Affordability key to sales

* THERE'S A cash-flow advantage to consider as well. Mobile homeowners don't pay property taxes except for a monthly \$4 school assessment.

- Blut mobile home parks charge monthly rent for lots. Westland Meadows bills \$255 for a single lot, Old Dutch Parms \$281-4301. Commerce Meadows \$285-4301.

320.

A well-defined marketplace keeps cents from rising to the straiosphere.

"The biggest thing keeping us from raising rents out of sight is the surrounding area," said Richard Dulh, operations manager for Westland Meadows. "The market will only bear a certain dollar amount. Beyond that, we won't draw

people we're looking for."
"I think competition out there keeps it in line," said Tom Lackey, sales manager for American Living Mobile Homes in Drayton Plains.

Lots apparently are in demand. Westland Meadows, with 550 occupied lots, intends to add another 175 this spring. Plymouth Hills, with 438 existing sites, plans to add 190 by fall. Chateau Anchor Bay, with 1,200 of 1,300 lots now occupied, plans to build another 200.

"THERE'S CERTAINLY a market," said Jeff Kellogg, president of the Chateau Land Development Co.
"The persons buying are retired or fairly young, 26-27, recently married, maybe with a small child, fairly new in

the work force.

"Typically, they come out of their parents' home or an apartment," Kellogg added. "It's a starter home for them." Retirees are attracted by the benefits of ownership without a large to to care for or properly taxes to pay.

Newer models of mobile homes hold their values when it comes time to sell, operators said. "Appreciation depends on how well they're maintained and where they're located," Kellogg said.

think the industry has grown uperdictared by the last is years with HUD codes applied to all homes in "76," Olfranovic said. "Now, the product is so much better. Ones now beling constructed are being built to illestyle rather than last-resort housing." Duhl agreed.

Going up

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Presented by bathse Hantley II: hos Bighter Room

The Birmingham firm of Luckenbach/ Ziegelman and Partners has designed the W.K. Kellogg Foundation headquar-ters in downtown Battle Creek. The site consists of a 150,000-square foot building to accommodate a staff of 300-325

and a 270-car parking deck to be built at a cost of \$64 million. Completion is is ex-pected in late 1991. Johnson Johnson & Roy of Ann Arbor will serve as landscape architects and Waldbridge Aldinger of

Owners critique mobile home life

Continued from Page 1

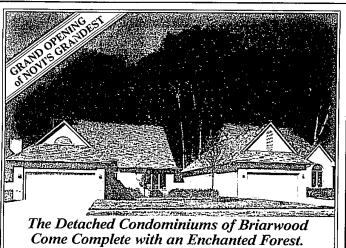
have a lot of money but still wanted to own and build equity.

Now, they're looking to move out. Rents have skyrocketed to the point where the monthly payment for the mo-bile home and lot exceeds \$500.

Rent now is \$275. Copple sald. It was \$185 when they moved in.

The rent isn't the only thing in the park that has the Copples looking elsewhere. "You have so many rules and regulations. Constantly, people are complaining about this or that," she sald.

"THERE'S TOO many rules," he said.
"It's too cluttered, too close together, not enough land."



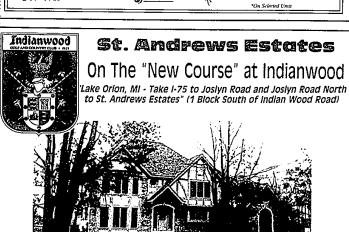
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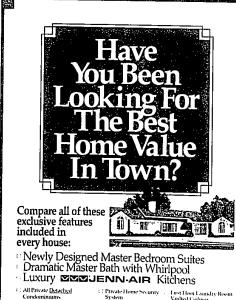
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