

Future Malls To Be Bigger and Smaller

Continued from Page 6
 living. Poris said the average rent at Livonia Mall was \$10 per square foot, but that doesn't include shared costs of mall heating, lighting security, snow removal and merchants association fees.

When a tenant moves into a new mall he gets a shell of a store and must often provide his own electric and plumbing fixtures.

"I don't like to see a tenant go broke," Poris said, "because it looks bad for the mall. If I don't think someone can make it here I discourage them."

One solution to skyrocketing mall costs could be a center which was one big building with separate stall for each store. Northland is presently carving up a former Kroger store into boutiques in a similar manner.

The best way to keep a shopping center healthy, Poris said, is to keep in constant touch with the community and to introduce new stores as its needs change.

"Since we opened eight years ago, more young couples have moved into Livonia," he said. "As their children grow up we look for more mall shows and shops relating to children."

"If downtown Detroit isn't dead it's in a coma," he said, "and if

shopping centers don't stay on their toes and find out who their customers are and serve them, they will die too."

So far their birth rate has greatly exceeded their death rate.

Ninety-seven shopping centers announced their openings in the July issue of Shopping Center World.

The latest regional centers have multi-level malls, with a tropical womblike atmosphere. They are anchored by three or four major department stores, may have a movie theater (or theaters) and nightclub on the premises but probably don't have an attached grocery store.

Andrews said the Kroger Supermarkets, which used to have a store at Northland, found that grocery shoppers didn't like to wade through a parking lot, fountains and greenery to buy their food. Shopping Centers Inc. built Kroger a new store at Westland, separated from the mall, which has proven more successful.

But some people, Shopping Center World reports, are turning up their noses at regional malls altogether and spending their money at neighborhood "strip centers."



Free parking is one of the big attractions of shopping centers and there are plenty of parking places between the Livonia Mall sign and Livonia Mall.

SUMMER SALE
 SAT. SUN. MON.
 ALABAMA
WHITE MARBLE CHIPS
5/\$7
 \$1.50/Bag
 Reg. \$1.79 Bag
 COMING SOON!
MIDNIGHT SALE
 GREAT SAVINGS!
BUSHEL MART
 DO-IT-YOURSELF
 LANDSCAPE
 SUPPLY & GARDEN CENTER
 27700 W. 7 MILE RD.
 535-8282

Westland Center
 52 FINE STORES - FREE PARKING
 WESTLAND RECREATION DEPT.
CRAFT SHOW
 Sunday Aug. 6 to Sunday Aug. 13
 Exhibits of the children of Westland, Handicraft & Art work which they have produced thru-out the summer will be displayed in the West Court.

WAYNE & WARREN ROADS
 DAILY 9:30-9:00 SUNDAY 12:100-5:00

Freeway Shopping Center

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 ON 10 Mile just West of I-96
 (10 Mile is open to the FREEWAY CENTER)

- WARREN EYE CLINIC
- PARKWAY AUTO SUPPLY
- FARMINGTON SPORTS CENTER.
- MCGRAW TRAVEL
- NAU'S PARK PLACE
- GRIMES CLEANERS
- MILO'S DECORATING CENTER
- B•LYNN COIFFEURS & FASHIONS
- STEREO STUDIO

