



Executives of the business world began to look apprehensive Wednesday afternoon when newly-trained excavator operator Mayor Norm Jay trapped them behind a huge shovel. They all escaped unscathed at the official sod-turning ceremonies for the second phase of the Stone Road Mall project. Perched high in his cab the hard-hatted mayor of Guelph looked down on Harold Durkee and Larry Broadley of Sifton Properties Ltd., Will Wickham of Stone Road Mall Merchants Association and John Belik and Roy Belluz of Simpsons-Sears which will have a full-line department store in the \$9 million extension of the mall.

Sept. 30, 1976

Sod turning ceremony had special shovel & operator

Reprint from Guelph Daily Mercury

Mayor Norm Jay used a power shovel to dig a \$9 million hole in Guelph Wednesday afternoon.

From the cab of a massive excavator he turned the first sod to start the construction of the second phase of the Stone Road Mall.

Site of the expansion is 17 acres at the corner of Stone Road and Edinburgh Road. Formerly the site of an animal research station the land is being leased by the University of Guelph to Sifton Properties Ltd.

Phase one of the mall, which opened 18 months ago, cost \$6 million. The second stage, which will double the size of the mall, will total 204,000 square feet and cost \$10 million.

"It will provide Guelph with its first major regional shopping plaza," said Mayor Jay. "The mall will provide jobs, excellent shopping facilities and valuable assessment. It is clear evidence of the faith of investors in Guelph."

Simpsons-Sears will occupy 120,000 square feet of the addition. The full-line department store of Simpsons-Sears in Stone Road Mall will be as big as the present K-Mart and Miracle Food Mart combined.

988 jobs Sifton's executive Larry Broadley said that when the expansion is finished it will have 2,100 parking spaces. "Total number of stores in the mall will exceed 90," disclosed Mr. Broadley. Total employment in the mall will be 988 which will make Stone Road one of the city's biggest work forces.

Leasing of the stores is well advanced, reported Mr. Broadley. Heavy accent in the mall will be on fashion. Tenants will include a licensed supper club, bank, gift and camera stores, sporting goods, children's wear and boutiques.

Already planning to move into Stone Road Mall are Fairweather, Big Steel, Town and Country, Thriftys, Tip Top, Birks, National Trust, Grafton-Fraser, Classic Books, Springfields, Today's Girl and a number of shoe stores.

W. G. Construction Ltd., allied with Sifton Properties, will build the addition. The nearby Priory Park housing development was also a Sifton Properties project. Seven professional firms worked on the planning to convert the open space into a major mall. Original design concept was by James A. Murray and Associates, architects.

Design and consultation on the new phase was handled by

architects Breivik and Milics. Others involved were R. C. Dunn and Associates, Golder and Associates, Hastings and Aziz, R. A. Egan and Associates and M. M. Dillon. Construction of the Simpsons-Sears store will be directly handled by a professional team of the retail firm. In addition to the shopping space the mall, when finished, will have 18,000 square feet of office space.

No time wasted Wednesday's opening ceremonies were attended by executives from many parts of Ontario. They didn't waste any time on speeches. The earth-moving equip-

ment, specially cleaned for the occasion, was operating full-blast a few minutes after Mayor Jay left the cab. "The weather's beautiful. Everything is ready. So let's go," ordered Sifton executive Harold Durkee.

"Don't I qualify for a wage rate of \$9 an hour as an excavator operator?" asked Mayor Jay who was praised for mastering the equipment so quickly.

"Be satisfied with the experience and Guelph's expansion," advised Stu Holloway. "Not many politicians get the chance to shovel so massively and to such good effect."



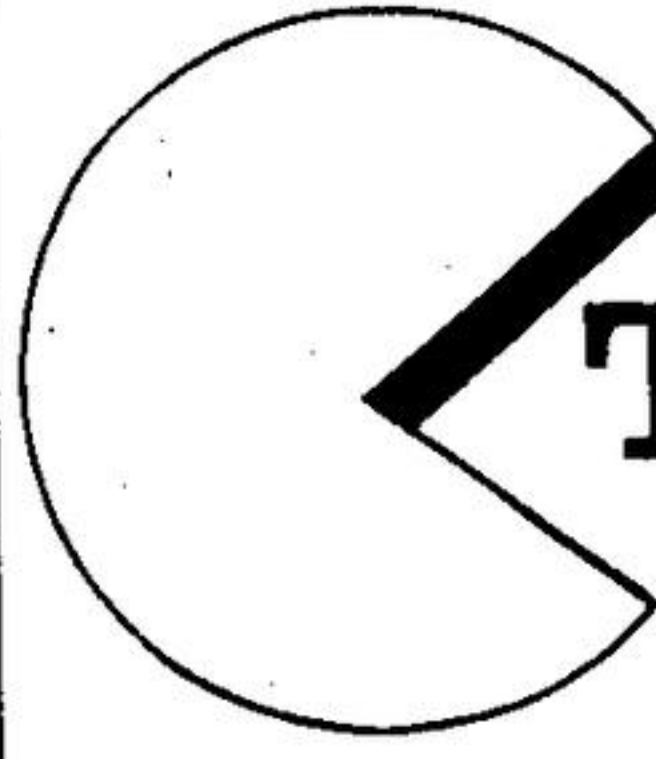
stone road mall

TWICE THE SIZE MARCH 1, 9:30 A.M.

PRESTIGE OFFICE LOCATIONS AVAILABLE
There's still time to locate your business in Stone Road Mall up to 10,000 sq. feet of carpeted, fully air conditioned office space is available. For information contact Larry Broadley at P 780.

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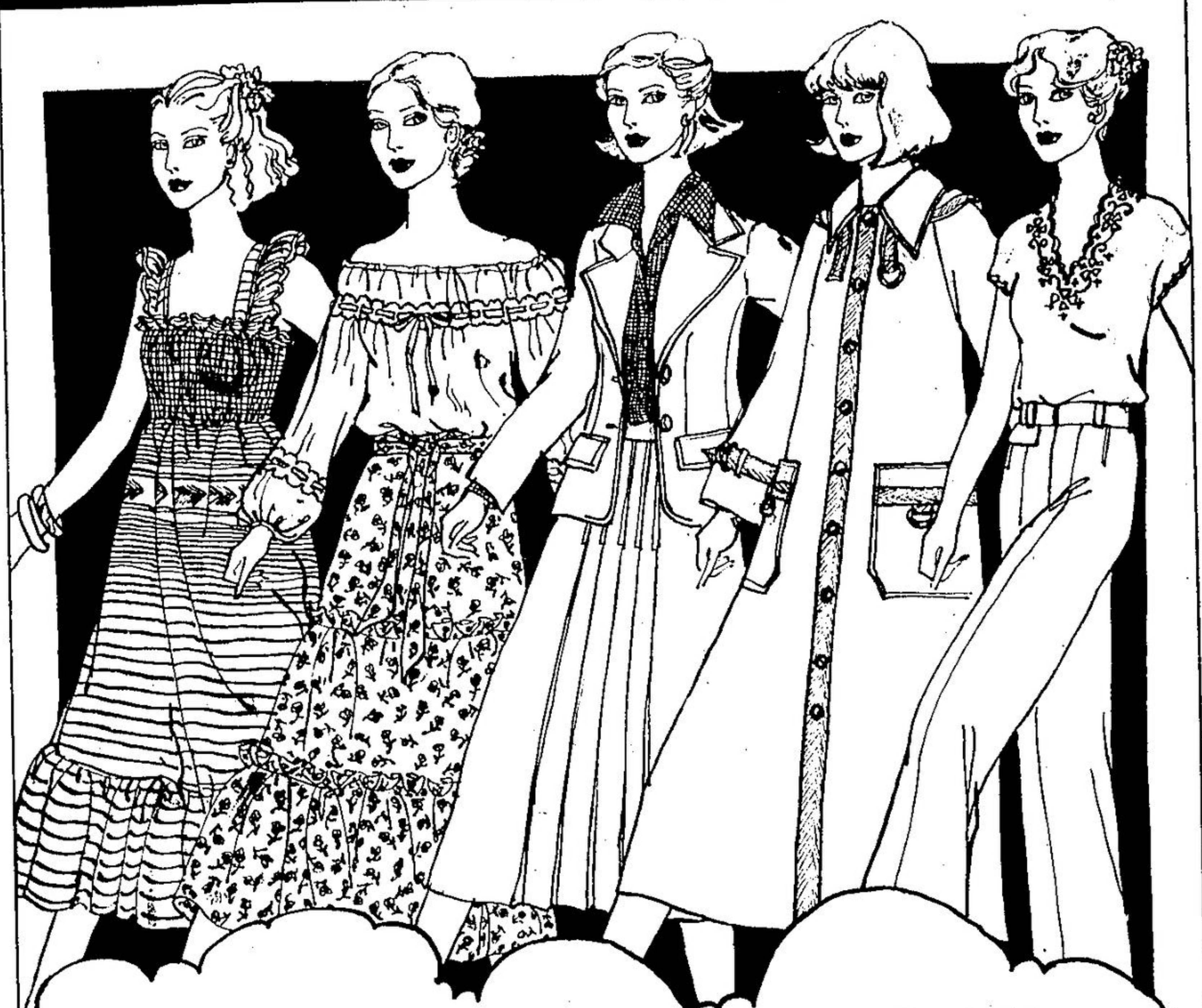
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