

City, DDA pull out the stops for road construction

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The City of Farmington and the Downtown Development Authority are pulling out all the stops to make sure residents and businesses know each step of Farmington Road construction plans from Nine Mile Road to

Grand River.
Providing incentives to keep people coming downtown during the construction season is also a goal.
Work is expected to start on the project in mid-March. The section between Slocum and Grand River is expected to be completed by July 15, prior to the annual Farmington

Founders Festival July 19-21. The entire project will be completed by Sept. 30.
Oakland County Commissioner Terry Sever announced his phone number - (248) 616-9094 - to a standing-room-only crowd at Farmington City Hall Wednesday and said he's willing to provide information as well.
"It's easier to deal with it as it happens and not when it festers for a day or two," Sever said. "I'll tell my wife to expect some irate calls."

The meeting was hosted by Farmington DDA Director Judy Downey and Oakland County Road Commission engineers Jeff O'Brien and Mohammed Lufti.
"When construction is going on in front of your business, we know it is difficult," Downey said. "We wanted to lend a helping hand."

The DDA contracted with Farmington-based Marketing Communication Counsel. Inc. at a cost of \$3,000, to provide a regular e-mail newsletter for DDA members. A coupon incentive will help promote an outreach program to both inform and maintain interest in the downtown area.
Ron Baker, chairman of MCC Inc. invites anyone who wants to be placed on the e-mail list to call him at (248) 616-6480. His web site is www.mktcom.net. With technical assistance from Jeff Peelman of Silver Birch Engineering in Ypsilanti, Baker will develop a weekly map available on the city's web site (ci.farmington.mi.us), which will update construction details and closures.

Phase II of the Oakland County Road Commission's Farmington Road project will involve widening and reconstructing Farmington Road from south of Nine Mile Road to Grand River in the City of Farmington. Last year, the stretch from Eight Mile to Nine Mile Roads was improved, so officials have a track record by which to judge potential problems.
During the work, access will be maintained to those businesses that only have driveways on Farmington Road. Business with access via side streets should encourage their customers to use those entrances. Some side streets will be closed at times at Farmington Road, officials said.
Neighboring residents expressed concerns at the meeting about cut-through traffic. Business owners are worried about accessibility and traffic backing up in front of their establishments.
Lou Dreyer, a Schulte Street resident, cited safety concerns for Longacre Elementary School children. The school is on Arundel off Gill Road.
"There's no stop signs between Freedom Road and Grand River," Dreyer said. "There's a crossing guard there. But you know what they are going to do after awhile? They are going to flip that crossing guard off."

The Farmington Tennis Club, 22777 Farmington Road attracts people as far away as Ann Arbor and Clarkston. "It's difficult to give directions already," said Katrina Walker, an employee.
DDA event changes
Additional changes to DDA promotions and events were also announced at the meeting.
Based on a recent survey of members, both the Winter and Summer Fun Series and the Evening Concert Series were dropped indefinitely from the DDA's events schedule. Those dollars will be directed toward a large media advertising package, Downey said.
Events like the Halloween Fun Fest and Shopping for Holiday Dollars, ranked by merchants as the most popular, will be maintained.
"After consideration of the survey results, the DDA board authorized an increase in our advertising budget to \$26,000 and directed that it be used toward a radio, TV, cable and print advertising program," said Ron Oglesby, DDA president.

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Jaycees seek Citizen of the Year nominees

Farmington Area Jaycees are accepting applications for Citizen of the Year Award recipients.
Nominees can be anyone who has contributed meritorious service to the community either as a volunteer or in connection with their business. There are no limitations to a nominee's age, sex, residency, race or religion, but this person must have accomplished their deeds in the Farmington/Farmington Hills area.
In choosing a potential Citizen of the Year, do not hesitate to nominate past nominees who were not winners but are still active in the community. Remember that past award winners are excluded from consideration. Government officials may be nominated for their volunteer achievements only.
A nomination form can be obtained by calling 248-477-JCCS or visiting the Farmington Area Jaycees web site at www.fajc.org. Mail the completed form to P.O. Box 33, Farmington Hills, MI 48332 no later than March 4.

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