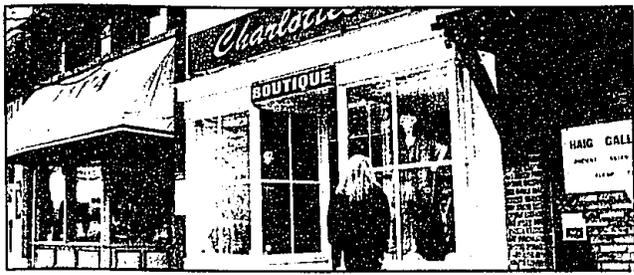


# MALLS & MAINSTREETS



Main Street mix: Heather Vanluven window-shops along Main Street in downtown Rochester. Several new stores have opened in town recently, making the central business district a destination spot for shoppers.

## Downtown Rochester offers shoppers something different

BY SUSAN DEMAGGIO  
STAFF WRITER

Have you shopped downtown Rochester lately?

Under the direction of Robert Donohue and Barbara Khalil of the Downtown Development Authority, the town is quietly becoming a place to go to enjoy a superb lunch or dinner, coffeehouse jazz, and shopping for something artfully adorable for the home, and friendly customer service.

"And this is just the beginning," said Donohue, showing off blueprints for the Western Knitting Mill/ITT Higley Building on Water Street.

Working with the Oakland County Planning Department, Donohue has won planning commission and city council approval to renovate the historic building as the apex of a mixed-use community made up of artist lofts, swank condominiums, restaurants and galleries.

"Right now, the environmental testing is going on and we are looking at various developers," he said. "Phase One of the project should begin within a year and the entire project should be complete in five to 10 years."

To assure that the destination reaches retail maps, several trendy business ventures opened in town recently and more are on the way. American Pizza Cafe is under construction in the old D & C (dimestore) building at the corner of Main and Fourth.

"The new owners are putting \$2 million into the new restaurant," Khalil said. "We are very excited about the project. American Pizza Cafe will hopefully bring us lots of new customers."

A new tea room is also under construction on Third Street, between Main and Walnut. The Rosewood Tea House will offer tea and crumpets in a Victorian setting by late spring.

Khalil is also pleased to announce the grand openings of Antiques by Pamela, 313 Main; Penn & Paige, (fine stationery) also at 313 Main; The Forward Tee (everything for the female golfer) 255 Main; Brass & Iron Beds of Rochester (the second location for the downtown Plym-out owners) and Archives A.D. (landscape and design pieces), 114 W. Third.

Still more changes occurred recently when The Ski Company moved from their Fourth Street location to triple the space in the old Hepplewhite's space on Main. The Fitting Room added several new bridal services to the space they renovated in the former Generations shop next door.

Hallen Supply on Fourth Street has become an architectural must

for shoppers seeking unusual doors, moldings and mirrors.

Paint Creek Outfitters, a fully stocked Orvis store, features specialty fly fishing equipment and artwork on University. Ivy and Evergreen creates custom floral designs in permanent and fresh materials at 206 Walnut. Nery's Lebanese American Cuisine replaced the former Alia's on University.

The DDA has begun publishing a quarterly newsletter, "The Connection," to unify communications with its members. The number of special downtown events has been changed this year to make them "bigger and better," according to Khalil.

On Saturday, June 25, the Water Street Jazz Festival will be held to coincide with the World Cup Soccer games going on at the Pontiac Silverdome. The farous downtown Rochester Sidewalk Sales are July 14-16. Art Downtown (formerly Arts and Apples) Sept. 9-10. Legnappie is Monday, Nov. 28 to kick-off the holiday shopping season.

Aware of the dangers that cripple downtowns, Donohue is an outspoken advocate of "sticking on legislators to make the problems of downtowns known."

"We need new economic tools," he said on behalf of the 40 DDA directors statewide. "All of us need money for building rehabs, improved signage, alley and parking lot improvements, new areas of expansion, and debt coverage."

## Mole Hole

from page 8A

Rand Moorhead pointed out that as buyers, the sales staff realizes the risk the owner makes putting up money for merchandise and even staying in business.

"I bought a lot of the spring line," Moorhead said. "So you can bet I'll work extra hard to see that it sells and is a success. And because we're part of a team, that success or failure impacts all of us."

Shirmer said she's working with her accountant to come up with a way to give the employee who brings in a new corporate gift account, 50-percent of the profit from that sale.

Ever the self-proclaimed radical thinker, Moorhead said he will propose to the group that those profits also be shared with the group.

"I don't know what will become of my suggestion," he said. "But I know it will be debated and considered by my associates."

Shirmer said that she must be doing something right because she left for store in the hands of her team for a three-week vacation and business boomed.

"My store ran smoothly and sales were up," she said, beaming. "Even the customers have noticed a difference here. They've been asking if we are under new management. I'm delighted that I've been able to use all of the talents of the people who work here and provide a family-type atmosphere. I don't know why I never did it before."

Moorhead said other area merchants have heard about The Mole Hole's methods and are stopping in to ask questions.

"I just tell them we are celebrating and elevating pure human experience," he said. "All people are created equal."

### DON'T PAINT YOUR RADIATORS

Painted radiators are the cause of all dirt & the most common cause of radiator failure.

**Affordable Ace Radiator Enclosures...**

- Easy to install - fits over all standard radiator models
- Painted interior - no rust
- Protects radiator from dirt & grime
- Mounts to wall or under the stairs

**arsco** FREE Product Brochure  
FREE On-site Estimates  
Manufacturing Co., Inc.  
3584 Blue Rock Road, Cincinnati, Ohio 45247  
1-800-543-7040

### EARLY BIRD SPECIAL

ALL FURS (from any furrier) Need Dittich's Expert Care

SAVE \$5 on the finest storage and cleaning available

Repairs or Remodels SAVE 20% On All Labor Excludes Cleaning

**Dittich** Since 1883

DETROIT • 873-8300  
7373 Third Avenue  
(East of Fisher Building)

BLOOMFIELD HILLS • 642-3000  
1515 N. Woodland Ave.  
(South of Lenox Lake Rd.)

Over 100 Years, Four Generations... Success We Share

Call Today For Free Pick-up  
873-8300 or 642-3000

### AS A COMPLIMENTARY SERVICE

THE KNOWLEDGE

A SPECIAL RETIREMENT COMMUNITY PRESENTS

### SPRING LECTURE SERIES '94

### DOCTOR DOCTOR

FEATURING AREA GERIATRIC EXPERTS, EXPLORE THE BENEFITS OF THEIR EXPERTISE - WITH AN AFTERNOON SNACK

**DR. SARAH GELBERG**  
GERIATRICIAN AND TOP RATED LONG TERM CARE HOSPITAL  
"REVERSIBLE DEMENTIA AND OTHER SURPRISE CASES OF DEMENTIA"  
THURSDAY APRIL 14, 100PM

**DR. ANITA M. HERMAN**  
ASSOC. PROF. GERONTOLOGY DEPT. JADONIA UNIVERSITY  
"CUTTING RESEARCH AND LIFE'S CHALLENGES TO AGING"  
"WE'VE LEARNED AND HOW TO PASS IT ON"  
THURSDAY APRIL 21, 100PM

**DR. MAX WARREN**  
ASSOCIATE CLINICAL PROFESSOR, SCHOOL OF MEDICINE  
"REVERSIBLE DEMENTIA AND OTHER SURPRISE CASES OF DEMENTIA"  
THURSDAY APRIL 28, 100PM

SEATING IS LIMITED. PLEASE CALL THE CONCIERGE AT (810) 258-0208 FOR RESERVATIONS

2411 CIVIC CENTER DRIVE SOUTHFIELD  
BETWEEN LAMAR & TELEGRAPH WITH ANGEL PARKING AT THE REAR OF THE BUILDING

# Think BIG.

**4.11% APY**  
**SAVINGS ACCOUNT**

## Introducing the Platinum Savings Account

- A superb simple interest rate of 4.05%
- An Annual Percentage Yield of 4.11%
- Deposits and/or withdrawals available
- Choice of a passbook or statement
- FDIC Insured



Ann Arbor (Downtown) 665-4030 Ann Arbor (Main Centre) 665-4090  
Bloomfield Hills 258-5300 Grosse Pointe 882-6400 Farmington Hills 737-0444

Member FDIC  
Or call our Republic Information Center  
1-800-968-4425 7 AM-7 PM Mon-Fri.

\*Annual Percentage Yield (APY) is guaranteed until May 31, 1994, and may change after that date. Minimum balance to open and earn interest is \$10,000. With all variable rate accounts, the interest rate may change after opening. Individuals only. Limited time offer. Not valid with any other bonuses or discounts.

## Lose weight. Look good. Feel great. Do it now.

### Join Weight Watchers for only \$12. Save \$18.

**(810) 553-3232 or (800) 487-4777**

Special Spring Savings and Free Gift. Save \$18 when you purchase our 12-week Spring Savings Plan and you'll also receive a Weight Watchers Tote Bag absolutely free!

**WE SELL FOR LESS • LEO • WE'VE ALREADY MADE A PROFIT**

**AFTER INVENTORY SALE**

This great furniture has been leased before so we've already made a profit.

Hurry in to Cort's After Inventory Sale. Don't miss your chance to get great furniture, a great selection, and the prices to match.

Through April 30 Only!

<b>19" COLOR TVS</b> if new \$249	<b>TWIN BEDDING SETS</b> if new \$499	<b>OCCASIONAL TABLES</b> if new \$149	<b>SOFAS</b> if new \$549
<b>CORT PRICE</b> <b>\$99</b>	<b>CORT PRICE</b> <b>\$49</b>	<b>CORT PRICE</b> <b>\$39</b>	<b>CORT PRICE</b> <b>\$299</b>

28720 Northwestern Highway, Southfield, 358-4303 (entrance under red awning)  
3921 Rochester Road, Troy, 524-1022  
Save Hours Mon-Fri 9am-6pm Sat 10am-5pm