

MALLS & MAINSTREETS

MONDAY, JANUARY 10, 1994

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SHOPPING CENTERED



LINDA BACHRACK

Chasing the chill with a cool treat

Ice cream treats in January? "There's nothing better than wrapping yourself in a blanket and eating a pint of ice cream with hot fudge," says Paul Scott, who celebrates his 30th anniversary as proprietor of Strohs Ice Cream Parlor this year (3659 W. Maple in Birmingham).



Sure, the lines are shorter and the crowds thinner at the ice cream parlors in the winter months, but there are those who just can't stay away, like Annette Eagle-Dul of Bloomfield Hills and Chelsea Powell, age 2, of Bloomfield Village. "Our regular customers come in year round, sometimes every day," says Scott. And they order the same flavors. Tastes don't seem to change with the seasons.

Joe Thomas and his sister, Lauren, of Bloomfield Hills frequent Strohs for their favorite scoops, Blue Moon and Vanilla in cups with a sugar cone on the side. Josh's electric-blue ice cream tastes "sort of like gum," he explains. And he's loyal to Blue Moon. "I never switch."

Strohs offers six Colombian yogurt flavors in addition to its ice cream selection. They also sell tons of frozen cakes, candy, specialty cakes, cappuccino and soup and sandwiches.

Jonathan and Andrew Gupta of Birmingham juggled cones for several of their sisters and a yogurt for Mom. They expertly maneuvered between parking lot and storefront, delivering their ice cream order without a single drip. Jonathan prefers the subtle Bubblegum flavor and Andrew sticks with, what else, Blue Moon.

In Royal Oak, the folks at Ray's Ice Cream Company, 4233 Coolidge, depend upon their regulars during the winter when business is a little slow. They sell more sundaes and fewer cones, according to manager Carly Fox.



But hey also find success with their one-of-a-kind novelty items, like ice cream cordial fruit. The hand-crafted ice cream apples, peaches and strawberries are filled with dessert liqueurs specially selected to complement the flavor of ice cream used for each mold. These unique creations are absolutely lifelike in color and shape — a wonderful centerpiece for a dessert buffet.

Ray's also molds its homemade ice cream and sherbets into miniature fruits, flowers, animal shapes and holiday designs. Look for cupid hearts and cooing doves for Valentine's Day.

Yogurt yummies
If you haven't tried Hudson's Yogurt Express, take a break on your next shopping trip and stand in line for a fresh fruit sundae. The nonfat yogurt contains only 90 calories per four-ounce serving and the taste is beyond compare — rich and creamy.

Choose three fruits from among the strawberries, kiwi, melon, bananas, grapes, apples and raspberries. Top with a granola, chocolate chip, raisin mixture and you have a delicious light lunch.

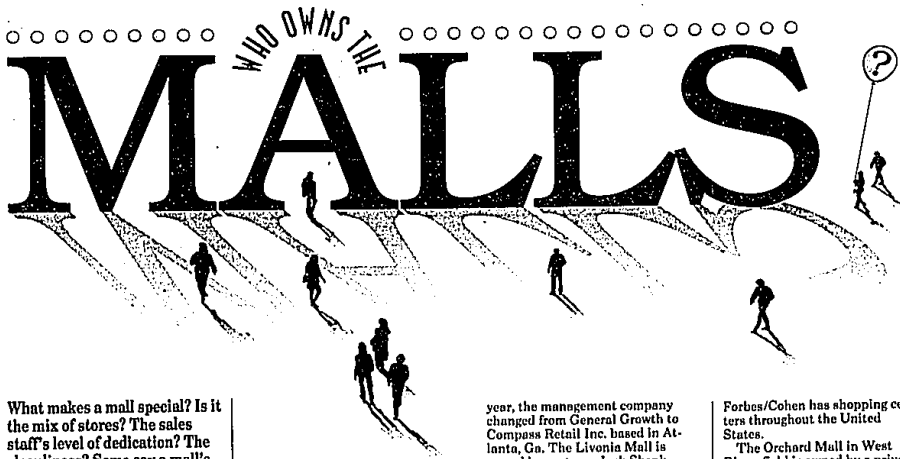
"I usually get a cup of vanilla with strawberries," said Althea Pearson of Detroit. But on this visit to Hudson's at Fairlane, she dared to try a new flavor: white chocolate macadamia. "It's really good," she said. "Plus it's a good price and a large serving." (\$1.65).

You know you probably need to store a few reserve calories in the winter. So why not splurge on an extra-thick chocolate shake from Red Knapp's Dairy Bar, 304 Main, Rochester. The award-winning shakes, made from hand-dipped Weasley's vanilla and caramel ice creams, have delighted generations of Rochester residents. "I've been coming here for years," said Peggy Viazaccaro as she shared the taste-treat with her daughter, Holly. Nothing better on a cold winter's day than sipping a soda or a shake with someone you love.

Linda Bachrack is a Birmingham resident. You can leave her column ideas at 953-2047, mailbox 1889, or fax them to her at 644-1314.

LOOKING AHEAD

What to watch for in Malls & Mainstreets next week:
■ Sampling sales. When is a sale really a sale?
■ Family night is a fun fest at Lakeside.
■ Linda Bachrack shops for bread makers.



What makes a mall special? Is it the mix of stores? The sales staff's level of dedication? The cleanliness? Some say a mall's look is the reflection of its owner's style. If so, it may be worth knowing who owns your favorite shopping center.

BY SUSAN DEMAGGIO
STAFF WRITER



Who owns the malls? In some cases, professional mall owners run chains of retail operations. In other cases, malls are owned by a private investor whose mall is just one of many diversified holdings.

Lakeside in Sterling Heights, Twelve Oaks in Novi, Fairlane Town Center in Dearborn and Briarwood in Ann Arbor are all Taubman Shopping Centers, owned and managed by the Alfred Taubman Properties headquartered in Bloomfield Hills. Taubman has 20 other shopping centers throughout the United States.

Sunamit Place in Waterford and Tel Twelve Mall in Southfield are owned and managed by

Ramco-Gershenson, Inc. of Southfield. Ramco-Gershenson also owns West Oaks I and II in Novi, the Southfield Plaza and New Town in Livonia. All totaled, Ramco-Gershenson operates 30 shopping centers in the United States.

At one point, Northland, Southland, Eastland and Westland malls were all owned by the Equitable Life Assurance Society of the United States headquartered in Chicago. These centers are operated by retail management firms that periodically changed through the years.

Southland of Taylor was sold in 1989 to the Rouse Co. of Columbia, Md., which owns and operates Southland through a joint venture with Sigma. The Rouse Co. has 75 retail centers throughout the country.

Northland of Southfield is still owned by Equitable, but in limited partnership with Shearson-Lehman. It is managed by General Growth Management Co., based in Minneapolis, Minn.

Westland and Eastland remain Equitable holdings, though last

year, the management company changed from General Growth to Compass Retail Inc. based in Atlanta, Ga. The Livonia Mall is owned by partners Jack Shenkman and George R. Klein, trust, based in Farmington Hills. Shenkman owns a second shopping center in Wisconsin.

Schostak shopping

Laurel Park Place and Wonderland Mall in Livonia, Macomb Mall in Roseville and Universal Mall in Warren are Schostak Brothers and Co. partnerships, also managed by the company, which is based in Southfield. The Schostak company also owns and manages several strip centers in the area: Northpointe in Utica, Seven Mile/Farmington Center in Livonia, Shelby Corners in Utica, Pointe Plaza in Grosse Pointe, Sterling Center in Sterling Heights, Universal Plaza in Warren and Windmill Plaza in Sterling Heights.

The Oakland Mall in Troy is owned by Oakland Mall Ltd., a partnership with managers Jay Kogan and Douglas Mossman, based in Bloomfield Hills. The partnership also owns Oakland Plaza and Oakland Square across from the mall.

The Somerset Collection is a Forbes/Cohen-Frankel property.

Forbes/Cohen has shopping centers throughout the United States.

The Orchard Mall in West Bloomfield is owned by a private partnership, with Arthur Sillis, the managing partner, based in West Bloomfield. The company owns several other neighborhood and community shopping centers in Indiana, Ohio and northern Michigan.

Applegate Square in Southfield, and The Boardwalk and Sugar Tree in West Bloomfield, are marketed by Blooma Siegal and owned by several groups of private investors, according to Siegal.

Meadowbrook Village Mall in Rochester Hills is a Robert B. Aikens & Associates Inc. property, which is based in Troy. The company owns several office buildings in the area and three regional shopping centers in the southeast.

Another Rochester shopping center, Great Oaks Mall, is managed by Jacobson's and owned by Troy developer Sam Frankel. The Winchester Mall in Rochester Hills was recently purchased by the Sherr Development of Farmington Hills, which also owns a small shopping center at 14 Mile and Orchard Lake Road in Farmington Hills.

Andrea Jovine knits a look that's affordable



Andrea Jovine: "works long and hard."

Editor's Note: "Behind The Label" is a new Malls & Mainstreets feature debuting today. When designers come to town to meet their customers and promote their products, Malls & Mainstreets will bring you insightful interviews with these designers, revealing the person "Behind The Label."

BY SUSAN DEMAGGIO
STAFF WRITER

What do you think about a designer who relaxes by watching Bob Hope "Road" movies, is building a dream house on the slopes of Snow Mass, Colo., and works for Animal Rights



causes in her spare time? Think you might like to check out her designs?

See **ANDREA, 6A**

Source Clubs closing early

BY SUSAN DEMAGGIO
STAFF WRITER

Stella Sacha of Canton is a membership card-carrying Pace customer, but that didn't stop her from shopping at the Source Club's liquidation sale last week.

"Hey, I got some good buys," she said, pushing a cart full of items to her car from the Source Club in Livonia. "This is my second trip. I bought a bunch of stuff on my first visit, too."

Evelyn Fullerton of Plymouth, a Source Club member since its opening in August, shopped the

See **SOURCE, 6A**

ADDED ATTRACTIONS

SIDEWALK SALES

Annual mallwide clearance sales through Jan. 16. Regular mall hours.
Tel: Twelve Mall, Telegraph/12 Mile, Southfield, 353-4111.

THURSDAY, JAN. 13

SIDEWALK SALES

Clearing out winter merchandise throughout the mall. Sales and Jan. 16. Regular mall hours.
Wonderland Mall, Plymouth/Middlebelt, Livonia, 522-4100.

FRIDAY, JAN. 14

THE BIG CLEARANCE

Annual winter sidewalk sales throughout the mall until Monday, Jan. 17. Regular mall hours.
Westland Shopping Center, Wayne/Warren, 425-5001.

SATURDAY, JAN. 15

FITNESS STARS

American Gladiators "Tower" Steve Henneberry and "Laser" Jim Star, meet and greet fans for autographs, 1 p.m. on stage near Crowley's. Parents are invited to bring their cameras. The mall is sponsoring a contest for kids to have lunch with Tower and Laser and learn more about the pair's physical fitness program for kids, "The Ultimate Challenge." By Jan. 13, fans should send or drop off their name, address, phone number and a paragraph or two on why they

would like to meet the Gladiators, to: Bill Checks, Livonia Mall Merchants Association, 29514 Seven Mile, Livonia, 48152.
Livonia Mall, Seven Mile/Middlebelt, 478-1166.

CEREAL THRILLERS

The Trifx Bunny and the Lucky Chams Leprechaun visit shoppers 11 a.m. to 7 p.m. in the Antoinette's Ice Cream corridor. Visitors will get free cereal samples.
Oakland Mall, 14 Mile/John R. Troy, 585-6000.

JAZZ CONCERT

Latin jazz of Corcovado 1-2:30 p.m. Parisian court. Fashion models from Ann Taylor, Talbot's and Casual Corner. No admission charge.
Laurel Park Place, Six Mile/Newburgh, Livonia, 462-1100.

SUNDAY, JAN. 16

CLASSICS BRUNCH

Pianist Neil Eisenstein, performs selections by Chopin, Beethoven and Ravel. Co-sponsored by WQRS, noon to 2 p.m. Rotunda. Brunch catered by Sebastian's Grill. Proceeds benefit Detroit Institute of Arts youth programs and Center for Creative Studies music education programs. Reservations required. Tickets \$20 per person, available at concierge desk. The Somerset Collection, Big Beaver/Coolidge, Troy, 643-6300.

STORYBOOK SUNDAY

The popular children's reading program is back for another year. Beginning today through November, WNIG disc jockeys will take turns reading the very best children's stories to a young audience, every Sunday beginning at 1 p.m. Center Court. Children can pick up forms for book reports that can be redeemed for mall discount tokens.
Fairlane Town Center, Michigan/Hubbard, Dearborn, 593-1370.

Mall and Main Street businesses are invited to submit news of special events and promotions for inclusion in this calendar. Deadline is the Wednesday before the Monday edition. Send information to: Malls & Mainstreets, 36291 Schoolcraft, Livonia, 48160, or fax items to 313-691-7279.

MONDAY, JAN. 10

BRIDAL FAIR

Information for engaged couples and bride parties at annual Hudson's bridal fair. A Montage of Style. Includes brunch, visits with manufacturer's representatives and bridal party fashion show Saturday, Jan. 22, beginning at 9:30 a.m. Southfield Pavilion. Eyewitness Morning host in Dittina's emcee. Shuttle will transport guests from pavilion to and from Hudson's Northland store. Guest appearance by designer Vera Wang. \$15 per person. Tickets on sale now through date of event.
443-6334.

WEDNESDAY, JAN. 12

WALKERS MEET

Monthly meeting for mall fitness walkers. 9:30 a.m. Lower level community room. Newcomers welcome. No charge.
Westland Center, Wayne/Warren, 425-5001.

ICE SCULPTURES

Annual ice follies through Jan. 17 in Kellogg Park. The park becomes a winter art museum with dozens of ice sculptures created by the area's best artisans. Don't forget your camera.
Downtown Plymouth, Ann Arbor Trail/Mah, 453-1542.