

BUILDING SCENE

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THURSDAY, SEPTEMBER 10, 1992

BUILDING SCENE'S NAMES & PLACES

Complex dedicated

The Baylor-Woodson Elementary Complex, a \$11-million, 100,000-square-foot facility, opened in Inkster. It houses up to 900 students, consolidating two elementary schools, and the offices for the school district's central administration staff.

TMP Associates of Bloomfield Hills programmed and designed the building. Barton-Malow Co. of Southfield was the construction manager, and the architect was Sims, Varner & Associates of Detroit in association with TMP Associates.

Cash flow problems

Construction Coalition of Michigan will offer a series of programs on cash flow and payment problems in the construction industry beginning with a luncheon meeting at noon Monday, Sept. 21, at the Marion Oaks Golf Club in Howell.

Speakers will be Paul Ellis, senior vice president of Commerce and Construction Association of Michigan board director; Harry Ellman, president of Fidelity Title Co.; and Marty Burnstein, attorney with Seyburn, Kahn, Glnn, Deas & Howard.

The presentations are designed to help construction professionals understand the payment process for each segment of the industry — from the owner to the smallest supplier. The program is open to all members of the construction industry. Reservations at \$10 are required by Sept. 14 by calling Lynn Briggs at 517-669-5050.

CCM is comprised of 27 construction associations from around the state. It was formed in 1991 to provide a forum in which construction groups might exchange ideas and explore ways to solve common problems.

Economic forecast

David Littman, first vice president and senior economist of Commerce will discuss his 1993 economic forecast for the Greater Detroit Chapter of the Construction Financial Management Association when it holds its dinner meeting beginning at 4 p.m. on Wednesday, Sept. 23, at the Detroit Club.

For reservations, at \$30, call CFMA at 282-1947, ext. 570.

The Construction Financial Management Association is made up of those having financial responsibilities in the construction industry.



Market-wise

1st-time buyers know what they want



The single-family housing market is divided into quadrants, with builders targeting customers as first-time buyers, move-up buyers, luxury buyers or empty nesters. In the first of a four-part series, the Observer & Eccentric profiles the first-time buyer.

By GERALD FRAWLEY
STAFF WRITER

First-time, new home buyers are NOT a fickle lot.

Unlike the buyer of 20 years ago who was happy to have four walls and a roof, today's first-time buyers are more educated and know what they want.

Bernard Gleiberman, president of Crosswinds Communities, said one reason first-time, new home buyers are significantly more sophisticated is they've bought homes before — albeit previously owned.

Gleiberman, the builder/developer of Millpointe, a Westland project with houses starting at \$76,900, said buyers

once went straight from apartments to new homes.

Chief among today's first-time, new home buyers needs is more space, Gleiberman said.

Often, they've moved from older homes they have outgrown, he said. Many are starting a family.

Gleiberman said the today's first-time home buyer is a little older than the buyer of several years ago. "It fits the pattern of marriage."

First-time new buyers are in their mid-20s to early 30s and, depending on their circumstances, will pay from \$75,000 to \$150,000 for a home — the low and generally purchasing from existing stock, the upper end buying new-

ly built houses with the equity from a previous sale.

"What they're looking for in a house is what they don't have in an apartment (or old home) — and that's really not that hard," Gleiberman said. Features like a one- or two-car garage, a family room, and extra storage top the bill.

A new home also provides privacy and the value and pride of ownership. "People want to know they're not just paying someone rent, they want something to show for their money."

"We live in a town where a majority of people have always owned homes."

Rob Stano, a sales representative for Kime Brothers Inc. in Southfield, agrees space is the driving motivator for the first-time new home buyer.

Kime Brothers projects targeting first-time new home buyers include Millwood Village and Overbrook in Westland. "They want living rooms, family rooms, formal dining rooms,

Who they are: First-time buyers

	First-time buyers	All new-home buyers
Average age	30	40
Household income	\$54,000	\$72,000
One income	41%	37%
Multiple incomes	59%	63%
Household types		
Singles	44%	25%
Couples w/children	25%	46%
Couples w/o children	31%	30%
Number in household		
One	18%	12%
Two	56%	42%
Three	12%	19%
Four	9%	20%
Five or more	3%	9%

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Source: National Association of Home Builders

Taking a peek at housing's future

By R.J. KING
STAFF WRITER

Residential subdivisions of the future will be designed with master plans reminiscent of small towns and include such amenities as golf courses, swimming pools and fitness centers as a way to entice time-starved professionals and families who place a premium on diversity.

That's the word from local builders who echo the findings of a recent National Association of Home Builders report entitled: "The Future of Homebuilding: 1992-1994 and Beyond."

The subdivision as playground will become more prevalent as married couples with children, the largest segment of the single-family housing market, steadily lose ground to single professionals, widowed seniors and one-parent families.

Ten years ago, married couples with children bought over 95 percent of the new homes placed on the market, but today their share is somewhere in the 80s, and it will continue to move downward," said Robert Halso, president of Pulite

'We've saved all the wetlands and wooded areas we can in the last five years, but even working around nature doesn't open up a lot of new opportunities for us. We're running out of land.'

Sam Blumenstein
Classic Construction

Homes of Michigan, a subsidiary of FHM Corp. in Bloomfield Hills, one of the nation's largest home builders.

"Subdivisions with golf courses and other amenities is something we see more of across the country than in metro Detroit, but they're starting to become more prevalent here. It's really changing the way we market our product today; we have to appeal to many more segments than we did before."

While developments with pools and parks add more to the price of a home, Halso said people are willing to pay for such amenities as they easily translate wooded areas and wetlands to better quality of life. What's more, such master-plan

projects, and other forces within the residential construction industry, will put even more pressure on medium-sized developers to raise capital to finance such projects.

The Robertson Brothers Co. in Bloomfield Hills will break ground in the fall on The Crossings, a 286-home development in Oakland Township.

"The Crossings will be a traditional family subdivision but with a swim club, community gardens, baseball and soccer fields and tennis courts," said Paul Robertson, president of The Robertson Brothers Co. "Our research shows people like things close to home, especially for the children."

Building's players

The survival of the building industry's players was also examined in the NAHB report. In the last two years, the banking industry has curtailed financing considerably, even for companies with successful track records.

"Traditionally, big developers pick up market share when money becomes tight, and then the numbers go back down again, but I don't know if we're going to see that pattern this time around," said Michael Carliner, an economist with the National Association of Home Builders (NAHB).

"The credit markets are very tight right now, and there's no indication they'll let up in the years to come. We're also seeing government play an expanding role in regulating land use, which means greater fees and other responsibilities which are costs passed on to the consumer."

The NAHB report also predicted one of the biggest headaches for developers in coming years will be

See FUTURE, 3G

Lecture series provides forum for architects

By DOUG FUNKE
STAFF WRITER

You don't have to be a student of architecture or a working professional to attend the ARCHLECTURE series sponsored by Lawrence Technological University in Southfield and American Institute of Architects-Detroit.

Anyone with an interest in building design and related issues can attend the lectures offered monthly on campus by nationally renowned specialists. All at no charge.

Robert Marquis, a San Francisco-based designer, will lead off the 10th ARCHLECTURE season Thursday, Sept. 17. His address is titled, "Our World and the Ideas That Have Shaped It: Architecture as a Social Art in the Service of Users."

Marquis' talk — as well as all others in the series — will begin at

7:30 p.m. in the College of Architecture and Design Auditorium. Reservations aren't necessary, but attendees are advised to arrive when the doors open at 7 p.m. to get a seat.

"The reason we produce the programs is to support excellence in the academic curriculum and provide a vehicle for architectural awareness to people in Michigan," said Gary Keekes, director of continuing education and professional development at LTU.

"Most speakers gear to a mixed audience consisting of students, alumni, practicing professionals and the lay public interested in design," he added.

The rest of the series lineup:

● Oct. 22 — Karen Van Lengen, owner of a small studio in New York City who recently won a de-

sign contest for the American Memorial Library to be built in Berlin.

A former disciple of I.M. Pei, Van Lengen will speak about "Connection Versus Fragmentation."

● Nov. 5 — George Papegeorge, a principal in the Chicago firm of Papegeorge & Haymes Ltd., who has designed contemporary houses along Lake Michigan as well as traditional renovations to commercial buildings in the Windy City.

● Dec. 3 — William Lacey, an architect and owner of a design business in New York City, he recently authored a book, "100 Contemporary Architects."

● Jan. 14 — David Childs, chief executive officer of Skidmore, Owings & Merrill, the largest architectural firm in the country. Skyscraper work is its specialty.

● Feb. 4 — Robert E. Simon, a retired developer and land planner,

he was the driving force behind Reston, Va., a master-planned community started from scratch in 1964. He now consults periodically out of St. James, N.Y.

● April 15 — William Turnbull, owner of an architectural firm in San Francisco, who has co-authored a book, "The Place of Homes." Turnbull's forte is building in harmony with the environment.

"The university feels strongly about providing the program as a component of cultural outreach," Keekes said of ARCHLECTURE. "We have people who drive in from Ohio, Indiana and across the border in Windsor. The series is taken very seriously by practitioners."

"We encourage the lay public to attend. It encourages them to build an awareness of architecture and the building arts in Michigan."

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