

# Project named Towne Square

Oakland Towne Square has been chosen as the name for Real Estate Development and Investment Co.'s Allied Center project in Southfield.

According to Robert Sosnick, president of REDICO when the idea for the project was first conceived, it was referred to as Allied Center because of its proximity to REDICO's existing Allied Center, which is adjacent to the site of the new development.

"Allied Center was originally designed as an individual entity, not as part of a larger complex," Sosnick said. "We wanted to ensure that the history and integrity of the Allied Center is maintained despite its proximity to Towne Square."

Town Square will consist of three office towers of one million square feet, four 27-story luxury high-rise apartment buildings, and a 70,000-square-foot retail development. The first phase will consist of a 500,000-square-foot office tower, one 27-story luxury high-rise and the retail center.

The site is bounded by Northwestern Highway, Civic Center Drive and I-96.

R.E. Dailly & Co. of Southfield will build the project. Rosetti Associates has designed the office towers, and Hobbs + Black has designed the retail center and apartment buildings.

REDICO, headquartered in Troy, counts among its projects the Travelers Tower, Top of Troy, Raleigh

Office Center and the Palace of Auburn Hills.

Robert M. Platek has been named director of architecture at Harley Ellington Pierce Yee Associates of Southfield.

Formerly project administrator, he is responsible for management of the department including the production of project construction documents and all technical matters.

Prior to joining the firm last year, Platek was vice president of Roger Snyder Architects, Detroit, and previously an associate at Carbooshian Budday Associates in Birmingham and Rosetti Associates/Architects Planners, Detroit.

Harley Ellington Pierce Yee Associates is the fourth largest architectural/engineering firm in the state and is the headquarters for the HEPC group, a network of firms with offices in Denver, Los Angeles, Orlando, Seattle and Windsor.

R.E. Dailly & Co. of Southfield was presented with the Safety Honor Roll award for achieving a low incident rate of lost work time injuries compared to other state construction firms for 1990.

The award was given by the Michigan chapter of the Associated General Contractors, a trade association with more than 100 member construction firms.

Francis F. Widrig, senior associ-

## building news

ate at Soil and Materials Engineers in Livonia, recently became a fellow of the Engineering Society of Detroit. He was recognized for accomplishments in areas that began in 1948. He is a member of SME's professional consulting staff since 1984.

Janise J. Purcell has been named director of interior design at Campbell/Manix Interiors, a division of the Southfield-based design/build firm, Campbell/Manix Inc.

She had been a senior project designer and design marketing coordinator for Carson Business Interiors.

Trident Properties has announced the completion of the first phase of construction of Island Estate Condominium on Grosse Ile. Architect Alexander V. Bogart and Associates of Bloomfield Hills used fieldstone and white clapboard siding among the elements to create a New England seaboard atmosphere.

Prices start at \$139,900 for the condos and include first-floor master suite, first-floor laundry, attached two-car garage, full basement and air conditioning. For information, call 671-2280.

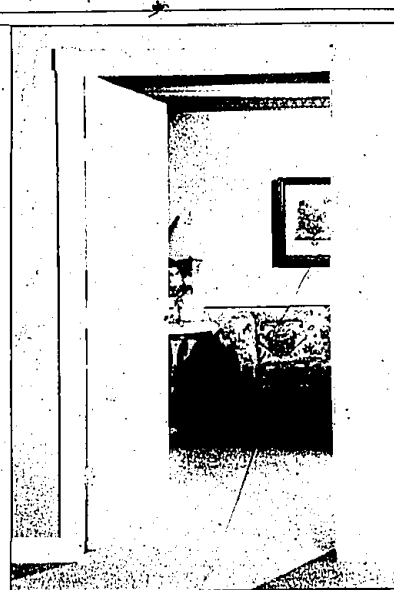
The Engineering Society of Detroit has named Paul J. Eagle as the 1991 outstanding young engineer. Eagle, 27, is an assistant professor of mechanical engineering at the University of Detroit Mercy. He holds a U.S. patent for his method and apparatus for automatic processing and analyzing blood serum.

ESD has also named Tammy Muskal as the outstanding student engineer of the year. A senior at Lawrence Technological University in Southfield, she is majoring in mechanical engineering and carries at 3.72 grade point average on a 4.0 scale. She has accepted a position at a power generation engineer with Commonwealth Edison in Chicago.

Building was up in both Wayne and Oakland counties for May compared with April, but both counties are still lagging in 1991 building starts compared to 1990.

In Oakland, 550 residential construction starts were made in May compared to 477 in April for an increase of 15.3 percent. But by this point in 1990, 3,516 units had been started compared to 1991's 1,888, a drop of 46.3 percent.

In Wayne, building was up 159.9 percent in May over April with 421 construction starts compared to 162. But in 1990 ground had been broken on 1,633 projects compared to 936 in 1991 for a drop of 42.7 percent.



## Framed

Abitibi-Price Building Products Division has introduced a line of door trim kits. The kits come with two seven-foot fluted casings, a 42-inch fluted casing for the top and two cased corner blocks. Made of plastic, they require only straight saw cuts with no mitering.

# Buyers seeking custom touches

Continued from Page 1  
— they know what they want and they're asking for it."

Modifications mean more than just construction changes, Padoceo said. It also means training a sales staff that not only knows how to sell a home, but has some knowledge of what goes into designing and constructing a house.

It also takes greater coordination with construction tradesmen and the project superintendents, he said.

"As things change, they are missed — people have to work together to make sure they aren't missed."

Padoceo said he has traditionally been a high end builder — which has helped him translate the customized, production house to the more moderately priced homes.

"Typically in this price range, you don't have builders making any changes," he said. "I think our willingness (and ability) to customize affordable homes is what has made the project such a success."

Allen Menueck, a partner in Curtis Building Co.

in Farmington, said the growing number of customized production homes is not surprising. "When people pay that kind of money, they expect it."

Homes are the largest investments people make and they have become increasingly more demanding and exacting, he said. "If it's at all feasible, we're going to try and do it for them."

"All of our houses are semi-custom homes," he said.

Curtis has built homes in Livonia, Plymouth, and Farmington Hills and is currently building Crestwood Manor in Northville Township with the Gerish Building Co. of Plymouth.

"Basically, every customer is different and wants something different," he continued.

DEVELOPERS and builders are willing to make changes, Menueck said, but there are limits. Most developments have architectural controls so that contemporary homes don't get built in traditional subdivisions, he said.

But if a buyer can conform to the architectural controls, and if the architects approve the struc-

tural changes, upper end builders are willing to cooperate.

Menueck said customizing a home may take a little longer, but doesn't complicate the building process greatly. Changes are made to blueprint and the construction crews follow the blueprint.

The only obstacle to changes is price, he said. "But if the buyer is willing to pay the extra cost, we'll do it."

Some changes, like adding a room or increasing its size can add substantially to the price of a home. What people need to realize is that what might appear to be a subtle change may require extensive structural and mechanical changes, he said.

# Builders get green light

Continued from Page 1  
"What people forget is nobody was having a good year to start with. Construction was way down," said Stan Ernst, president of Ernst Concrete in Warren.

There were reports that some builders paid premiums for concrete during the strike.

Bonadeo speculated that most residential builders won't immediately pass on price increases that follow from the settlement.

Some suppliers increased prices earlier this year in anticipation of a strike, Sinelli said. He projected a cost increase on the order of 3 percent as a result of the settlement.

## LOCATION LOCATION LOCATION

In beautiful Farmington Hills

**River Pines Condominiums presents the ALL NEW PLANS for 1991**

**New Models Now Open**

**Starting in the low 140's**

9 Mile & Drake, Farmington Hills  
Daily 1-6, Weekend 12-6, (Closed Thurs.) 474-1060

# River Pines

condominiums

## LAUREL ESTATES OF LIVONIA

**INCLUDES...** Furniture finished oak cabinets • European ceramic or Tung & Grove Oak Foyer • Wood insulated windows • 1 1/2" birch ins. natural stained trim, energy heat, much more

**PRICES FROM... \$179,900**

Exciting Designs & Quality Construction by:

- Accent Builders, Inc.
- Benavente Building Co., Inc.
- Bous and Associates, Inc.
- Euro American Building Co.

Decorated Models **464-8787**  
Hours: 1-6 Daily 12-6 Weekends CLOSED THURSDAY  
Sales by: **The Prudential**  
Harry S. Wolfe, REALTORS®

## CUSTOM BUILT HOMES BY DYNASTY BUILDERS

# NOVI'S MOST PRESTIGIOUS SUB

**BRADFORD**  
16 New

**PHASE II**  
Call LARRY HENNEY Re/Max West Inc.  
**3-17-9916**

# NOVI'S Westminister Village

**Starting at \$159,900**

NOVI Schools  
3 & 4 Bedrooms  
Dramatic Cathedral Ceiling  
Library 2 1/2 Baths

On Haggerty Rd, South of 10 Mile  
Open daily 12-6 except Thursday  
**(313) 442-2626**  
A SPANISH DEVELOPMENT

## EXPLORE YOUR OPTIONS IN PLYMOUTH

**SPECIAL PRICING ON HOMES THAT ARE AVAILABLE FOR IMMEDIATE OCCUPANCY**

Luxurious quality-built homes on spacious natural lots make Westshore North one of suburban Detroit's most desirable subdivisions. Numerous dramatic floor plans, cast kitchens and master bedrooms suites and more. Come share in the excitement. Visit our 3 decorated models today, including the brand new "Venetian". Homes start at \$289,900.

Phone 454-1519

**WILSON REALTY**  
Located on Ann Arbor Road just east of Oak Road less than 15 minutes from Ann Arbor!  
Brokers Welcome

## SPECIAL MODEL CLOSEOUT

**SPECTACULAR SAVINGS**

**BUY IN JULY. WE'LL PAY FOR YOUR MOVE.\***

**IMMEDIATE OCCUPANCY**

**LOTS OF EXTRAS AT NO EXTRA CHARGE**

*Harbour Pointe*

**Luxury Condominiums & Private Marina on Lake St. Clair**

Beautifully decorated models facing Lake St. Clair. Lots of extras at NO extra charge.

- Large hand-crafted wood decks
- Full service deluxe boatwell
- Private security system
- 2 car attached garage
- Breathtaking lake views
- 1800 to 3400 sq. ft.

Open daily noon to 6:00 p.m.  
Model: 791-1405  
Sales by: **Anthony DiPiazza Realty**

34880 Jefferson Ave.  
Mt. Clemens, MI 48045  
On Jefferson Ave. 1/4 mi south of Shunk Rd.  
Brokers welcome  
\* Within the Metro Detroit Area

## On The Water... BLUE HERON POINTE

Beachfront Cluster Homes in Northville Township

**Crystal clear water for swimming, boating & fishing... a lifestyle you'd love to come home to!**

Featuring spacious ranch and 2 story luxury homes with walkout lower levels and private decks patios overlooking calm water and sandy beaches.

from \$189,900  
Lakefront \$199,500  
**344-8808**  
Sales Center  
Models Open Noon 3 pm