

'Downtown' Called 19th Century Relic



A. ALFRED TAUBMAN
Shopping Is An Outing

FARMINGTON The concept of a downtown area in a city is a 19th century phenomenon which does not fit into the new growth patterns of the 20th century. That is the view of A. Alfred Taubman, chairman of the board of the Taubman Co. of Southfield, who sees future growth as being very precisely planned to give exact services to large numbers of people.

Taubman is a builder of "downtowns" which he calls regional retail centers. He says these new centers, sprouting up in Sterling Heights, Ann Arbor and possibly Farmington Township, will meet the social needs which have been provided by the old downtown areas such as in the cities of Plymouth, Farmington and Birmingham.

The Taubman Co. has developed one million square feet of commercial floor area thus far in regional centers in Michigan, Illinois, Wisconsin, New Jersey and California. The firm is now developing centers in Ann Arbor and Sterling Heights and hopes to get rezoning for a project in Farmington Township for a 300-acre site on 13 Mile between Halstead and Haggerty.

Chicago Today magazine has described Taubman as "the shopping center's Michelangelo. His super-structures offer the consumer a near-fantasy escape from the dull, dirty-dish world outside."

entertainment. And after all, shopping is a family outing."

A REGIONAL center is a downtown because large numbers of persons gather for many reasons — shopping, dining, banking, browsing through displays or to watch a stage show.

"Downtowns have individual personalities," he said, "because they are each located where they are to accommodate a particular group of people."

"Towns today can no longer achieve the kind of individuality needed to support the total growth around them. The old towns must add many goods and services to be competitive with the new suburban cities or be satisfied with their present capabilities."

Taubman describes his centers as the downtown area for a regional area instead of the downtown core for a single municipality. He cites a center Taubman Co. has built in Schaumburg, Ill., a suburb northwest of Chicago.

Center serves a market area of 15 different communities consisting of 750,000 persons.

These customers live in their "town" an average of 3 1/2 years and because school districts cross municipal lines and because there are no green barriers separating the towns, there is no way for the residents to identify with a single community.

Residents soon will, he says, "I live in Mt. Prospect which is about 15 minutes north of the Woodfield Mall."

The center, Taubman adds, becomes the identifiable downtown area for the 15 communities it serves.

"Our major road patterns allow people to flow easily for long distances and the corner drug store has now become the mall in our shopping center."

unplanned competition. The result is the same."

A PLANNED development gives the opportunity to allow for open spaces, Taubman stresses.

By using high density housing, more people can live on an acre of land, and land can then be freed for parks, lakes and greenery. "We must learn to live closer together and allow our open space to be communal."

The center his firm is building in Sterling Heights, Taubman explains, includes a retail center with four major department stores plus many tenant shops.

In addition, however, the site will provide housing to accommodate 3,000 families

plus have an island and many lakes with other open space recreation uses.

In Farmington Township, Taubman Co. wants to locate a retail center with four major department stores, 575 garden apartments, 140 townhouses, offices, restaurants, and lakes, an island, park areas, and a community center.

Taubman sees his developments as part of the growth patterns of the future even though regional projects meet resistance from local municipal planners.

"Local planners try to fractionalize a market," he concluded, "and ignore the fact that this is a mobile society where centralization will give consumers better service."

College Budget Hearing Set

Schoolcraft College's \$6.1 million projected operating budget will be up for public scrutiny at a public hearing at 7 p.m. Wednesday, June 23. Details on the projected budget will not be released until later this week but the board of trustees had approved a tentative operating budget in the amount of \$6,131,327 in April.

The projected budget is nearly 10 per cent over the \$5.6 million budget for the current school year. It is based on a projected student enrollment of 5,950 — an increase of 254 (or 12.5 per cent) students over this year's enrollment of 5,296.

The board of trustees held a final study session on the budget last week and the college's business staff met for a full day Monday to prepare the final budget for the public hearing.

The college began preparation of the budget in December and since then it has traveled a snake-like course for review by an administrative committee, the vice-presidents, the budget review committee, the college

president and the board of trustees.

Included in the budget will be the cost for the Sept. 13 millage election. The college is asking an added one-half mill for operating purposes and another one-half mill for general purposes in the election.

Currently the college levies 1.77 mills of which .55 is for debt retirement and 1.22 is for operations.

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LYI Program At C'ville Junior High

Livonia's Department of Parks and Recreation again this year will sponsor a summer Livonia Youth, Incorporated (LYI). Clarendonville Junior High will be one of the host schools for the junior high portion of the program.

All junior high students and those students who will be attending the junior high next year are eligible for membership.

The program will begin June 23 and will continue for 20 nights (no meetings July 2 and 5). LYI will be open Monday, Wednesday and Friday from 5:15 to 9:15 p.m. Membership cards will be sold at the school at a cost of \$3 and entitles the holder admittance for the entire summer. Students without memberships may attend by paying a guest fee of 75 cents for the night.



THOMAS G. MOORE of 32950 Brier Court, Livonia, has been appointed to the newly created post of vice president and director of production services of Campbell-Ewald Co., advertising agency in Detroit. An 18-year veteran of the firm, Moore will report directly to the executive vice president and general manager in this realignment of work into a new department.

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