

# Behind the store fronts

By KLAUS SCHERLER



STRESSING A personalized, intimate shopping environment, Northville Square's 24 stores last week celebrated their grand opening.

Situated in downtown Northville, the center is unusual among shopping malls because it has no large-volume department store as the main attraction; rather shoppers are enticed with a variety of small specialty shops.

The square's location, in the hub of Northville, tends to complement the established downtown businesses, drawing more shoppers into Northville's central business section.

A bi-level structure, Northville Square covers almost a square block on Main Street and is directly east of the Northville City Hall and Community Building.

The architectural concept of two levels within an enclosed mall is rare, observes Tom Dalley, whose company, R. E. Dalley, was one of the prime movers in building the center.

He points out that bi-level construction allows for maximum use of available property. The center has 75,000 square feet of rentable space out of 100,000 square feet of gross space.

The center was designed by Louis G. Redstone Associates, Inc., a Detroit firm which also designed the Oakland Mall, Somerset Mall, Woodland Shopping Center, and Westland Center, in association with Victor Gruen Assoc.

General contractor was the Maurice Rogers Co.

Louis Segel, the center's manager, comments that the 24 shops perpetuate the type of business atmosphere which has characterized Northville—groupings of small shops specializing in men's and women's clothing and accessories, home furnishings, and related services.

The Northville Square project is a local project, initiated and nurtured by a merchants and town fathers. A little more than six years ago, the Northville Area Economic Development Committee, using its own resources, accumulated 58,000 square feet of land in the center of the city.

Headed by Charles Latham and comprised of local business and civic leaders, the committee in turn sold the property to the city at half cost to encourage enlarging the Main Street shopping area.

City leaders reviewed a number of projects before finally deciding on the Northville Square complex. The area's expansion is evident when comparing Northville's trading area population of 12,000 in 1960, a slow growth to 25,000 in 1970, and a predicted 67,000 by 1980.

The buying power of the new residents is strong. Most new families are moving into single family dwellings in higher income areas.

From 1960 to 1970, average income in the Northville area increased from \$8,250 to \$13,000 and the percentage of professional and white collar workers jumped from 64 per cent to 85 per cent.

# German festival on tap

"Herzlich Willkommen!" will welcome visitors to Detroit's Riverfront at Cobo Hall Friday, Saturday and Sunday.

The greeting means the welcome mat is out for visitors who attend the free German-American Ethnic Festival downtown.

Brass bands, folk dancers, children's choruses, accordion bands and singers will entertain from 6 p.m. to 11 p.m. Friday and from noon to 11 p.m. Saturday and Sunday.

Opening ceremonies will begin at 6:30 p.m. Friday with the crowning of Festival Queen Shelly Reidt. Dancing and entertainment will include the Carpathian Brass Band and Chorus, Carpathian Schuhplattler and the Concordia Chorus.

Saturday's entertainment will include the Herb Schroeder Band, Berlin Club Youth Group soloist Eva Hildebrandt, the Schwaben Male Chorus and a sing-a-long at the stands by the Victoria Band.

Sunday's program will feature the German Children's Choir, Saxonia Mixed Chorus, Teutonia Band and Schuhplattler and the Reinhold Male Chorus.

Booths will sell German sauerkraut, potato salad, bienensich, knackwurst, bratwurst, apfelstrudel, pretzels and a variety of German beers and wines.

Visitors to the German Festival also will be able to shop for imported steins, candles, aprons, jewelry, table cloths, records.

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## Dining And Entertainment Guide

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72-73  
FASHION SHOW  
Every Tuesday  
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**YASSOO GREEK FESTIVAL**

Friday, Saturday, Sunday  
5:00 to 11:00 11:00 to 1:00 11:00 to 11:00  
St. George Greek Orthodox Church  
1515 Woodward Ave. Bloomfield Hills  
June 21, 22, 23  
1/2 Mile North of Square Lake Road  
GREEK FOOD • BAKE SALE  
Dance to the music of Dino & The Continentals  
Artifacts • Luncheons Dinners • Admission \$100  
Live Bouzouki Band • Belly Dancer