MALLS & MAINSTREETS

Retail from Previous Page

ping Centers at the Hyatt Regen-cy in Dearborn.

cy in Dearborn.

And in an effort to woo you to your malls and mainstreets, shopping center owners, developers, managers, marketing directors, leasing agents and individual retailers are constantly evaluating and readjusting their whole industry.

"Everthing is

dustry.

"Everything is evolving. The biggest challenge is to be more professional and be able to see what's coming next," said Cynthia Kratchman, vice president for commercial leasing at Blernak Associates in Farmington Hilla. "If you're a step behind, you're too late."

Kratchman, the elected ICSC

Kratchman, the elected IUSC Michigan state director, drew a thumbnail sketch of the ever-changing retail picture to kick off the idea exchange. "Hey big spender, where did you go?" the Bloomfield Town-ship resident quoted from the headline of a Barron's magazine nices."

piece.

Her view is that the baby boomer segment of the population and that unique point in histo-when it meshed with the time ry when it meshed with the time women began entering the work force — produced a unique surge

in spending.

"So retailers kept expanding we'll never have that again," she said.

Kratchman said now that expansion is no longer the issue, retailers should focus on what shoopers are looking for — value and quality for their families. And the shooping center industry is following that lead in many ways already she said, offering these examples:

B You want to shop in a safe environment — that's why more money is being spent on security.

Women are firmly established in the market place — that's why store hours are expanded and merchandise is placed more conveniently.

Customers crave a sense of community — that's why the formunity — that's why there are now more and more community-based activities such as charitable benefits and special events.

People are working harder and have less time for fun as businesse reduce overhead — so entertainment has been worked into the shopping experience.

"Entertainment — we're really touting entertainment is the shopping experience.

"Entertainment — we're really touting entertainment is the consumers made their shift," he said.

Visionary theaters, fantastical

ly. He envisions it, for example, combined with a theater, child care, a children's shee store and toy store.

He wants you to picture this: Driving your car up to the shopping center. A "family velet" opens your trunk and takes out the stroller. Later, all your purchases are relayed to the "family valet" who loads them in your car.

Then, picture this: Child care and a restaurant reserved for adults, complete with a monitor of the child care facility.

Unfortunately Gov. John Engler, new father of triplet girls, missed this part of the convention. He was featured lunchon speaker, stressing his administration's efforts to improve doing business in Michigan. He later met with several hig chain retailers including Zany Brainy, which devotes 12,000 square feet to educational children's concepts.

Other popular roundtables, so you can spot the trends, were "The Future of Big. Box Tenants," led by Joan Primo of The Strategic Edge in Southfield, and "Dealing with Restaurant Tenants," led by Brailey Rosenberg of LaKnitz-Weber & Co., Southfield.

RETAIL DETAILS

Retail Details features the latest news briefs from mail and Main Street shopping conters. Mail submissions to: Retail Details, Obsarver & Eccentro Newspapers, 805 E. Maple, Brimingham, 48009. Or fax them to: (810) 644-1314.

Edward Elekhoff, has carned professional accredita-tion as a Certified Leasing

tion as a Certified Leasing
Specialist
(CLS) from
the International Council
of Shopping
Centers. He
joined the
Ramco-Gerchenson
Company of
Southfield in 1986. Elckoff
oversees a department of five
leasing agents as well as the
company's shopping center
portfolio of 29 properties. He is
also responsible for lease negotiations.

He is a resident of Bloomfield Hills and a graduate of
Oakland University.

ED CLARIFICATION

In a recent Mail & Mainatrects story about the Bloom-field Plaza at Maple and Telegraph, the salon Blue was omitted from the line-up or plaza tenants according to a long-time customer. Blue is located two doors down from Kroger's and owned by Scott Fortuna.

EL COCO-BYE SHIFRIN-

WILLES

Oak Park-based Shiftin Willens Jewellers has gone out of
business closing 21 Michigan
stores and four in Indiana.
President Bill Sherman could
not be reached for comment.

III PLYMOUTH POUNDS THE

PAYMOUTH POUNDS THE PAYEMENT TO DOWNTOWN Plymouth is in the midst of a extensive public improvements project in the business district.

STREETSCAPE will be find. STREETSCAPE will be lin-ished by the early part of 1996. The \$2.5 million pricetag in-cludes road and pavement im-provements to Panniman, Har-vey, Ann Arbor Trail, Forest and Fralick.

Observer & Eccentric TREE MESSAGE AND THE PROPERTY OF THE PROPERTY ZWYZ

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Now that I'm working on my future, I thought.
I'd find someone to have a future with. To tell you the truth. I've never been much for bars anyway. And placing a personal ad was the only logical choice. It's free, It's easy. And most importantly, it works. Hey, you

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