

Image, marketing affected by downtown improvements

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A DDA committee headed by chamber of commerce executive director Jody Sorensen and including Farmington city manager Robert Deadman and Metro Bank president Robert Heinrich was appointed Tuesday to study marketing and advertising and to examine how the DDA should be improved by promoting the central business district.

In carrying out its charge, the DDA committee will use goals relating to downtown promotions, design

and economic restructuring, which were adopted Tuesday by the full DDA board.

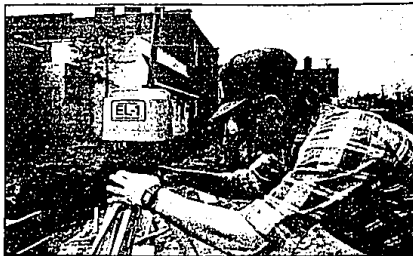
The idea is to market a unified image of the downtown to both potential shoppers and businesspeople who might locate here.

ONE OF THE suggestions made by DDA executive director Wendy Ship Sittsamer included creating a logo that could be used by all merchants in the DDA district. DDA member and Civic Theatre owner Greg Hyster suggested a line drawing of the pedestrian lighting lamp-

post be considered as a possible logo.

"It's eye-catching, it's pleasant looking and it's throughout the downtown," he said. The lamppost image can be seen on blue and cream colored canvas banners that grace the downtown streets.

Other suggestions to be explored include: Expanding current DDA promotional programs, providing workshops for downtown businesspeople, improving signs throughout the DDA district and implementing a recruitment program to lure new businesses to the area.



RANDY DORST/Staff photographer

Martin Lowry uses a laser level to check the grade of curbs he is installing in the upgraded parking lot north of Grand River in downtown Farmington.

Women urged to use more caution

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women must be all the more cautious even though they are traveling familiar routes. All doors of the car and residence should be locked, including the inside door leading to the house from the garage if the resident has an automatic garage door opener.

"He determines when the victim is alone and knows her habits," Dwyer said.

Women must be observant of anything or anyone that appears suspicious. "They must use their rear view mirror to see if they are being followed," the police chief said.

Women should vary their routes to and from work or other consistent stops, particularly on returning home. Women should become aware of their surroundings and the people in them.

If a woman believes she is being followed, she should not return home. If possible, drive directly to the nearest police department.

Any information reported to the police will be "followed up on immediately," he added.

Lead pursued in rape cases

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"We are currently going over that new physical evidence," Dwyer said. "We are encouraged. This is the best information we've gotten yet."

THE LATEST description available of the rapist is that he is a white man, 20-30 years of age, 5 feet 8 inches tall, 150 pounds and of slim build. When last seen he was wearing black gloves, black ski mask, acid-washed button-fly jeans and a dark shirt, Dwyer said.

Considering the rapist's description and method of attack, Dwyer said he is certain the man who raped a woman in her Farmington Hills home last week is the same man who raped two women in their home Thanksgiving night.

The rape of an Independence Township woman in March also may be related, police said.

In the latest incident, a Farmington Hills woman in her 30s was raped at 9 p.m. in her home near 13 Mile and Orchard Lake roads by a knife-wielding man wearing a ski mask.

The man was waiting for her in

her home. He blindfolded her, sexually assaulted her and robbed her of a diamond ring. Before leaving on foot, the man took a stereo cassette recorder, said Lt. Richard Murphy of the Farmington Hills Police Department.

The Bloomfield Township Police Department's canine unit tracked the man to an undisclosed area where he apparently got into a car and drove away, Murphy said.

Physical evidence collected at the scene and at a Cleveland motel was sent to the Michigan State Police Crime Lab, Dwyer said.

Dwyer urges anyone with information to call. Callers may remain anonymous. To be eligible for a reward of up to \$1,000, call local police. Say you want to provide information through the Oakland County Chamber of Commerce Silent Observer Reward Program.

Identify yourself by a secret, multi-digit number. You aren't required to give your name. If a conviction results directly from your tip, your secret number will be referred to the chamber, which issues the rewards.

Man shot during Hills holdup

A 40-year-old Livonia man is recuperating after being shot in the leg by one of three unidentified men in their 20s who robbed a Farmington Hills store at gunpoint Saturday evening.

Peter Jones was shot in the upper right thigh as he got out of his car and approached the Mid-Nine Market, 22200 Middlebelt, at 7:40 p.m. Saturday, said Lt. Richard Murphy of the Farmington Hills Police Department. Jones was discharged Tuesday from Botsford General Hos-

pital, Farmington Hills. Jones approached the store just as the three men were fleeing with about \$10,000 in cash, lottery tickets and money orders. "He was getting out of the car when he was shot," said Inspector Ernest Miller of the Farmington Hills Police Department.

The three men, who fled in what was described as a large Chrysler, entered the market individually, each producing a revolver. While two of the men ransacked the count-

ers and the register, the third forced the two store clerks behind the counter and tied them up. Several customers who entered the store during the robbery were forced at gunpoint into a cooler, Miller said.

"They had threatened to kill the clerks several times," Murphy said.

The three men began shooting as they were leaving the store, the same time Jones and a friend drove into the store parking lot and Jones got out of his car. "They kept shooting at both of them," Murphy said.

Police are continuing to investigate but have no suspects, Miller said.

police/fire calls

Listed below are some of the Farmington-area police incidents, fire calls and court cases reported during the past week:

● INDECENT EXPOSURE

A naked man stood on a car seat and through the vehicle's T-roof during the early morning hours of April 3, according to a Farmington Department of Public Safety report.

A couple was driving along Grand River near Brittany Hill shortly after 2:30 a.m., when they passed the car in which the man was a passenger.

was ticketed for transporting open alcohol in his car April 1 in the city of Farmington. He was stopped at the corner of Nine Mile and Farmington Road.

● A 20-year-old Farmington man and an 18-year-old Farmington Hills man were ticketed for possessing narcotics paraphernalia April 2 near Oakland and Drake.

● THEFTS REPORTED

Tools valued at \$110 were reported stolen from a storage area at Chatham Hills Apartments in Farmington March 27-31.

● TICKETS ISSUED

According to Farmington Department of Public Safety reports:

● A 21-year-old Brighton man

Stereo equipment valued at \$500 was reported stolen from Worldwide TV, 34701 Grand River, during a break-in March 31.

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