

BUILDING SCENE

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THURSDAY, OCTOBER 29, 1992

BUILDING SCENE'S NAMES & PLACES

3 named at R-G

Three appointments have been made at Ramco-Gershenson, a commercial real estate and property management company in Southfield.

Ed Eickhoff has been named vice president of leasing. In that capacity, he will oversee all leasing activities including predevelopment, merchandising of new and existing properties and acquisitions, and lease administration.



Eickhoff

Eickhoff joined the company in 1986 as a leasing agent. In 1990 he was named assistant director of leasing, and in 1992 Eickhoff was named director of leasing.

Gloria Wallick was appointed director of risk management and land administration. She will oversee risk management functions and work on establishing relations with lending institutions. With Ramco for more than 15 years, she has been an administrator in the financial and insurance areas and was instrumental in setting up the company's risk management department.



Wallick

Katherine Ward-Darin was promoted from retail leasing specialist to assistant director of leasing. She will assist leasing agents in initial phases of tenant negotiations and coordinate tenant leasing activity with the construction department. She will also serve on the Michigan committee of the International Council of Shopping Centers. She joined the company in 1987 as retail leasing specialist.

Business director

Robert Washer of Farmington Hills was appointed director of business development at R.E. Dailey & Co., Southfield. He will be responsible for managing the company's overall marketing effort — conducting market research, establishing marketing objectives, developing sales strategy, monitoring client communications and negotiating contracts.



Washer

Appliance news

The New Generation Builders Council of the Builders Association of Southeastern Michigan will host a seminar on the latest in home appliances from 8:30 to 11 a.m. at the Somerset Inn, 2601 W. Big Beaver, Troy.

Registration is \$10 for BASM members, \$25 for non-members. Call 737-447 for information.

Builders seeking housing president

While builder associations realize there will be no miracle cure for the housing industry, they believe that staying the course with President Bush is more prudent than gambling on either Bill Clinton or H. Ross Perot.

BY GERALD FRAWLEY
STAFF WRITER

Forget the polls, think about the economy.

If the home building and construction industry has its way, it's President George Bush who will win the White House come Nov. 3, not Governor Bill Clinton or independent H. Ross Perot.

Lynn Egbert, executive vice president for government affairs of the Michigan Association of Home Builders, said MAHB endorses Bush because the association feels he will get the country moving again.

"What's good for the economy is good for builders," he said.

"We believe he believes the private sector, the business sector, will provide jobs and get the economy moving again."

"The other candidates have not shown that," he said.

This year's election features a fundamental difference, he said. Bush's philosophy is that if left to its own, the private sector will drive the economy.

Clinton's philosophy is that government can drive the economy forward through legislation, he said. The biggest knock against Clinton is his proposal to raise taxes. Any tax increase, Egbert said, is contrary to the building industry's best interests.

As for the independent candidate, Egbert said Perot's proposals are too drastic and not likely to encourage any building.

"There probably are a lot of builders who are leaning toward Perot," he said, but added such an inclination is based more on dissatisfaction with the current economy than any real proposals favoring the building industry.

Bush wins on every criteria the MAHB uses to evaluate a candidate, Egbert continued. It is an economy under Bush that will boost housing starts and sales, ease the credit crunch, help first-buyers, encourage the multi-housing industry, balance jobs against the environment and protect the mortgage interest deduction.

The Construction Association of Michigan, likewise, has endorsed George Bush.

Fred Gee, CAM government affairs committee chairman, said after 10 months of evaluating legislative issues, it was determined Bush and the Republican Party best serve the industry interests.

"It's been a policy of the association to basically support those candidates that have a record of support for business in general or the construction industry in particular," he said.

"The safest bet is Bush," Gee said. "Whatever taxes or encumbrances are placed on the economy is eventually bad for the industry," he said.

"George Bush best represents that philosophy."

Gee said while some of Clinton's proposals show promise — plans to rebuild the infrastructure, for example — the candidate has been short on details.

"Clinton does a lot of talking, but he hasn't come out with any real plans to do it," he said.

Perot was not selected for the same reason, he said.

Egbert of MAHB said the home builders endorsement has nothing to do with party affiliation. "Builders are conservative; George Bush is conservative."

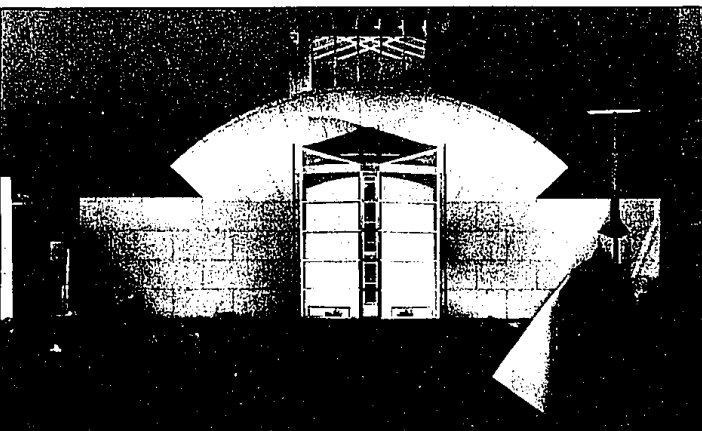
Even in those instances where Bush and Clinton share views favorable to the building industry, Egbert said the president is the better choice.

"(Bush) was the first one out of the block."

Egbert points to Bush proposal earlier this year allowing a \$5,000 tax credit for first-time homebuyers. Bush also pushed for a law allowing people to tap into Individual Retirement Accounts (either the buyers themselves or a buyer's parents) to make down payments.

Those proposals, which were never approved by the U.S. Congress, would have been a big help to the industry, Egbert said.

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Impressive structures: AIA Michigan jury was impressed by Harley Ellington Pierce Yee's Resurrection Cemetery Mausoleum and Chapel in Clinton Township.

'Sense of presence' marks winners

Architectural firms here snapped up four of the six Honors announced this year by the American Institute of Architects Michigan, a professional association. Victor Sarokit & Associates of Birmingham won recognition for the Merrill Park Townhomes in Birmingham. Harley Ellington Pierce Yee Associates of Southfield was honored for a mausoleum and chapel at Resurrection Cemetery in Clinton Township.

Luckenbach/Zieglerman and Partners of Birmingham was selected for the Chester Street parking structure in that community. Giffels Associates of Southfield was cited for an Amoco research and development facility in Alpharetta, Ga.

"Each jury is different based upon personalities and background," said Art Smith, a Southfield architect and design award chairman.

"Typically, for any award program they're looking for architecture with a sense of presence, responsiveness to its

surroundings and program that seems to meet the client's needs and objectives.

"It's a fairly prestigious honor," Smith added. "It's received with a lot of admiration, I believe, within the profession. If you win an award, it's an opportunity to boast a little bit."

The winners:

■ Merrill Park Townhomes — Seven attached single-family residences create the atmosphere of a street of row houses.

Each unit has a different combination of bay shape, brick detailing and stone accents. The project conveys variety, harmony and character of a traditional urban streetscape.

The jury commented, "Use of quality materials and successful recollection of pleasant and familiar residential architecture creates a delightful model for urban housing."

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HOMESITES

HR

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OF MIND

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FOR THE PRIVILEGED FEW
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