

Sugar Tree

Fashion mall going up at busy intersection

By Carolyn DeMarco
staff writer

Can the Orchard Lake Road/Maple Road area support another fashion mall? The development team of Siegal, Benzes and Licht is confident it can.

Sugar Tree, a strip center comprised of 37,000 square feet in two buildings, is north of the busy intersection and the Orchard Mall.

Nine shops have opened their doors, two more are expected to open by mid-November, and "several more are in the negotiating stage," marketing director Bluma Siegal said.

The center is the combined effort of Siegal Tuomala Architects, designers; the Benzes Co., builders and managers; and Ronald Licht Enterprises, leasing agents. All three maintain offices in a single building on Northwestern Highway in Farmington Hills.

Sugar Tree is not the trio's first ven-

ture. Seven years ago, they united to open Applegate Square in Southfield, and followed up nearly three years ago with The Boardwalk in West Bloomfield.

LIKE ITS predecessors, Sugar Tree will "focus on fashions, food, home furnishings and accessories." And like its predecessors, the center's shops are local ventures, owner-operated.

While the shops aren't totally occupied, an elaborate landscaping plan already has been implemented by Gary Roberts of Great Oaks Landscape.

"It shows our priorities," Siegal said. "Why xyp the ones already here?"

Their landscaping "priorities" at The Boardwalk won them beautification awards earlier this year and in 1984 by the West Bloomfield Chamber of Commerce.

The close proximity to residential

areas, ease of parking and personal attention is what makes the smaller fashion malls successful, the developers believe.

THE FACT that Orchard Lake Road has become "one of the most prosperous roads in the country in a heavy growth area" should increase Sugar Tree's chances for success, she added.

Regular mall hours are 10 a.m. to 5 p.m. Monday through Saturday, except for Thursday when doors stay open until 8 p.m. All shops are closed on Sunday. The stores will be open longer hours during holiday shopping seasons and special sales.

Operating stores and their owners are:

Colony Interiors — David Sklar. Sklar moved from his shop in Somerset Mall in April to become Sugar Tree's first tenant. Colony offers upscale furn-

ishings and interior design services. Show windows feature eye-catching settings in bright turquoise and pinks.

Kenneth Cole — Tom Seely. Two separate shoe shops are combined under Seely's ownership — Hansel & Gretel for children and Kenneth Cole for women. Seely owns two other stores in Birmingham.

Jalines — Sue Hall and Robby Blao. Two longtime best friends who formerly operated a business out of their homes own this evening wear shop. Prices range from \$200 to \$2,600.

The Art Show — Merv and Sheila Arosell. The Arosells sell framed art, originals and posters. They also operate outlets in the Oakland Mall and Royal Oak.

Raphael, Raphael Iba. Black, silver, mirrors and bright lights are featured in the interior of this just-opened beauty salon.

Signatures — Irving and Judy Mendelson. Everything sold in this gift shop is personalized, either by monogrammed stitching, engraving or one-of-a-kind paintings done by artists on the premises.

Carmen's Men's Clothing — Carmen and John Volpe. An Italian tailor from the "old school" directs this retail store toward mostly conservative businessmen. They also operate a shop in Troy.

Neovante — Charlotte Tobias, Gail Braverman and Ida Wiser. An occupational therapist and a court reporter have given up careers to join their mother in opening a giftware shop with a wide range of prices. Most items are purchased directly from craftsmen.

Scheduled for opening next month are The French Bakery — Raoul DeMorcia; and Travelers World — Ed Welford.

THE FOOD shop will feature crepes, preserves and other French imports. The shop is run by a former member of the French underground.

Luggage and more will be available in the travel shop. Owner Welford owns several area card and gifts stores.

Negotiations continue with several other clothing and accessories stores. Owners are trying to attract a fine restaurant and have set aside an area for that purpose.

Hopefully, Siegal said, "we'll attract a restaurant where people can dress up to go out... not more fast food."

Spas target of concern

Continued from Page 1

cil members, including what action council members plan to take in preventing illegal sexual activity in the city.

"I'm sure you will find the council sincere in trying to do something," said Terry Sever, a Farmington Hills City Council candidate, who helped organize the residents. "I'm not really sure if the council can do anything legally."

The residents agreed to distribute petitions throughout Farmington Hills to show their opposition to the alleged prostitution. Although building owners are not the spa owners, residents plan to contact the owners to convince them

to take action against the spa operators.

At the start of Tuesday night's meeting, Chisholm suggested picketing the five spas. But that plan of action was dropped after residents failed to support the idea. "My suggestion was to picket in front of the places," Chisholm said. "We'll run them out before we get more. As long as we are out there (picketing) and they (spa operators) know we are visible, they'll know we are not going to take it."

CHISHOLM ALSO suggested picketing the homes of the building owners. "I'm sure they live in nice neighborhoods, and I am sure they will be embarrassed," she said.

Other plans of action for ridding the city of alleged prostitution include taking photographs of suspected customers, recording their license plate numbers and, if possible, publicizing customer names.

"We want to make it difficult, but we don't want to lose ourselves down," Sever said, referring to potential legal problems from some of the residents' suggestions.

As a result of the raids, police also ticketed and released seven men for loitering in a place of illegal occupation. Customers were from Farmington Hills and other metro communities. Some of the customers were from as far away as Grand Rapids and East Lansing. Customers were charged approximately \$50-\$60 for a variety of sex acts, Dwyer said.

Most of the residents who attended Tuesday night's Citizens for a Decent Community meeting live near the five spas that police raided. The spas are: Sun Spa, 2940 Orchard Lake; Keiko Spa, 2951 Nine Mile; Kim's Spa, 30322 Nine Mile; Tokyo Oriental Health Spa, 28841 Orchard Lake; and Osaka Oriental Health Spa, 38499 10 Mile.

Device aids the deaf in communications

Community Information Service (CIS) of United Community Services recently installed special equipment that allows deaf and hearing-impaired area residents to access the human services available to everyone in the community.

By calling 833-0593 with the special Telecommunications Device for the Deaf (TDD), the deaf client can communicate with an information and Referral Specialist at CIS by typing messages back and forth until the problem is resolved. Messages can also be relayed to family, employers or doctors, as well as assisting in emergency situations in the home.

In addition to these two vital services, the new CIS operation is also able to refer the client to other agencies capable of communicating with the TDD and helping with personal and family troubles.

This extension of the Community Information Service makes more than 2,000 public and private health and human service agencies accessible to the deaf and hearing-impaired community. The hearing public can continue to reach Community Information Service by calling 833-3430 or 1-800-552-1183 outside the Detroit dialing area. It is a 24-hour, confidential, free service, as a result of generous contributions to the annual Torch Drive.

United Community Services is a Torch Drive-supported community service agency that directs its efforts toward community problem-solving through research, planning, coalition-building, public policy advocacy and promoting citizen involvement in community affairs.

For more information about the new services for the deaf and hearing-impaired community, including a card with the

TDD number to post in the home or carry in a wallet or purse, contact Community Information Service at 833-3430 (voice) or 833-0593 (TDD).



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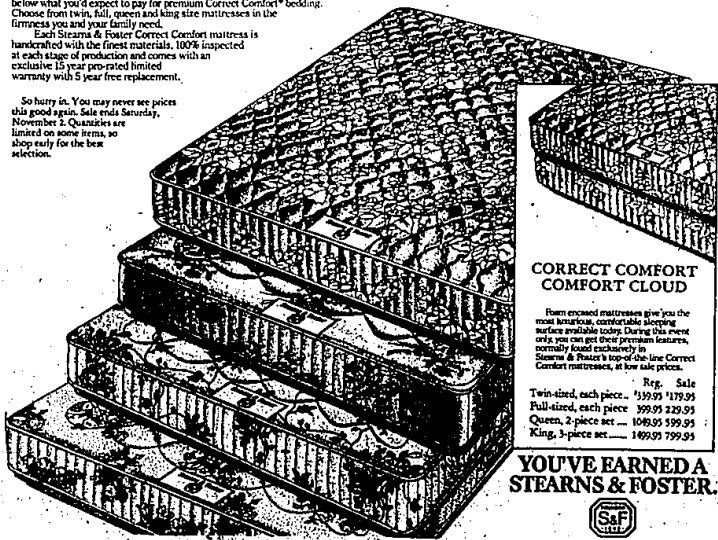
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