



THE INDEPENDENT & FREE PRESS

Thursday, April 26, 2012

Halton Hills' award-winning newspaper serving Acton & Georgetown

64 Pages

50 Cents (+HST)



Outlet mall fast facts

Toronto Premium Outlets

- Bordered by Highway 401, Trafalgar Rd and Steeles Avenue
- Set to open summer 2013
- Unenclosed
- Will have 500,000 sq. ft. of leasable area
- Stores will range in size from 600 to 25,000 sq. ft.
- Projected to generate over \$140 million annually in retail sales
- Expected to create more than 500 construction jobs
- Projected to provide more than 800 permanent part-time jobs
- Expected to generate annual sales tax revenue of approximately \$18 million



Representatives from all aspects of the Toronto Premium Outlets project at Trafalgar Road and Highway 401 officially kicked off the project with a groundbreaking Wednesday on site, at Steeles Ave. and Eighth Line. Taking part were (from left) Halton Hills Councillors Joan Robson and Clark Somerville, vice-president, Construction, Premium Outlets Robert Ufland of Simon Property Group, Calloway Real Estate Invest-

ment Trust CEO and president Al Mawani, Halton Hills Mayor Rick Bonnette, Simon Property Group president Premium Outlets Development John Klein, Chief Development Officer SmartCentres Mauro Pambianchi, Simon Property Group vice-president Premium Outlets Development Steven Dworkin, Halton Regional Chair Gary Carr and Halton Hills Councillor Bryan Lewis.

Photo by Ted Brown

Mall a reason for Premium excitement

By **LISA TALLYN**
Staff Writer

Ground was broken for the new Toronto Premium Outlets centre in Halton Hills Wednesday morning and construction is set to begin immediately.

Owners of the mall— Calloway REIT and Simon Property Group— are hoping Ontario shoppers who regularly head across the border to shop the U.S. outlet stores will instead make the trek to the new

mall slated to open next summer.

Representatives from Calloway REIT, Simon Property Group, developer partner SmartCentres, local politicians, town and region staff and others working on the project were on hand at the property located at Hwy. 401 and Trafalgar Rd. for the groundbreaking ceremony.

"This is the first upscale outlet mall to be developed in Ontario, and Canada for that matter," said Josh Kaufman, Vice-President of Development for SmartCentres, the de-

veloper partner of the mall.

He called the outlet centre a "true collaboration of the greatest development minds within the public and private realm."

It will allow shoppers to buy direct from a collection of fashion designers and name brand manufacturers. The first phase will be 360,000 sq. ft. housing approximately 100 outlet stores, ranging in size from 600 sq. ft. to 25,000 sq. ft. and offering savings of 25 to 65 per cent.

See MALL, pg. 4

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