

BUILDING SCENE

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THURSDAY, FEBRUARY 25, 1993

BUILDING SCENE'S NAMES & PLACES

Bonadeo honored

Professional Builder & Remodeler magazine has named James Bonadeo winner of one of seven professional achievement awards for his involvement in setting Detroit as a Homearama site. It was the first showcase of homes to take place in a major city.



With the opening of Victoria Park on the near east side in June, Detroit saw its first new subdivision developed in some 30 Bonadeo years. The project quickly sold out. When completed, it will have 167 houses ranging in price from \$80,000 to \$146,000.

Bonadeo is president emeritus of the Builders Association of Southeastern Michigan, Homearama's main sponsor, and president of the Plymouth building company that bears his name. He was chairman of the Detroit Homearama.

The magazine cited Standard Federal Bank, based in Troy, as another organization key to Victoria Park's success for making construction loans and assuming the end mortgages.

Theater development

Mike Hlitch Jr. will discuss the theater district development plan when he addresses ESD's Construction Activities Committee luncheon beginning at 11:30 a.m. Tuesday, March 9, at the Rackham Memorial Building, Detroit.

Hlitch oversees the human resource center and works on special projects for Little Caesars.

Tickets are \$22 for members, \$25 for non-members. For information, call 832-6400.

ESD's construction committee was established to foster improvements in the construction industry. Members include design professionals, owners/users, contractors, suppliers and support service providers.

Landscape show

The sixth annual convention of the Metropolitan Detroit Landscape Association will take place March 17 and 18 at the Novi Expo Center, Novi Road at I-96.

It will feature management programs, technical seminars, classroom instruction and pesticide applicator recertification preparation and testing. All education programs except testing are included in the admission price.

Hours are 10 a.m. to 7 p.m. March 17 and 9 a.m. to 5 p.m. March 18. Pre-registration is \$10 for members, \$15 for non-members. For on-site registration, add \$5. For information, call 646-4992.

Expansion by DeMattia

A July completion date is scheduled for the 92,000-square-foot expansion of Shuert Industries by R.A. DeMattia, Plymouth.

Shuert is a thermal former manufacturer of plastics in Sterling Heights. DeMattia is an architecture/engineering, design/build construction and development company.

Argos groundbreaking

The Argos Group/Barton Malow saw ground broken for the 44,000-square-foot addition to a Federal Mogul manufacturing facility in South Carolina.

The Argos Group is a design/build subsidiary of Barton Malow, Southfield.

Masonry seminar

The Masonry Institute of Michigan will sponsor its ninth masonry certification seminar at daylong sessions April 23 and 24 at its offices, 32030 Schoolcraft, Livonia.

The seminar exposes candidates to five areas of instruction: clay and concrete masonry units, mortar, grout, engineering and workmanship. Participants are required to score 70 percent on a test at the end of the seminar to become MIM certified.

The course is aimed toward design professionals, engineers and architects, mason contractors, bricklayers, building officials, inspectors and supplier representatives.

Cost is \$176. For information, call 458-8544.

Building code published

A joint effort of the American Concrete Institute, the American Society of Civil Engineers and the Masonry Society has resulted in the publication of building code requirements for masonry structures.

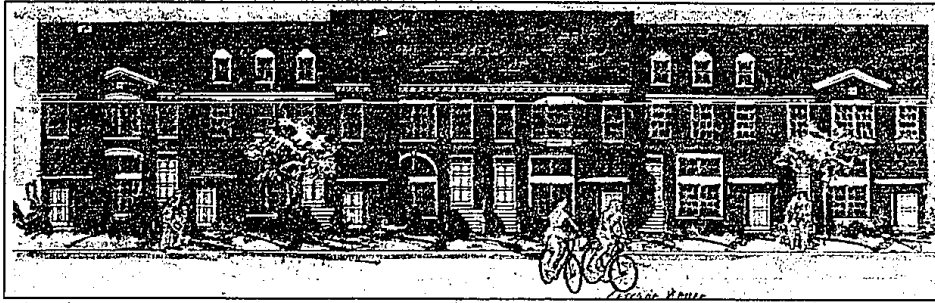
Subjects covered include permits and drawings, quality assurance, materials, placing embedded items, analysis and design, strength and serviceability, flexural and axial loads, shear, details and development of reinforcement, walls, columns, pilasters, beams and lintels, and an empirical design method applicable to buildings meeting specific location and construction criteria.

Copies can be purchased from the American Concrete Institute by calling 532-2600.

Happy housewarming

The Michigan Association of Home Builders has relocated its headquarters to 1827 S. Cresta, Lansing. The toll-free number is 1-800-748-0432.

Information for inclusion in this column should be sent to Marilyn Fitchett, 36251 Schoolcraft, Livonia 48150.



Artist's view: A rendering of the Main Street Square condominium terrace home.

Housing for older suburbs

Builders face new challenges when they look back to older, developed communities for building sites.

By GERALD FRAWLEY
STAFF WRITER

If society is going to stop paving cornfields for housing development, developers are going to have to turn to established communities and consider redevelopment.

Bernard Gileberman, president of Crosswinds Communities in West Bloomfield, is doing just that with Main Street Square in Royal Oak.

This isn't Gileberman's first encounter with redevelopment; he was part of Victoria Park, last year's Homearama in Detroit. He's also done remodeling projects, long known for his ability to develop and build top-notch, affordable housing in communities like West Bloomfield, Westland, Ypsilanti and Oakland Township. Gileberman is tackling a new frontier — redevelopment.

This is the most significant redevelopment project he's been involved with.

So far, reaction has been extremely positive, he said. "I can honestly say we have had more interest in this development than anything I can remember."

"The challenge in a redevelopment project is you go into an area that is on its way down and you help turn it around — that's satisfying."

Main Street Square includes 124 lots in 12 buildings designed in traditional-style Georgetown architecture.

Located between Main and Washington to the west and east, and Kenilworth and Allenworth to the north and south, the 3.7-acre project is expected to have a base price of between \$80,000 and \$100,000 per condominium.

Redevelopment is not without its obstacles. For example, land costs are extremely high. You have to be creative (to make it pay off).

Most communities object to high density projects, which make redevelopment more difficult. "But I think when you're talking Royal Oak, it fits in well."

Another hurdle in redevelopment, he said, is working within the constraints of an existing community. Site size, he said, is limited and therefore on-site storage is virtually non-existent.

"That makes scheduling difficult — we'll have to have materials delivered almost on a need basis."

Building within an existing neighborhood will also pose a challenge for the developer who is used to building in an open area. "We're going to have to be good neighbors, no doubt about that."

"Delivery" trucks will have to be careful not to disturb the people who are already there.

Architect Tom Barton, president of Barton and Associates in Philadelphia, said his goal was to design a development that would fit into an already established community.

"We wanted it to be on a pedestrian scale," he said, explaining

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