

Macomb Mall reveals renovation and grand opening of Dick's Sporting Goods

By Maryanne MacLeod, The Macomb Daily

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As part of its 50th anniversary celebration, Macomb Mall in conjunction with Lormax Stern Development Company on Tuesday unveiled the remodeled expansion of its sparkling new entrance along with the opening of an anchor store, Dick's Sporting Goods.

"Macomb Mall has been a pillar of Macomb County for a half-century for one reason -- its customers," said Christopher Brochert, partner at Lormax Stern. "The renovations are for the community and will position Macomb Mall as a major retail

destination for the next 50 years."

With 50,000 square feet of sporting goods and clothing, Dick's Sporting Goods was built on the site of the long-vacant Value City facing Gratiot Avenue.

"The improvements since spring 2013 are dramatic," Zarbo said. "Dick's is the jumpstart, the catalyst to this entire rebirth and renovation. Our customers can see that we have an entire floor to ceiling renovation here, within the mall itself. It's pretty fantastic."

Jason Reynolds, community marketing manager for Dick's Sporting Goods' Michigan and Toledo stores, said his company is looking forward to building relationships within the local community including the many youth sports teams from throughout the Roseville area.

"We believe there's a great need for sporting equipment in this area and are excited to be a part of the community and the exciting renovation of this mall," Reynolds said.

The multi-event anniversary celebration began with remarks from Lormax Stern partners Daniel Stern and Chris Brochert, along with comments by Macomb County Executive Mark Hackel and Roseville Mayor John Chirkun.

Lormax Stern Director of Operations Karl Zarbo was the emcee.

Members of the Roseville High School Marching Band also performed at the ceremony and light refreshments were served.

In addition to Dick's opening, Lane Bryant and Shoe Carnival, a designer shoe store, opened last weekend.

The steakhouse that once occupied the front parking lot of the store will be replaced with an 8,000

square-foot multi-tenant building, currently being fit with utilities, to be turned over to new, yet-to-be-announced tenants in February.

After Christmas, work will get under way on an impressive array of new or improved shops, including Route 21, Bath & Body Works, Champs Sports, Ulta and H&M.

Upcoming 50th birthday events at the Macomb Mall include the following:

On Oct. 25-26, as part of National Bullying Prevention Month, DC Comics' The Dark Knight will make public appearances to teach youth how to support those who have or are being bullied and teach them proactive ways to handle the situation. Showtimes are 11 a.m., 1 p.m. and 3 p.m. in the Kohl's Court. Children can take photographs with Batman between shows.

Also on Oct. 25, the mall will host former Detroit Lion's wide receiver Herman Moore for a meet-and-greet from noon to 1:30 p.m. face painting by Party Maniacs from 1-3 p.m. and Detroit Tigers mascot Paws will be on hand between 2:30-3:30 p.m.

On Wednesday, Oct. 29, Macomb Mall will host its 50th anniversary party. The celebration kicks off at 11 a.m. with a display of historic photos and a cake created in the shape of the mall by Lynn Biliti and her team at local bakery Incredible Edibles. Lormax Stern representatives will join community leaders in discussing the historical significance of the mall.

The following activities have also been planned for Oct. 29:

- Arts & Scraps, a Detroit-based nonprofit organization, will offer Halloween-themed project for children from 5-8 p.m.
- A costume contest for toddlers and children up to 12 years old will begin at 6 p.m. The first 100 youth will get a goodie bag, and winners will receive prizes and tickets to a big name sports game.
- A meet-and-greet with former Detroit Tigers' pitcher Dan Petry takes from 6-8 p.m.
- Balloon twisting with Party Maniacs from 6-8 p.m.

Celebratory cake will be served to mall customers throughout the day.

Macomb Mall is a 901,319-square-foot enclosed shopping center located at 32233 Gratiot Ave. Major stores include: Kohl's, Old Navy, Victoria's Secret, Sears, Babies R Us, and Party City. It also features more than 50 online stores. The mall was purchased in May 2013 by owner and operator Lormax Stern Development Company.

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