

# Moving ahead

## Obstacles won't delay downtown project

By Casey Hane  
staff writer

Additional engineering for downtown Farmington's rejuvenation project will increase costs, but the project remains on schedule, planner Christopher Wzacny said last week.

Concerns about drainage, grade differences of up to 16 inches, lack of curbing and right-of-way on Thomas and Warner streets will require additional engineering work, Wzacny said Tuesday during the regular Downtown Development Authority board meeting.

The DDA will delay plans for two pedestrian crosswalks, using the money for the additional engineering work on the north side of Grand River.

The \$40,000 budgeted during the first phase "has already been absorbed for Thomas and Warner streets," he said.

In addition, the DDA faces aesthetic problems along the Thomas and Warner street corridors involv-

ing unsightly power poles and odd locations of buildings.

Also involved on the north side of Grand River are ongoing negotiations to demolish a 906-square-foot annex at the rear of the Cook Building, which would give the area more parking.

WITH CITY Manager and DDA board member Robert Deadman, Wzacny also plans to review the city's downtown curbs, which he said "appear to be OK if you don't look closely."

The DDA board also discussed sidewalk replacement with Wzacny — a major part of the project's first and most costly phase.

Deadman emphasized his concern with maintenance on the new walkways.

"I have biases involving maintenance," he said. "I think we have to be careful about the materials we select."

Wzacny is recommending scored cement with highlights to certain sidewalk sections. "We will try to

score the concrete so it can be replaced" easily, he added.

DDA board member Gregory Hohler said he is concerned about the apparently deteriorating curbs and doesn't want to replace sidewalks only to have the curbs get worse.

"I don't want to put in new sidewalks and have them ruined in a few years," he added.

Work for the first phase of the DDA plan will begin in late spring, about two weeks later than scheduled, Wzacny said. He received engineering surveys for the project last week, with the exception of Thomas and Warner streets.

"We're a little behind," he said, "but we're coming along fairly well on the construction document package."

WZACNY ASSURED the DDA board that contractors will work with the city and DDA in scheduling work. The DDA board agreed to put up a construction sign when the work begins explaining the purpose

and progress of the work.

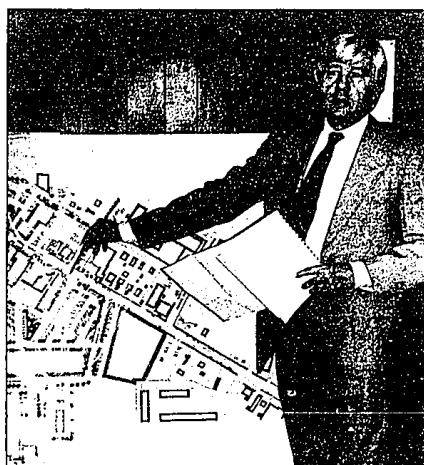
"I think we need to blow our horn on this thing," DDA President Harry Wingerter added.

In other action last week, the board authorized payment of \$2,968 to Livonia engineers Orchard, Hiltz & McCliment and \$12,870 to Wzacny for design work. A total of \$15,000 is approved for the engineers and \$50,000 for Wzacny.

Standing DDA subcommittees of Communications, Consumer Relations, Services and Beautification were dissolved Tuesday and new ones formed at Wingerter's request.

New subcommittees and chairpeople include: Finance, Robert Heinrich; Christmas Holiday Decorations, Frank Clappison; CAF Review, Gregory Hohler; Public Relations, JoAnn Soronen; Services, Ron Oglesby; Aesthetics, no chairperson selected; Merchant Recruiting, Larry Lencner; Market Definition, Hohler; and Construction, Wingerter.

The subcommittees were changed to make better use of the time of those serving, Wingerter added.



Planner Christopher Wzacny gave the Farmington DDA board an update of the downtown plan last week.

## Loan interest delayed, new director approved

The city of Farmington will give its Downtown Development Authority an interest break on a \$450,000 loan awarded in January.

The DDA proposed deferring the loan's first interest payment from the end of 1987 to the end of 1988 — a suggestion approved by the city council last week.

The council also approved the position of executive director for the DDA during a regular meeting April 6.

The interest deferral will give the DDA some additional money for the first phase of the project, which is the most costly, according to a report from City Manager Robert Deadman.

"It is in the best interest of the city that the public improvements ... be brought into being as soon as possible so ... additional invest-

ments by the private sector will be encouraged," Deadman told the council. Although the DDA could make the payment, he added, the delay "would allow funds for additional construction."

The DDA will pay interest based on rates the city receives.

The DDA's new executive director could be hired as early as May, Deadman said. The director will be placed on the city payroll, but will be responsible to the DDA board. The DDA will reimburse the city for the director's salary and fringe benefits.

"The board would not have to become involved in establishing a system to administer payroll, insurance and other responsibilities that occur when you hire employees," Deadman said.



Special engineering attention will be given to the streets and sidewalks north of Grand River in Farmington's downtown project.

## short takes

If you recently opened a shop, captured an award, earned a promotion or are planning a new venture or project — and there's a Farmington-area business angle — we'd like to hear from you so we can share your news item with other Farmington Observer readers. Send items to: Short takes, Farmington Observer, 33203 Grand River, Farmington 48024.

### NAMED MANAGER

Ronald Leicht of Farmington Hills was named manager of Ford Parts and Service Division's Ford Brand Merchandising Department.

The Farmington Hills resident, who joined the Dearborn-based company in 1971, had been advertising and sales manager for the division since 1984.

Prior to that appointment, he was manager of the division's Buffalo District Office and held various other positions in the field and at the general office.

### NEW IN TOWN

Deborah Adams Delmotte announces the opening of Progressive Design Center, which will serve Farmington, Farmington Hills and surrounding communities.

Progressive Design offers graphic and typesetting applications. It specializes in desktop publishing, where the most advanced computer and laser technology is applied in creating text and graphics on paper. This process eliminates much of the cutting and pasting required in traditional typesetting and design, saving the customer money in typesetting and layout costs.

Resumes, letterhead, envelopes, business cards, reports, proposals, announcements, promotional material, brochures, flyers and forms are a few of the items that can be produced by the center.

All of the work is saved on computer disks so that any future changes in typesetting or layout can be done quickly and at a savings to the customer.

Progressive Design offers a custom design service where design associates can create logos and ad designs.

The center is in American Speedy Printing, 32615 Grand River, between Farmington and Power roads, in downtown Farmington. Call 478-3388. Store hours are Monday-Friday, 8:30 a.m. to 6 p.m.

### NEW, TOO

Monday's Flowers recently opened in Farmington Hills.

Owner Raymond Lentes will deliver flowers to your office, every Monday — a small arrangement of three to five flowers with a vase. The cost is \$17.50 for four Mondays.

There will be different flowers each week.

Call Lentes at 477-5937.

### SHE'S HONORED

AAA Michigan travel counselor Kathy MacLag of Farmington Hills was among the top counselors honored at AAA Travel Ambassadors March 19 at the Dearborn Inn.

The counselors were cited for skill and knowledge in all aspects of travel and for increased productivity in 1986.

MacLag is at the AAA's Farmington Hills office.

### KEY AGENT

The Gerald C. Grace Agency in Farmington was named to the Key Agents Club for 1987 by Citizens Insurance Co. It is the second year the insurance agency has achieved this honor.

"The Key Agents Club is a special honorary group established by Citizens to recognize above-average premium combined with outstanding underwriting results by the independent agencies representing us," said James Coville, Citizens marketing vice president.

The Gerald C. Grace Agency placed \$1 million in premiums with Citizens in 1986 and fulfilled all of the other requirements to qualify for the Key Agents Club. The agency will receive an award plaque and other special benefits in recognition.

The Gerald C. Grace Agency was one of 44 selected from 500 independent agencies that represent Citizens to receive this honor, based upon 1986 results.

### MASTER DISTRIBUTOR

Computerland of Southfield, a vendor of personal computers, was named a master distributor in Michigan for Secom Information Products' computer security and local area network products.

Products include physical security and data security systems, as well as a local area network (LAN) system and LAN security products.

Computerland of Southfield will market the Secom computer security and local area network products through its sales representative and its three stores in Southfield, Farmington and Birmingham. The company will distribute Secom products to other computer dealers and retailers in Michigan.

According to Secom, the theft of computer equipment and data costs this nation \$4 million per year. To address this problem, Secom offers systems that protect computer equipment from theft as well as data access control systems that protect data from unauthorized access.

Sicom Information Products, based in Chapel Hill, N.C., is a subsidiary of Secom General Corp. Secom also markets the Secom Key, a software piracy protection system for software producers, and the Evaluator, a patented telephone wiretap detection device.

### JOINS FIRM

Tax attorney David Baum has joined the law firm of Kaufman and Payton in Farmington Hills. He will concentrate primarily on real estate, corporate law and taxation.

Prior to joining Kaufman and Payton, Baum served as general counsel to a real estate development company and as a tax attorney with a Detroit law firm. He also worked with the Internal Revenue Service in Kansas City, Mo.

### CREATES AD

Developing the retail launch materials for Chevrolet's 1988 Corsica and Beretta models presented a challenge to Gail & Rice Productions — of introducing two new compact cars, each with distinct identities and marketing strategies, in a fresh, unified and visually interesting way.

"We chose to use two unique styles of photography, mood and image to visually portray the personality of each car, and to deliver the message to Chevrolet's sales force that these are two separate entities with different buyers," said Gail & Rice executive producer Len Walkover. "The result is a warm, family feeling for the Corsica 4-door sedan, and a tough, street machine personality for the Beretta 2-door coupe."

The image for each car is established early in the two programs produced by Gail & Rice, a Farmington Hills-based company. The Beretta is shown careening down a Colorado mountain highway, awash in a sea of colors from the cool end of the spectrum — rich purples, deep dark reds and blues, and strong, glossy black. Tight close-ups, a strong music sound track and quick cuts convey a fast, hip image of the Beretta.

In contrast, the program for the four Corsica begins with aerial footage shot off the island of Corsica near the coast of France. Suffused with the glow of warm golds and yellows, the family car is shown cruising the Corsican countryside.

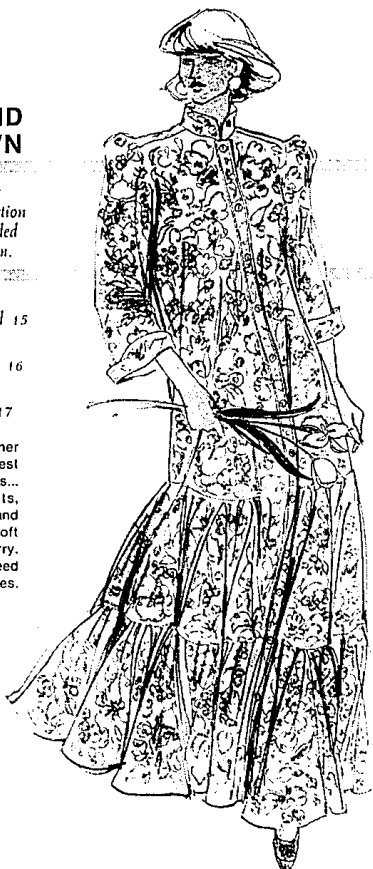
Studio segments of the program were shot at Grace & Wild Studios in Farmington Hills.

## AVID BROWN

Spring/Summer  
Loungewear Collection  
Informally Modeled  
11 a.m. to 5 p.m.

Birmingham  
Wednesday, April 15  
Grosse Pointe  
Thursday, April 16  
Dearborn  
Friday, April 17

Meet the designer and see his latest spring creations... robes, jumpsuits, hostess gowns and sundresses in soft cotton and terry. Just what you need for leisure times.



## Jacobson's

We welcome Jacobson's Charge Card or The American Express® Card.

Shop until 9 p.m. on Thursday and Friday  
Until 6 p.m. on Monday, Tuesday, Wednesday and Saturday