

Trees and sidewalks do not a revitalization make

It doesn't seem that long ago when shopping meant walking or riding the bus to the nearest downtown shopping district.

As a product of the late '50s, having the opportunity to shop "up Schaefer" as a young person was second only to visiting downtown Detroit for the same purpose. Kresge's, Albert's and Federal's were just a few of my favorite hangouts that made shopping "up Schaefer" a great way to spend an otherwise boring summer's day.


Recently I decided to take a stroll down memory lane and visit the "up Schaefer" of my past. Relatives liv-

ing in the area had mentioned how I should take a look because of the recent renovations.

I was told the area was still thriving and as busy as it had ever been. I was also told that the proliferation of strip malls and super regional malls now surrounding this district had no negative effect on it.

After a short walk through the downtown Dearborn area, I was reminded of the old saying, "You can't go back home again." So many of the stores where I had spent hours shopping had been out of business for years.

And as for the businesses that had



focus: small business

Mary DiPaolo

replaced them — well, they certainly weren't of the same caliber I expected. Kresge's was now McCrory's. Albert's had been replaced by a retailer that reminded me of "Raver" revisited.

And what had been Federal's was now home to a medical center. Seeing a great deal of vacant lease space was also discouraging, especially because the majority of these storefronts were eyesores.

On a positive note, I was pleased to see many of my old favorites still going strong. Alcamo's Italian market, Lombardi's, Sanders and Mont-

gomery Ward were not only looking good but were obviously surviving well enough to stay downtown.

From a cosmetic viewpoint, trees now line Schaefer where no trees had been before. The sidewalks along Michigan Avenue were being replaced, and a new grocery store complex now stood where a much smaller grocery store, bar and photography studio had once been.

But as one local resident said, "I'm not going to shop there because of the trees and sidewalks."

Keeping this in mind, I wonder if this district (and others like it) understand how revitalization works

and the commitment it takes to make it successfully happen.

Trees and sidewalks are a start, but that can't be where it ends.

It takes a lot of work involving community leaders, business owners and residents to do what's needed for "up Schaefer" and any other district trying to make its way back.

Mary DiPaolo is the owner of MarkeTrends, a Farmington Hills-based business consulting firm. She is also producer and host of the cable television series, "Chamber Perspectives."

datebook

- SUBCONTRACTORS**
Thursday, June 22 — American Subcontractor Association-South East Michigan holds annual dinner. Information: David Hlman, 351-0980.
- GENERAL CONTRACTORS**
Thursday, June 22 — Building relationships with Japanese clients discussed at meeting of the Association of General Contractors of America at the Engineering Society of Detroit. Information: 342-5100.
- STRESS MANAGEMENT**
Thursday, June 22 — "Coping Skills/Stress Management" workshop offered noon to 1 p.m. in the third-floor auditorium of Comprehensive Health Services' main building, 2875 W. Grand Blvd., Detroit. Information: Comprehensive Health Services, 875-4200 Ext. 2687.
- QUALITY CONTROL**
Friday, June 23 — Greater Detroit Section of American Society for Quality Control meets 7 p.m. at the Roundtree Subdivision clubhouse, Big Beaver east of John R. Troy, Topic: "Sensory Perception." Information: Maureen Heaphy, 383-1854.
- CELLULAR COMMUNICATIONS**
Friday, June 23 — "Uses of Cellular Communications in Public Safety" seminar begins at 9 a.m. at the Guest Quarters Suites Hotel in Troy. Information: Lisa Eilan, 737-6741. Sponsor: Ameritech Mobile Communications.
- GOVERNOR SPEAKS**
Monday, June 26 — "New Era Jobs in Michigan," will be discussed by Gov. James J. Blanchard at the annual meeting of the Business Education Alliance, an affiliate of the

- Greater Detroit Chamber of Commerce at 10 a.m. at chamber headquarters, 600 W. Lafayette, Detroit. Information: Greater Detroit Chamber of Commerce, 313-964-0000.
- SALARY LAW**
Tuesday, June 27 — "Wage & Hour Law Salary Review" offered 9 a.m. to 4 p.m. at the American Society of Employers Conference Center, 23815 Northwestern Highway, Southfield. Non-member fee: \$205. Information: 353-4500. Sponsor: American Society of Employers.
- JAPANESE TOURISM**
Tuesday, June 27 — "Hospitality and Tourism Industry and the Japanese Traveler" offered for three hours at the Radisson Suites Hotel in Farmington Hills. Information: Japan America Business Consultants, 953-7262.
- GROUP FACILITATORS**
Wednesday, June 28 — "Developing Group Facilitator Skills" offered 9 a.m. to 4 p.m. at the American Society of Employers Conference Center, 23815 Northwestern Highway, Southfield. Non-member fee: \$205. Information: 353-4500. Sponsor: American Society of Employers.
- HANDICAPPED OWNERS**
Wednesday, June 28 — "Building Blocks to Success — Opening Doors for Handicapped" a seminar for physically handicapped small business owners and entrepreneurs, will be 6 p.m. at the Holiday Inn, 3655 Telegraph, Southfield. Fee: \$15. Information: Jacqueline Watters at 1-517-494-8440 (voice or TDD). Sponsor: Handicapper Small Business Association.
- LOTUS 1-2-3**
Wednesdays, June 28 through July

- 19 — "Beginning Computer... Surviving the Computer Age" offered 7-9 p.m. in Bloomfield Hills. Fee: \$65. Information: 645-3635. Sponsor: Cranbrook Educational Community.
- ACHIEVING**
Thursday, June 29 — "I Can Achieve" workshop offered noon to 1 p.m. in the third-floor auditorium of

- Comprehensive Health Services' main building, 2875 W. Grand Blvd., Detroit. Information: Comprehensive Health Services, 875-4200 Ext. 2687.
- DRUG ABUSE**
Thursday, June 6 — "Getting Help with Drugs and Alcohol" workshop offered noon to 1 p.m. in the third-

- floor auditorium of Comprehensive Health Services' main building, 2875 W. Grand Blvd., Detroit. Information: Comprehensive Health Services, 875-4200 Ext. 2687.
- BEGINNING COMPUTER**
Mondays, July 10-31 — "Beginning Computer... Surviving the Computer Age" offered 7-9 p.m. in Gordon Hall of Cranbrook School, 550 Lane Pine, Bloomfield Hills. Fee: \$65. Information and reservations: 645-3635. Sponsor: Cranbrook Schools.



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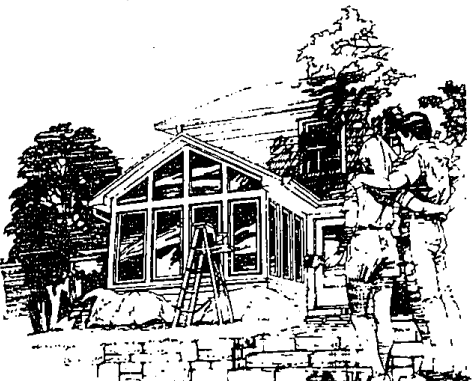
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