

# MALLS & MAINSTREETS

## Birmingham from page 5B

Troy and Twelve Oaks Mall in Novi. They would like to avoid leases with national chain stores, instead locating independent retailers with merchandise that will attract the over-30 consumer and offer goods at a variety of price points.

"What we are trying to do is put together potential new tenants that have staying power with commercial leasing agents," Weyher said. "The problem is the PSD has no authority to say who can and cannot move into town. We are at the mercy of the contracts drawn up between the building owners and their prospective new tenants."

"It's certainly not a mall situation where the mall owners can direct and create their own retail

mix. We sometimes take whoever has the check — whether they're good for Birmingham or not. And shoppers have seen this when a business opens and then closes a few months later."

Weyher's plan is to put attractive tenants in touch with building owners before other unproductive contracts are arranged. To garner interest of such retailers, Weyher is creating a videotape of what the Birmingham area is all about. A detailed listing of vacant properties also has been compiled.

"I've had some inquiries from successful Denver and Phoenix retailers who may want to open a store in downtown Birmingham," Weyher said. "I will soon be able to send them the Birmingham vi-

deo so they can get the taste and flavor of this wonderful town."

Weyher is also looking into the cost of an old-fashioned electric trolley that could be charged up over night and run throughout the day, shuttling shoppers from Jacobson's to Magnolia's to Kathryn Scott's and back to the parking structures. Victorian-looking shelters would mark the dropoff points around town.

An aggressive clean-up campaign will be launched in the spring, and all the streets will be steam cleaned, according to Weyher. Meanwhile, she's working on quarterly advertising supplements that will focus on the various geographic shopping enclaves in the city, such as the Adams Triangle (south of Maple,

the Hunter Corridor and the stretch along South Woodward.

"We want to assure the PSD members that we will not overlook any one of them," she said. "The events we are planning will enhance the whole district and make working, shopping and dining in Birmingham better for everyone."

A Birmingham performance by the Detroit Symphony Orchestra in the fall is being negotiated, and a new direction for the Birmingham Theatre is being discussed.

"That building will not be razed," Weyher assured. "After all, it's historical. It has a liquor license. There are a million possibilities for the site. We could show DIA films there, turn it into a supper club. ... There's

nowhere to go but up."

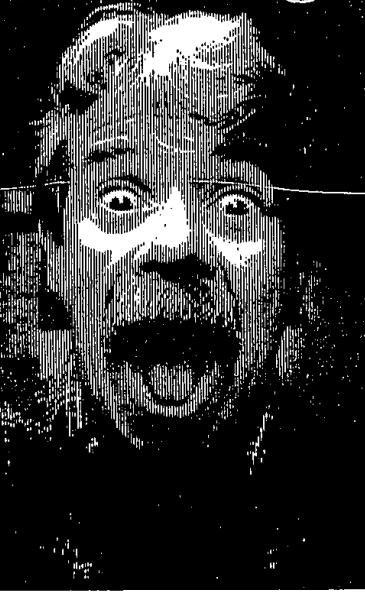
Weyher said an announcement will be made soon on a new tenant for the northeast corner of Maple and Woodward, left vacant when Diane Mondry graduated from North Farmington High School in 1976 and went onto Michigan State University, where she earned a degree in marketing. She worked for Robert Solomon and Associates before leaving for a series of advertising jobs in California. She returned to Michigan to begin a consulting business when the chance to market downtown Birmingham came her way. She now lives in Birmingham.

Linda Beckrack, another Birmingham resident, was hired as Weyher's part-time assistant. Beckrack is a freelance writer who specializes in retail writing. She writes the Shopping Centered column for the Observer & Eccentric Newspapers' Malls & Mainstreets section. Beckrack is organizing the Birmingham Ice Festival, scheduled for the Feb. 4-6 in Shain Park.

PSD member Susan Sivak, owner of Barbara's Paper Bag on Pierce Street, said she supports the district's plan to go after unique boutiques.

"No more chain stores," Sivak said. "People go to the malls for that. Exclusive, one-of-a-kind retailers that specialize in customer service is what downtown is all about. I wish them luck as they research new tenants."

## No kidding!



This fellow has just learned that there are some terrific coupons in today's home-delivered paper—ones from national manufacturers like General Mills, Kraft, and Kodak. Don't forget to grab the scissors and clip these valuable coupons for some real savings!



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AS LOW AS <b>16.88</b>	AS LOW AS <b>19.99</b>	AS LOW AS <b>24.99</b>	AS LOW AS <b>27.99</b>
P165-60R13	P165-60R13	P165-60R13	P165-60R13
32.99	32.99	32.99	32.99
34.99	34.99	34.99	34.99
36.99	36.99	36.99	36.99
38.99	38.99	38.99	38.99
40.99	40.99	40.99	40.99
42.99	42.99	42.99	42.99
44.99	44.99	44.99	44.99
46.99	46.99	46.99	46.99
48.99	48.99	48.99	48.99
50.99	50.99	50.99	50.99
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62.99	62.99	62.99	62.99
64.99	64.99	64.99	64.99
66.99	66.99	66.99	66.99
68.99	68.99	68.99	68.99
70.99	70.99	70.99	70.99
72.99	72.99	72.99	72.99
74.99	74.99	74.99	74.99
76.99	76.99	76.99	76.99
78.99	78.99	78.99	78.99
80.99	80.99	80.99	80.99
82.99	82.99	82.99	82.99
84.99	84.99	84.99	84.99
86.99	86.99	86.99	86.99
88.99	88.99	88.99	88.99
90.99	90.99	90.99	90.99
92.99	92.99	92.99	92.99
94.99	94.99	94.99	94.99
96.99	96.99	96.99	96.99
98.99	98.99	98.99	98.99
100.99	100.99	100.99	100.99

**performance**

GUARDSMAN	B.F. Goodrich	BRIDGESTONE	PIRELLI
Guardsman Performance	B.F. Goodrich Radial T/A	Goodrich GT "T/A"	Pirelli HP
30,000-mile wear test warranty	40,000-mile wear test warranty	45,000-mile wear test warranty	45,000-mile wear test warranty
AS LOW AS <b>29.99</b>	AS LOW AS <b>54.99</b>	AS LOW AS <b>59.99</b>	AS LOW AS <b>69.99</b>
P165-60R13	P165-60R13	P165-60R13	P165-60R13
32.99	32.99	32.99	32.99
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42.99	42.99	42.99	42.99
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70.99	70.99	70.99	70.99
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100.99	100.99	100.99	100.99

light truck, van, RV, 4x4

**TrailHandler**

TrailHandler LT	TrailHandler AT	B.F. Goodrich	MICHELIN
30,000-mile wear test warranty	40,000-mile wear test warranty	45,000-mile wear test warranty	45,000-mile wear test warranty
AS LOW AS <b>44.99</b>	AS LOW AS <b>60.99</b>	AS LOW AS <b>87.99</b>	AS LOW AS <b>89.99</b>
P165-60R13	P165-60R13	P165-60R13	P165-60R13
32.99	32.99	32.99	32.99
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84.99	84.99	84.99	84.99
86.99	86.99	86.99	86.99
88.99	88.99	88.99	88.99
90.99	90.99	90.99	90.99
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94.99	94.99	94.99	94.99
96.99	96.99	96.99	96.99
98.99	98.99	98.99	98.99
100.99	100.99	100.99	100.99

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