

Shopping floor space increases 5 per cent

Consumers have been given five per cent more space to shop for retail items in the past five years, according to a report released by the Southeast Michigan Council of Governments (SEMCOG).

Since 1968, the Southeast Michigan region has gained \$5 billion square feet of new shopping center floor space, an increase of five per cent. The increase was from a total of 23 million square feet of retail center floor space in 1968 to almost 29 million square feet in 1972.

Another significant finding is that construction of "supercenters" — centers of one million square feet or more — has abated in the region.

From 1963 to '68, the supercenter share of retail floor space construction climbed from 27 to 37 per cent for a 10 per cent growth factor. Since 1968, however, supercenters account for only 40 per cent of all shopping center space in the region — a growth factor of only three per cent over 1968.

Partially explaining this trend is the diminishing availability of large tracts of land to support a supercenter, and growing opposition by local residents to regional centers — as evidenced by citizen groups fighting regional centers in the Plymouth, Farmington Hills, West Bloomfield and Novi areas in recent years.

The retail space study fits into SEMCOG's overall responsibility to develop and coordinate regionwide planning for land use, transportation, recreation and open space, water supply, sewage disposal and storm drainage, criminal justice, manpower development and housing.

SEMCOG is a voluntary association of governments composed of elected officials from 95 communities in the counties of Oakland, Wayne, Macomb, Washtenaw, Livingston, St. Clair and Monroe.

The study broke down retail space into the following categories: Central business districts — a commercial district including the central

ized financial and governmental functions of a city with at least one general merchandise store with more than 50,000 square feet of floor space;

Regional shopping center — a shopping complex with at least 500,000 square feet of floor space, at least one general merchandise store of more than 50,000 square feet, at least six retail establishments in all, and at least 2,000 off street parking spaces;

Community shopping center — a shopping complex with at least one general merchandise store of at least 50,000 square feet, with at least one other retail or service establishment;

General merchandise store — a retail establishment with at least 50,000 square feet of floor space, not associated with a community or regional center, dealing in apparel and accessories, furniture and appliances and other household goods.

Three of the centers, Somerset Mall in Oakland County, New Center area in Detroit, and Riverview Plaza in St. Clair don't have general merchandise stores but were included in the shopping center categories because of their uniqueness and magnitude in relation to their surrounding areas.

The only central business districts identified in the SEMCOG study were: the CBD in Detroit with J.L. Hudson and Crowley; Birmingham with Crowley and Jacobson's; Pontiac; Mt. Clemens, Ann Arbor with Sears, Penney, Ward, Jacobson's; Monroe with Penney, Sears; Port Huron, Penney, Ward, Sears; and Flint, Penney and Ward.

Regional shopping centers in Oakland County include: Northland Center in Southfield; Oakland Mall in Troy; Pontiac Mall; Somerset Mall in Troy, with Saks; and Tel - Twelve in Southfield.

Wayne County regional centers include: Eastland, J.L. Hudson; Fairlane in Dearborn, under construction; Livonia Mall, Crowley and Sears; Southland, Hudson; Westland, Hudson's; and Wonderland, Wards and Federal.

Livonia Mall, at Seven Mile and Middle Belt, has 770,000 square feet of floor space and parking space for 4,500 cars. Westland Center, at Warren and Wayne Roads, has 787,705 square feet of floor space and parking for 5,149 cars. Wonderland has 650,000 square feet of floor space and is expanding, and parking space for 5,000 cars. Westland also has announced expansion plans.

Northland Center, at 8 Mile and Northwestern, 1.38 million square feet of floor space and parking for 10,500 cars. The Northland J.C. Penney store is expected to be completed this year to add 330,000 square feet of floor space to the Northland complex. Oakland Mall, at 14 Mile and John R. has 1.2 million square feet of retail space and parking for 7,500 cars. Somerset Mall, at Big Beaver and Coolidge, has 350,000 square feet floor space and parking for 2,000 cars. Tel - Twelve, at Telegraph and 12 Mile, has 500,000 square feet retail space and parking for 5,000 cars.

For central business districts: Detroit has 7.2 million square feet of retail floor space; Birmingham has 782,000 square feet of floor space; Mt. Clemens, 240,000 square feet; Ann Arbor, 631,000 square feet; Monroe, 240,000 square feet; Port Huron, 1.2 million square feet; and Flint, one million square feet retail floor space.

Examples of community shopping centers in Wayne County are: Garden Plaza, K - Mart, in Garden City (100,000 square feet and 1,150 parking spaces); K - Mart in Plymouth (124,000 square feet and 800 parking spaces); K - Mart in Livonia (158,000 square feet and 800 parking spaces); K - Mart in Westland (148,000 square feet and 800 parking spaces); Korvette in Redford Township (275,000 square feet and 2,100 parking spaces); Shopper's Fair, Livonia (95,000 square feet and 750 parking spaces); and, Wildwood in Westland (155,000 square feet and 983 parking spaces).

Community shopping centers in Oakland County includes: Bloomfield Mile in Bloomfield Township (401,263 square feet and 5,000 parking spaces); K - Mart at 8 Mile and Beech Daley in Southfield (100,000 square feet and 1,000 parking spaces); Downtown Farmington Center, Federal, (149,000 square feet and 1,000 parking spaces); K - Mart in Troy (110,667 square feet and 1,000 parking spaces); K - Mart in Rochester (124,000 square feet and 800 parking spaces); Kendallwood Center, Crowley, in Farmington Hills (138,000 square feet and 1,000 parking spaces); Southfield Plaza, Korvette and Federal, (268,000 square feet and 1,800 parking spaces); and, Topps in Farmington Hills (120,000 square feet and 1,000 parking spaces).

There were no general merchandise stores from Observer & Eccentric communities listed in the SEMCOG report. A general merchandise store scheduled to open this year, however, is Meijer's Thrifty Acres at Canton Center and Ford Roads in Canton Township with 250,000 square feet floor space and parking for 1,500 cars. Farmington Towne at Grand River and Halstead is a community shopping center under construction to feature a K - Mart store and have 160,000 square feet floor space and 839 parking spaces when opened this year.

There is also a regional shopping center under construction in Novi at Novi Road and I - 96 to contain one million square feet of floor space.

In Wayne County, most of the total retail floor space can be found in community shopping centers while in Oakland County the majority is in regional shopping centers. Regionwide, community shopping centers are most common followed by central business districts and then regional shopping centers.

Preparation of the retail space study was financed in part through grants from the U.S. Department of Transportation and U.S. Department of Housing and Urban Development.

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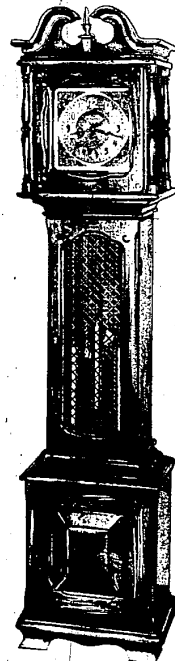
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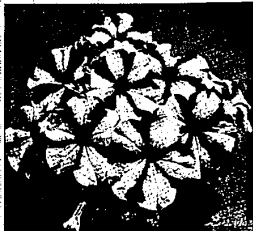
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