

Public meeting to be set next month on Civic Centre lands

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medium- and high-density units, with the latter having a maximum height of eight storeys.

The properties in the plan area are owned by the Town, Bennett Health Care Centre and D Orazio Group of Companies (Humberstone lands), which has already submitted an application to the Town for a zoning bylaw amendment to permit 102 townhomes and up to 72 condo units in a mid to high-rise building. But the condo portion of the lands is being deferred from the Civic Centre plan for now as the proposed future alignment of Trafalgar Rd. may impact the property.

In order to facilitate an extension of Halton Hills Dr. through the proposed neighbourhood, some natural heritage features would have to be removed. The Town intends to compensate for the loss with additional plantings in other nearby areas. The plans also include parkland west of Halton Hills Dr. and multi-use trails.



The study area is bounded by Maple Ave. and Trafalgar Rd., surrounding the Civic Centre.

Town of Halton Hills graphic

Dillon Consulting Ltd., which the Town retained to work on the project, presented an update and variety of maps associated with the plan to the Town's Community Affairs Committee last week. The text portion of the plan is still being finalized and will be presented to the committee in April.

Ward 4 Councillor Ann Lawlor asked if there would be any room for commercial businesses in the new neighbourhood such as a convenience store.

Merrilee Willemse of Dillon Consulting said while the area isn't designated for standalone commercial uses, there could be potential for ground-floor businesses in the proposed high-density area.

Ward 1 Councillor Jon Hurst questioned if accessibility for seniors is being considered as the plans move forward.

Willemse said she thinks the mix of proposed units, such as at-grade townhouses and townhouse bungalows, would serve those who require accessible housing.

To view a staff report on the topic visit www.haltonhills.ca and look in the Community Affairs Committee's Feb. 2 agenda.

Let us take your Pulse

Local businesses now have a powerful tool to connect them to shoppers who are planning to buy their products.

On behalf of Metroland Media and *The Independent & Free Press (The IFP)*, Pulse Research has surveyed our readers and collected in-depth information about what shoppers are planning to buy in the next 12 months.

John Marling, founder of Pulse Research, described Pulse of Metroland as a prospecting tool that gives the advertising department a direct barometer of the advertising needs of businesses.

This tells you what your readers are going to buy and they're going to be buying it locally.

The purchasing intentions of Metroland readers were collected through a Pulse survey in July and compiled in August. And while Marling noted many surveys, such as federal election polls, pull data from a sampling of between 800 and 1,600 people, more than 4,300 of our readers completed the 40-minute online survey, providing an extremely reliable sampling.

The data gleaned from 4,356 respondents applies to 516 business categories from plumbers to financial planners, he said.

The results offer interesting details about Metroland readers:

- 3.2 per cent plan to have laser eye surgery

- 5.6 per cent say they will go to an audiology clinic

- 10.5 per cent need an electrician

- 16.9 per cent are planning to call a handyman

- 42.3 per cent say they will shop in a bookstore

- 24.9 per cent say they will start using or will change their auto insurance provider

- 13.5 per cent plan to have shoes repaired

- 8.7 per cent need a tune-up or repair for a bicycle



- 4.9 per cent are planning to buy a bed for their dog

Steve Foreman, *The IFP's* regional general manager, said the data is an extremely powerful tool for businesses to gain insight into the purchasing habits of their customers.

This is an extremely valuable tool for our local business owners who rely on us to reach their customers, our readers, Foreman said.

Pulse of Metroland offers very detailed information to businesses in each category. For example, those readers planning to shop at a furniture store in the next 12 months indicated what they were intending to buy living room furniture, a new mattress, an area rug or other items.

For more information on Pulse, contact your *IFP* advertising representative.

Foodies welcome to Food Tourism Summit

On Thursday, Feb. 25, Halton chefs, restaurateurs, farmers, tourism professionals and food enthusiasts are invited to the third-annual Halton Food Tourism Summit. From Farmer to Farmpreneur.

The event will focus on some entrepreneurial initiatives in the local food industry and provide attendees with insight on how to

grow an agri-business.

The Halton Region Food Tourism Summit will be held from 9 a.m. to 4 p.m. at Country Heritage Park (Gambrel Barn) in Milton. It is free of charge and will feature a complimentary breakfast and locally sourced lunch. For registration and event details, please visit halton.ca/foodtourism, or dial 311.

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