

city centre on the move

Downtown image changes

Brampton's downtown core is shifting.

While the Four Corners maintains the traditional downtown shopping area image, the community's consumers are finding the 160 stores of Bramalea City Centre more to their liking.

The reason is obvious, says BCC's manager Iain Rankin. "There's plenty of free parking, the mall is climate controlled and the great variety of stores makes shopping easier."

Others, are as well, recognizing Bramalea City Centre as the future downtown core of Brampton — a Holiday Inn is under construction, office buildings are being built, the Lester B. Pearson Memorial Theatre is located in the area, the

Shopping malls are becoming the focal point

Chinguacousy Branch of the Brampton Public Library is housed in the Civic Centre next to the mall as are the offices of the Regional Municipality of Peel. A new headquarters is being built for the Peel offices next to the Civic Centre, and when Peel vacates the Centre, the City of Brampton offices will be moved in. And of course, Bramalea City Centre is now into expansion plans that will better serve the shopper.

Recognizing that the mall is the major shopping focus

for community residents, mall management conducts an on-going review of the services available in the City Centre to make sure that the services keep pace with the needs of the consumer.

"The mall is now into its sixth year," said Rankin, "and what was popular six years ago, may not be filling the needs of today's consumers."

"Therefore, because of the changing market, we have to change our merchandising."

Gord Martin, BCC leasing manager, said the mall is on a continuous market research program to discover what the public is after.

"We look for merchandising skills and sophistication in our

Continued on pg. 31



With the opening of Leghorns, a barbecue chicken and ribs spot, the redesign of Village Square has begun.