## **Buserner** Farmington

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Fifty Cents

## farmington

To write the Observer: 33203 Grand River, Farmington 48024. To call: news line, 477-4550; sports line, 591-2312; home delivery, 591-0500; classified ads, 591-9000; display ads, 591-2300; fax line, 477-9722.

IDDEN message?
With a full agende and a packed house at the Farmington

predicament. "I guess this is a coincidence my mike isn't working tonight," he jested as the audience strained to hear him. Tom Biasell, public service director, quickly came to the rescue and activated the mike.

rescue and activated the mixe.

STUDYING up.
Farmington fillts Fire
Department had four
representatives at the
International Association of
Fire Chiefs convention last
week in Indianapolis.
Chief Rich Marinucci, deputy
chief Pete Baldwin and district
chiefs Bob Rebtoy and Jon
Maddern attended.

### Memory lane

25 years ago:

School bells will ring next
week to call 17,800 students back
to disasprooms in four local school,
systems. Farmington,
Clárenceville, Our Lady of
Sorrows and St. Paul's Lutheran.
• The Farmington Townships
coning board approved a request
by Home Land Suburban Co. to
rezone three lots in Kimberley
subdivision, 11 Mile and
Middiebelt, to permit a National
Bank of Detroit branch.
— Farmington Enterprise, Farmington Enterprise, Sept. 3, 1964

#### This week

ARRING rain, show time is 2.4 p.m. Saturday for Streetside Livel, three zany one-man shows and downtown Farmington's first free outdoor event in the new gazebo on Grand River, west of Farmington Road.

#### what's inside

/
Around Farmington 4B
Business briefs 5B
Classifieds Sec. C,E,F
Index 8E
Auto Sec. C
Real estate Sec. E
Employment Sec. E.F.
Creative living Sec. E
Crossword puzzle 3E Entertainment 5D
Obituaries 3C
On the agenda 3C
Police/fire call 2A
SportsSec.C
Street Scene Sec. D
Taste Sec. B
:

## <sup>tho</sup> Classifieds

Classified makes good dollars and sense. Get the most for your money-buy or sell classified.

#### 591-0900



## Flood payback plan irks residents

By Noreen Flack

Farmington Hills residents along the Middlebelt corridor, near 11 Mile, said they're tired of asking the city to bail them out from repeated basement flooding.

After the city council last week approved an administrative recommendation that they pay the city back for easing the flooding, the residents asid they're going to court.

They feel the city should tap the Sanitary Sewer Pund, which contains \$9 million for planned sanitary sew-

er system improvements, to pay for the flood control program. Three residents will seek legal counsel this week to file a lawsuit

counsel this week to file a lawsuit against the city,
"We are really tired of this." Middebelt resident Diane Wernette sald. "For years, we have been told the city will take care of its. And now this is how they take care of it — by sending us a bill."
"We were willing to disregard all the damage we have suffered, but now they have given us no choice," sald Karen Harper, who experienced flood damage three weeks after she moved into a house on Middebelt in May. May.
The Farmington Interceptor Base-

ment Backup Program calls for qualified contractors to make im-provements, including installation of a backflow preventer, to at least 20 houses prone to flooding. The cost: \$1,000 to \$2,500 per house.

THE INTERCEPTOR, which runs along Middlebelt, between Grand River and 14 Mile, overflows five times a year, which, in turn, floods assements for some houses at least once and often 2-3 times a year.

The backflow preventer works like a valve to direct flow away from basement drains, toward the interceptor.

Ages the improvements are made.

Once the improvements are made, the Oakland County Department of

Public Works will collect from each residence \$30 per quarter, through water and sewer billings, for \$20 years, under the administrative recommendation.

A special assessment deferral is available for residents with a financial hardship. The Farmington Hills Department of Public Service so far has evaluated six residences so far has evaluated six residences of the program said Thomas green present the program of the program of the public services of the public ser

28 favored the payback, with Vag nozzi dissenting.

CITY OFFICIALS have promised residents "over and over again" that the city would fund improvements and find a solution to enit basement flooding, Wernette sald.

The council's tie vote on Aug. 21 led residents to believe the clty ventually would come through with financing. Wernette said.

After the Aug. 21 meeting, she said, she told Karen Harper "to pinch me because I didn't believe what I just heard. And sure enough I was dreaming.

Please turn to Page 2

## Dozer chops green area

By Noreen Flack

Retients near a condominium complex under development on Middicheltal 1-606 reported damage to small trees and shruba after an unsupervised contractor mistakenty buildozed a section of wetlands. "How could this have happened," councilwoman Jean Fox asked the developer of the 76-unit Meadowridge Condominium at the Farmington Hills City Council meetings Aug. 23.

Developer Gidon Zaft of West Disconsistent of the Medical accepted full responsibility. He met with city officials and residents Aug. 23 to present restoration plans for the wetlands, damaged while the contractor was digging a rest mills the contractor was digging a rest mills the contractor was digging a fresh full formulation of the wetlands. The council woman Zaft promised a "first-less development," including a larger-than-required retention pond or storm water runoff. "There are no excuses for what-

quired retention pond for storm water runoff.
"There are no excuses for whathappened." Zaft said. "We apologize for the mistake."

for the mistake.

Puture digging will be better supervised 'so it won't occur again,' be said.

Despite the apology, Fox said.

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WHEN THIS "kind of thing hap-pens — no supervision, the native-vegetation is lost, large trees are lost and replaced by 24-inch winter-berry — there ought to be some kind-of monetary fine and penalty include ed in the ordinance," Fox said.

# Pro TV watcher She picks out programs for advertisers the past three years. "We're not winging it here. We're doing it the sophisticated way," she said. "You want to be able to buy the best environment for your client. "You have to sit down and figure out what people will watch. Other people find it hard. If and it casy." Cuda has a prediction rate of about 85 percent, an excellent rating in her business, she said. "When i saw L.A. Law, I kow exactly what it would do," she said of the highly successful show.

Getting paid to watch television is wishful thinking for most of us. But for Farmington Hills resident Patricia Cuda, it's a part of every-

Patricia Cuda, it's a purday life.
Cuda, 45, vice president and
group media director for Ross Roy
Advertising in Bloomfield Hills,
spends her days watching TV and
deciding on which shows to buy
commercial airtime for advertis-

commercial ansulating clients.
"Buying TV time is like buying
"buying TV time is like buying

Buying 1's time is the sum of the future; she said.

Cuda just swivels around in her chair and flicks on the TV that rests on the corner of the desk behind her. On the desk in front of her

Oops! An error in the process used to determine the site for Oakland County's new landing means for the County's new landing means for the capacity of the county of the capacity of the Capac

By C.L. Rugonstain

lies a recent copy of TV Gulde. Cuda has a view of tree-lined Bloomfield Hills Parkway through the huge glass windows along the office wall.
"When I watch TV, I'm working," she said.

When I watch TV, I'm working, she said.
It's hard for Cuda to teave her
work behind at the office. Even
when she's watching TV for pleasure, she's taking note of the advetising potential of the program.
"You can't have this Job and do
that," she said. "We have so many
accounts, Michigan Bell, Blue
Cross, K mart. I can never get
away from my products."

THOUGH SHE watches TV all year, May is Cuda's busicst season because the first episodes of new

ing Advisory Committee. "But these numbers aren't confirmed yet."
Regan and the three vice chairmen will review the corrections that were made at the work session with the full 23-member committee on Sept. 21. The site committee then will make a recommendation to the Oakland County Board of Commissioners.

The board of commissioners will make any new recommendations at its Oct. 12 full session for drilling "on site, or sites," Regan said.

on site, or sites, regan sato.

Regan confirmed the discovery of
the errors that changed the site
ranking at a work/study session with
the county, consultants and citizens
last Thursday in the county's office
of public works.

### people

shows, called pilots, are on. Spending as many as seven hours at a time, 10-15 hours a day, Cuda slis in front of the TV and takes note—literally. Pen and pad in hand, Cuda notes the actors and the writing in the program.

"It gets so complicated to keep track of actors, writing and other elements," as said. "I need notes to refresh."

In addition to Cuda's careful monitoring, she uses computerized statisties that tell her how a specific television show has rated over

CUDA WAS the first woman to become a vice president at Ross Roy, where she has worked for the

## Error shifts fill site lineup

IT TURNED into a "numbers crunching assion," according to Regan, in which she and her three vice chairmen — Collin Walls, Charles Cubbage and Chuck Kuerth — went over "every single figure that's there" with the consultants and county.

"We want to know why there's a difference," Regan had said before the meetling, "We want to make sure what data base was used by the consultants and how they arrived at the figures."

Representatives from the board of commissioners and the townships concerned were also present as observers.

## Litter spurs boycott of ice cream store

owners Association president, blamed store management and embegan a boycett of the Baskin-Robbins lee cream shop at 2558 Oreshord Lake Road Thursday in response to what they say are unsanitary conditions behind the Farmington Hills store.

But store co-owner Betsy Vasovaski said, "We've been aware of the vaski said, "We've been aware of the vision, we are upset about it and for problem. We clean it up all the Linda Cleeves Glea Only Western and the vision, we are upset about it and for problem. We clean the pall the Linda Cleeves Glea Only Western and the vision, we are upset about it and for problem.

Please turn to Page 3

Linda Cleeves, Glen Oaks Home-