, fireplaces, soaring ceilings, and more!

The Community: From the moment you enter this distinguished gatehouse community, Laurel Gardens will become more than just a private home. It will be your private resort, offering tennis courts, swimming pool and lush landscaped grounds.

The Values: From just \$169,900, Laurel Gardens is Ann Arbor's finest condominium buy.



Visit 12 to 3 daily 11 am - 5 pm
14000 Plymouth Rd., Suite 100
Ann Arbor, MI 48106
Sales Center: 734-961-1000
Brokers welcome
Immediate Occupancy

PROTECT YOUR DREAM HOME FROM EXTINGUISHING
Fire Insurance
Annual fire losses, ancient hardwoods and picturesque lawns. John Richards has created three new fire insurance policies. This insurance will be among the last to offer the significant advantages of a Bloomfield Hills address.
The success of making your current home and estate with us to create the perfect design for your dream home can be financially rewarding... if you act now.
YOUR INVESTMENT GUARANTEED
Please call 540-4222 for complete details
John Richards
FIRE INSURANCE BROKER

NORTHVILLE TRAILS
LAST CHANCE! LAST CHANCE! BEAT THE PRICE INCREASE!
Northville Trails presents the premier housing community of Northville! Northville Schools! 2650-3100 sq. ft.
Starting at \$209,900
Hurry, reserve your lot today and BEAT THE PRICE INCREASE EFFECTIVE JUNE 1, 1992.
Open Daily 1-6 pm • Closed Thursday
380-5070
1/2 Mile W. of Haggerty, Enter N. on 6 Mile
Built by Multi Bldg. Co. Inc. & Lopiccolo Homes, Inc.

Get Ready for the Country
3150 Square Feet \$250,000 on 2 1/2 Acres

Buy your 2 1/2 acre country estate now at today's low prices and build later.
Timberview Acres is located within a highly-rated school system, close to Ann Arbor's outstanding cultural and recreational facilities. You're only minutes from work centers in Livonia, Plymouth, Canton, Garden City & Dearborn.
OPEN HOUSE: Sat. & Sun. 1-5 (313) 599-7430 • (313) 996-0444
Brokers Welcome
"BUY NOW BUILD LATER—TWO YEAR TERMS"
J.A. Bloch & Co., Inc.
Countrywide Living

LIVONIA GRAND OPENING
YOU COULD CALL IT LIVONIA'S BEST BUY BUT WOULDN'T YOU RATHER CALL IT HOME?
DINE COVE ESTATES
Subdivision

47 EXCLUSIVE SINGLE FAMILY HOMES 24 ALREADY SOLD!
With prices starting from \$109,900, there is a 3 and 4 bedroom single family home, are an incredible value. But, being able to live in Livonia may be an even greater reward. You'll have excellent schools, and the best municipal parks & recreation system in the state. Of course, you'll be minutes away from exceptional shopping and major freeways. So if you're looking for a beautifully planned single family community, be among the first to view our new floor plans and homesites. You may never find a better offer — or a better place to live.
RANCHES, COLONIALS AND SPLIT LEVELS
PRICES FROM \$109,900
SALES OFFICE: 522-9210
OFFICE: 788-0020
HOURS: Weekends 12-5
Weekdays 1-6, Closed Thursdays
MODELS NOW OPEN

THE ROAD TO LUXURY JUST GOT A WHOLE LOT SHORTER.

LOCHMOOR
AT NORTHVILLE, MI
AWARDED BEST CONDOMINIUM
Show at 93 Builders' Show 1992
2 Furnished Models Open!
MODEL HOURS EXTENDED UNTIL 8 PM
Developed by **THE RPT ADAMS**

Fox Run CONDOMINIUMS

Custom Crafted Condominiums Located in the Beautiful Woods of Waterford

from \$108,900
Open 12 - 6 Daily closed Thursday
(313) 683-9100
Brokers Welcome

There's Still Time To Visit The... LAST FEW DAYS
Cavalcade Of Homes
Now thru Sunday, May 31st
25 New Home Tour in Livingston County
LOOKING FOR A PLACE TO START? Watch for Cavalcade Signs:
• **HARTLAND AREA** - Take M59 and off US-23 West 1½ miles to San Marino Meadows.
• **BRIGHTON AREA** - Take Lee Rd. exit off US-23 to Rickett Road. South to Hodge's Green Subdivision.
• **SOUTH LYON AREA** - Take US-23 to 9 Mile exit East to Rushton Rd. North to 10 Mile. East on 10 Mile.
• **PINCKNEY AREA** - Take M-36 to Polkville Rd.
Complete maps for the entire tour are available at all houses.

HOME TOUR HOURS
Weekdays 3 to 8
Sat. & Sun. 12 to 6
Admission \$6
Child under 16 FREE
Co-Sponsored by CONSUMER POWER CO. and STANDARD FEDERAL BANK

On The Water... BLUE HERON POINTE
1st & 2nd Beachfront Cluster Homes in Northville Township

Crystal clear water for swimming, boating & fishing... a lifestyle you'd love to come home to!
Featuring spacious ranch and 2 story family homes, with walnut floor levels and private decks, patios, overlooking calm water and sandy beaches.
from \$199,500
344-8808
Sales Center
Models Open Noon-6:30 p.m.