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Need more land

## Local politicians try to lure industry

By LORI TAYLOR

Herald stall writer At least part of any difficulties Halton Hills has in attracting industry can be attributed to the poor marketability of the available industrial land, in the area, Bill Marshall, regional director of business develop-

ment, sald. Mr. Marshall said there is limited availability of serviced industrial land, and what there is, frequently is not well-cared for and kept up. Owners are not easily available to meet with prospective buyers, and the land is generally "not as marketable as it should be".

Mr. Marshall told regional

By MAGGIE HANNAH

Herald staff writer

The popular image of a

model as a skinny female with

a sultry look draped in some

sexy creation often draws pro-

test from feminists who say

models pander to chauvinists.

Nothing could be farther

from the truth about George-

town's Ann Smith, who is both

a professional model and the

only female commanding of-

ficer in the 46 squadron air

division of Central Region ca-

out of life what you put into it,"

Capt. Smith says, "and since

you only make the scene once

you might as well do it first

Captain Smith has been with

756 Squadron, Royal Canadian

Air Cadets, in Georgetown for

the past five years. At that

point females were being ad-

mitted to cadets for the very

first time and the squadron

required female officers to

supervise the female cadets.

Since her daughter Angela was

joining Capt. Smith, naturally,

was interested in seeing that

the female officers were avail-

able to give the female cadets

NOTACCEPTED

"The females weren't accep-

ted by the males at all that

first year," she recalls. "I felt

almost like a babysitter. I had

no job assigned to me and the

male officers didn't know what

to do with me any more than

the male cadets knew what to

do with the female cadets. I

was just there watching the

females watch the males

Things changed greatly by

the second year, however, and

both she and her female cadets

"The males had to really

work hard to keep up with the

female cadets that year," she

smiles. "I had 25 girls in the

second year and they dressed

well and really looked smart.

They were doing a really good

Capt. Smith has great praise

for the equality of opportunity

afforded male and female cad-

ets. The equality is not just lip

service from a few propagan-

da-minded males, she assures

the reporter, "there is absolut-

ely equal opportunity for fem-

ales and males" both for cour-

Air cadets began in George-

town in 1968 under the sponsor-

Legion Branch 120 although

army cadets began much earl-

HIGH CALIBRE

very high calibre of student,

vities undertaken by the

group. All cadeta follow a

prescribed course which in-

cludes metorology, navigation,

ses and advancement.

Smith understands.

cadets.

watch the females."

were accepted.

their chance.

"I believe you only get back

HALTON'S PEOPLE

council recently that Halton Region will need 38,000 new jobs in 1986, which is a 47 per cent increase over the present 76,000 jobs now in Halton. This increase would not only make it easier for Halton residents to live and work in the community, but would ease the burden on the residential taxpayer, he

In talking to The Herald about how the region and the town of Halton Hills go about attracting industry and encouraging expansion of industry already located here, Mr. Marshall said there is industrial land available in both Acton and Georgetown, some

Part-time model

engines, theory of flight, citi-

zenship, leadership, drill,

range, hobby courses, sports,

These courses are taught by

the squadron personnel or by

qualified civilian instructors

and students write tests on

their courses after a specific

portion has been covered. Ca-

dets must pass Department of

Transport examinations to get

their Glider and Power cours-

Cadets is one of the very few

youth-oriented organizations

to which youngsters can be-

long which never costs their

The Department of National

Defense pays for cadets' uni-

forms and also provides trans-

portation and accommodation

when the cadets go on a tour

while the sponsoring commit-

tee meets other expenses for

the squadron like the price of

the rent for their meeting room

return for having to have

a military style hair cut, keep

their shoes polished and their

uniforms pressed," Capt.

LONG HAIR

permissible that they braid it

or wear it pinned up, she says.

"just so long as it's clear of

Capt. Smith says they could

handle 115 cadets but at pres-

ent they have only 43. She

would also like to see parents

more involved with what the

"I tell the kids their parents

are welcome to come in and

watch the final parade on

Monday nights so they'll have

some idea of what's going on,"

she says, "but none of them

Capt. Smith's training began

with a two week Basic Indoctr-

ination Course at Ipperwash in

1975. The following year she

took a lieutenant's qualificat-

For girls with long hair it is

"They get quite a lot in

parents anything.

at Cedarvale.

Smith says.

their collars".

cadets are doing.

come in."

full-time cadet

and band.

of it already zoned industrial, and some which could be re-zoned fairly quickly if need

"Up until recently, Halton Hills hasn't been enjoying as much industrial-commercial development as the other areas of the region," Mr. Marshall said. "It works out to about 50 per cent of the development in Oakville and Burlington on a per capita

SERVICING PROBLEM Mr. Marshall attributed this to both a lack of marketability of the available land and a problem over the availability of servicing, particularly with

ion course, again at Ipperwash

and went on to take her capt-

ain's qualification course at

Staff College, Avenue Road,

Capt, Smith admits that she

may even have had a slight

'advantage over her male coun-

terparts when it came to cour-

ses because as a housewife

with grown children she was

free to take off on a two week

course whenever it was avail-

"It must be difficult for a

(ellow who only has a two week

vacation to spend it on a course

rather than with his family.

That's why they have weekend

Last summer Capt. Smith

was chosen along with Capt.

Len Giacommelli, from the

regular forces stationed at

North Bay, as the Canadian

International Exchange Offic-

er to escort 10 senior cadets on

a month long tour which began

in Ottawa, then went on to

Washington, D.C., San Diego,

Los Angeles, and San Fransico

California, Orlando, Florida

"They were just a super

bunch of kids," she says.

"There were five girls and five

boys, all 18 years old, one from

each province. We ran Into

some problems, of course, like

when we got someplace and

there was no transportation so

we hired a car. I hated to leave

them when we got back. They

were all strangers but they

just fitted together like a fam-

ily and we were all in tears

when it was time to go home. I

get letters from about seven of

"That's what's good about

cadets", she adds. "You meet

such nice people and they all

SPEAKS HIGHLY

her four "very qualified and

Continued on Page 11

Capt. Smith speaks highly of

have the same interests

them a month."

cadets."

and back to Ottawa.

courses," she says. .

Toronto In 1977.

water and sewers. Servicing allocation has always been looked on as a local consideration, he said, but this is being looked at by the region.

"The decision to make is, with a limited amount of servicing available, do you want to use it to support present industry, or to attract new industry? Mr. Marshall asked. Servicing is the most serious problem at the moment, and the decision has to be made, as to which industries the town and the region are looking for. The choice will have to be industries which won't require processing with large amounts of water and sewage, he said.

Mr. Marshall said he and Chief Administrative Officer Ernic Reid are working toward a goal this year of an economic strategy for the region, looking at the needs of and opportunities in each of the area municipalities. He has compiled a brochure to be malled out to major companies showing each of the four different municipalities and what each has to offer to industry.

land available in the Acton industrial park, and in the Georgetown industrial park there is land owned by companies already located there, bought prior to construction, which is lying vacant and would be sultable as the site for a small industry. These companies bought more than they needed at the time of construction, and some of this land could be freed up for further development, he said.

The region is responsible for in the Globe and Mail newspa-

Another important component in bringing in industrial and commercial development are the realtors, Mr. Marshall said. The region and the town rely heavily on the industrial and commercial realtors, and possible to them in getting a them, in the future.

MAYOR CORRECT Mr. Marshall said the mayor's suggestion that Halton Hills is well situated as far as locating industry here is concerned, because it has Highway 401 just south of its boundary, is correct, but just because the Queen Elizabeth Way and Highway 401 transportation corridor and the railway system, makes the area a logical location for industries

Mr. Marshall said there is

promoting the region itself, and for the area municipalities, and Mr. Marshall said his office will be conducting a special advertising campaign per. Mr. Marshall said he will be following up on a number of contacts in the American Midwest in April, as well.

provide as much assistance as deal through for a piece of property in the region. Mr. Marshall said he will be bringing a group of realtors into Halton Hills to show them properties and discuss the advantages of the town with

"doesn't mean we'll get them".

CHAMBER & COMMERCE MUSTRAL DIRECTORY

These industries have already decided to locate in Halton Hills, Local politicians hope they can convince more to do the

usually take into considera-

tion, Halton Hills would be an

excellent location for offices

One of the assets Halton

Hills has is that expansion is

spreading west from Metro

Toronto, and Halton Hills lies

right in its path, he said. The

town is in the logical place to

take advantage of the growth

which is continuing west in

spite of the province's efforts

to direct it to the east, toward

Mayor Pomeroy said the

town made some "horrible"

mistakes when it was neogitat-

ing with Scott Papers, "but

we've learned from out mis-

the eastern townships.

takes," he said.

the mayor said.

Halton Hills mayor Peter Pomeroy said he is aware of the problem of the marketability of industrial land in Halton Hills, and sald Mr. Marshall is correct in his comments that the appearance of the property is a big factor in clinching a

Bale.

Mayor Pomeroy said that council might consider in the future the possibility of setting aside some money in the budget for maintenance of these properties, as a part of the budget allocated to industrial development. The mayor is working now toward the establishment of an industrial advisory committee which would operate through the mayor's office and council to "sell" industries on the idea of locating in Halton Hills.

The committee would be made up, for the most part, of "interested members of local industry", the mayor sald, and he added that he would prefer to keep politics out of it all together, in order to more effectively maintain the confidentiality of the negotiations.

There have been industrial advisory boards in Halton Hills in the past, Mayor Pomeroy sald, but they haven't been effective, "and I'm not knocking the members of those boards, or the work they did", but those boards had no direction from council, he said.

The members of the new board will present their ideas to council when they are selected, and there will be discussion with council, to provide the board with some idea of the areas council is concerned with, Mayor Pomeroy said.

Mayor Pomeroy said that while the industrial-commercial assessment ratio in Halton Hills is relatively low at 77 per cent residential to 23 per cent industrial and commerical assessment, this is not critical, because industrial assessment is now spread across the region, and Halton Hills benefits from assessment in Oakville and Burlington. Maintaining the ratio in Halton Hills isn't as critical as it was, he

COMMUNITY SPIRIT

"It is important, though, from the point of view of people living and working in the municipality," Mayor Pomeroy said. "It builds up a stronger community spirit." "Council will have to put

some money into it (setting up industrial advisory board)," he said, "but we'll have to do that if we want jobs in Halton Hills and I want to see our people working here."

The mayor said he expects the town will be looking for small, relatively dry industries, until the question of the availability of servicing is ironed out, at least. The industries, which he visualizes as having three to ten employees, could be built on smaller pieces of land, "and you usually glean more tax assessment from small industries than the larger ones, and effectively employ more people," he said.

Mayor Pomeroy also said he'd like to encourage more companies to consider locating offices here, and that this is a kind of industry people don't sense to make it easy for

Town planner Marlo Vendittl agrees that the present industrial-commercial assessment it's going to be out of whack".

The loss of the addition to Neilson's was another major blow to the town, the mayor said, and he blames the Focal Properties controversy at least partly for the decision by Neilson's not to locate here.

There was a critical time when the availability of servicing and the cost of developing the property was a major concern of the negotiations, the mayor said, and if the town had been able to answer those questions, at that point "we might, and I say might, have been able to get them."

"Toronto did a better selling job then we did," Mayor Pomeroy said. "But there was no question of our ability to supply all the demands of the additional employees."

FOCALISSUE

I honestly believe that the Focal Properties issue is one of the reasons we lost Neilson's," he said.

As far as the successes the town has had in attracting industry are concerned, "I'm proud of every industry here. and I hope we have enough

them," Mayor Pomeroy said.

ratio is "not out of whack, but if it keeps going, that's when Mr. Venditti said that ratio of 70 per cent residential assessment to 30 per cent industrialcommercial assessment would be doing "very, very well".

Right now, because the direction of growth is from Metro Toronto, westward, Halton Hills is competing with Brampton for industry, Mr. Venditti said. But Halton Hills has a number of assets which he sald make it an excellent choice for business and indus-

Halton Hills isn't a labor-oriented municipality, and is therefore not plagued with work stoppages or strikes to any real degres, Mr. Venditti said. The town is a nice residential area, with excellent housing, and has the combined advantages of rural and urban locals, he said.

Industrial land costs are competitive, and Halton Hills has "every type of facility" to service industry, Mr. Venditti said, but the town is hampered by its distance from Metro. The further from Metro a municipality is located, the more difficult it is to lure business, he said.

Mr. Venditti said the provincial and federal governments have divided the province up into a series of economic regions to decide where they should hand out grants and provide tax incentives to industries, something the region and the town are prohibited from doing under the legislation which created regional government.

The town has r. ade repres-

(Herald photos by Sue Lehn)

sentations to the province for some of these grants, recognising that "we're not the most economically deprived", but there has to be something between the richest and the poorest, Mr. Venditti said.

PLANNING INVENTORY

As town planner, Mr. Venditti said, his responsibility is to meet representatives from business and industry, show them the available property in Haiton Hills, and describe the type of housing available, the labor situation, available services and answer any other questions they may have about Halton Hills.

The planning department maintains an inventory of existing industrial land, its location, the names of the owners and whether they would prefer to sell, rent or lease the property. The planning department and the planner are registered with agencies across North America, and in the June special edition of the Financial Times, which is sent to each major business around the world, there will be a piece written by Mr. Venditti, describing Halton Hills.

The town is trying to compete for mid-sized industry which would employ 100 to 200 people, in a modern new plant that doesn't need 3 million gallons of water a day, Mr. Venditti said. The town would prefer smaller industries, which will stay here indefinitely, rather than larger industries which might pull out after twenty years, he said.

During the Ontario Municipal Board hearing into the Focal Properties, subdivision proposal, the town drew up its list of priorities as far as sewage capacity is concerned. Industrial development was first on the list, Mr. Venditti



Ann Smith of Maple Avenue is the only female commanding officer among the 18 squadrons in the air division of Central Region cadet corps. Capt. Smith is an avid

sports enthusiast and also a professional

(Herald photo)



## BEAN GUESSING

Kevin Galloway of Acton thinks the weight of the jar is important in determining how many hearts are in the jar, while Michael Bowers also of Acton tries to count the hearts. Joyce McIsaac came the closest to correctly guessing the number of bearts. Her guess was 600. The total number in the jar (Herald photo) WRS 660.