

Main St. is being rebuilt for the good of all Milton's residents

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That's too bad, because it is the very kind of head-in-the-sand thinking pointed out by Nova Scotia's John Thorpe.

Milton's DBIA Committee has been benevolent in its approach, hoping others would join the trend to save Milton. In Streetsville, as pointed out last year, everything up to and including blackmail was used and the result to merchants there is boom, even though Meadowdale World Mall, only three miles from Streetsville's core is doubling its size effective in November.

Ron Baker, a member of the DBIA group which has literally transformed Petrolia, Ont., notes the same hard line was taken by its council which (speaking in 1977) "recently forced, persuaded and otherwise cajoled a developer into moving a proposed shopping plaza from the edge of town into the downtown area... it was well worth it, but took political courage."

Of course the DBIA doesn't want a mall in the centre of town, but it would like a method of making the blind seeing the DBIA light.

And there have been some great changes in the past calendar year.

Nip Maskell and SuperSave were the first off the mark. He said the owners, National Groceries, had heard about the DBIA (no doubt through Nip) and they decided to give their storefront the upgrading treatment. With sort of a western flair, it's very pleasing, and, most important, it showed how much one Main St. property's owners cared.

Brad Clements took the hint and he transformed his building at Main and Martin Sts. into easy-to-look-at boutiques. If they are easy to look at, they are easy to enter, and of course, that's the whole idea behind the DBIA.

Fred Cunningham is just about to rent out his building just up Main St. from Mr. Clements. With liberal use of warm brick and intriguing bay windows it fits in well with the Clements Block and it shows Fred Cunningham to be the kind of person who realizes the potential of the Milton Centre concept.

The Canadian Champion has recently redone its fascia and Brownie's Billiards took the bull by the horns and did away with the sheets of peeling paint on the second and third floor store front.

The major stumbling block has been cost. Why, many landlords will say, put out money when I'm making plenty right now.

The first answer is to make money, you have to spend it. By joining in with a high class concept, one can start charging high class rents. No one landlord or tenant, complains in Yorkville.

And on top of that, the landlords wondering if they should take part, may now be able to do the revamping treatment without having to put up all the cash.

On June 10 of this year Premier William Davis made, at least for Milton, an historic speech which promises much for all of us.

Speaking to the Ontario Renewals Conference at the Royal York, Mr. Davis said Ontario's growth may be slowing, but there is a strength to build on and that strength is our private sector.

Part of rebuilding that strength must, he said, come with the government encouraging, funding, and removing legislative obstacles in the path of revitalization programs.

"If we are serious about encouraging renovation and renewal; if we are intent on recycling our existing resources; if we want to foster individual action within the private sector, then we need to look at the process which renewal is to take.

"Renewal must be sensitive to our heritage and regulations should be flexible to allow renewal to be integrated with heritage considerations," he said.

In addition to a special committee which will be set up to eliminate red tape towards getting renewal off the ground (i.e. a quicker way of handing out grants and loans), Mr. Davis estimates there are tens of thousands more permanent jobs in the renewal industry than the 20,000 already recognized as being created by firms in the renewal business.

At the same conference, Ontario Housing Minister Claude Bennett singled out small business in small towns as the main target for the renewal programs his ministry will control.

"Local merchants must remain competitive in the changing marketplace and, in the face of strong competition, most small businessmen can continue to succeed by working together to ensure that their retail area remains vibrant and attractive," he said.

He went on to announce the infusion of \$20 million in the housing renewal plan and a series of amendments to Section 361 of the Municipal Act to make it easier for places like Milton to get renewal funding.

If Mr. Bennett is serious in his intent, then it should mean Milton and the DBIA should be able to get more government loans from the Province to help sweeten the argument to bring Main St. holdouts into the picture.

But what kind of a picture is it going to be? Right now there isn't much to see out there but rounded curbs and lots of traffic congestion. With all the work going on, why even bother going downtown unless you have to?

There's no quarrel that the work going on now is bothersome but it will be all finished by Nov. 30.

But rounded curbs, a few special benches, lamps, flowers and telephone booths won't, on their own, bring business back to Milton.

Omagh

Laura Marshall new Dairy Princess

By Mrs. Cecil Patterson
Sincere sympathy is extended to those who mourn the passing of Mr. Robert Brownridge of the Fourth Line in Burlington Hospital after several months of ill health.

Mr. Brownridge was a successful farmer, animal valuator and mail carrier for thirty-one years on routes one and four. He is survived by his wife Ruth and brothers Jim, George, Clarence and sisters Margaret Lyons and Mary Marshall and many nieces and nephews.

He was a member of Hornby L.O.L. and on the session of Omagh Presbyterian Church where he and his wife were faithful members and workers. He was a kind friend and neighbour and he will be much missed by all who knew him.

Funeral service was held on Thursday and interment was in Omagh Cemetery. Many beautiful floral tributes attributed to the high esteem Mr. Brownridge held.

Congratulations to Miss Laura Marshall on being chosen Halton Dairy Princess for 1980-81, at the dance party held at the Optimist Centre on Saturday evening Nov. 1.

Other pretty young ladies competing for this honour were Miss Kim Peddie, Miss Elaine Cunningham, Miss Ellen Hurren.

Each girl had a 12 minute interview with the judges and also gave a speech on "Contribution of the Dairy Industry."

The judges were from

It's the people who are going to bring the business back into Milton and there is going to have to be a reason.

That reason is going to be supplied by the consulting-planning firm of Lyons and Turner of Toronto, who have just been commissioned to look at what all of Milton has to offer and how it can be used to advantage.

They will be developing, if you will, THE TOWN THEME.

Under the proposed title of "Milton Today-Milton Tomorrow" the study will assess the downtown's present condition in terms of physical state and business composition. That will include the services, parking, rehabilitation, and development potential. This is to be combined with a survey of business activity past, present and future. The firm will also look at the quality and merchandising techniques of Main St.

But most important for the DBIA, the firm promises "an assessment of the attitudes of Milton residents, visitors and Milton business people towards the downtown business district."

All this information will be used to compile several avenues which will be good not only for the business core, but all of Milton, and that surely means each and every resident and the benefits which will accrue to each and every one.

Basically what is to be accomplished is:
• To present the business community of Milton with guidelines for its short, mid and long-term futures; including ways and means of representing the needs and interests of the whole Town of Milton of instilling support for downtown by all Milton residents.

• To lay the foundation for a business mix appealing to the town's people, enabling the effective co-existence of Main St. retailing, Campbellville, and shopping centre retailing.

• To take advantage of Milton's excellent potential as an area of appeal to non-residents.

• To create a series of guidelines for business property owners and merchants wishing to upgrade their premises.

• To create a sense of vitality and a contemporary quality to the town's business areas.

The key to making the plan work is the first recommendation regarding instilling support for the downtown by all Milton residents.

The DBIA and Town Council are sold on the idea. Now it is up to those two groups to sell the community at large.

The semi-mall now being constructed on Main St. is the beginning of a renaissance which will, if completed as contemplated, produce the support instilling spirit Lyons and Turner are talking about.

And really, there is only one other alternative. That was Main St. as it looked last year.

RE-ELECT

Education... the long term

Although the Halton Board of Education has introduced a number of worthwhile programs, covered in the general direction of the Long-term Plan, I have strong concerns that they not be implemented at a pace faster than the taxpayers can afford, and have deep concerns that we may never be able to afford all of the recommendations in this plan.

I strongly support the Board's action this fall in offering courses for secondary school students in machine shops and automobile mechanics where for the first time the student may spend double or triple the normal time in the classroom with the teacher. By taking a double or triple credit instead of a single one the student specializes. He or she may also be put in an advanced class at Sheridan College if they wish to continue their studies in automobile mechanics or machine shops.

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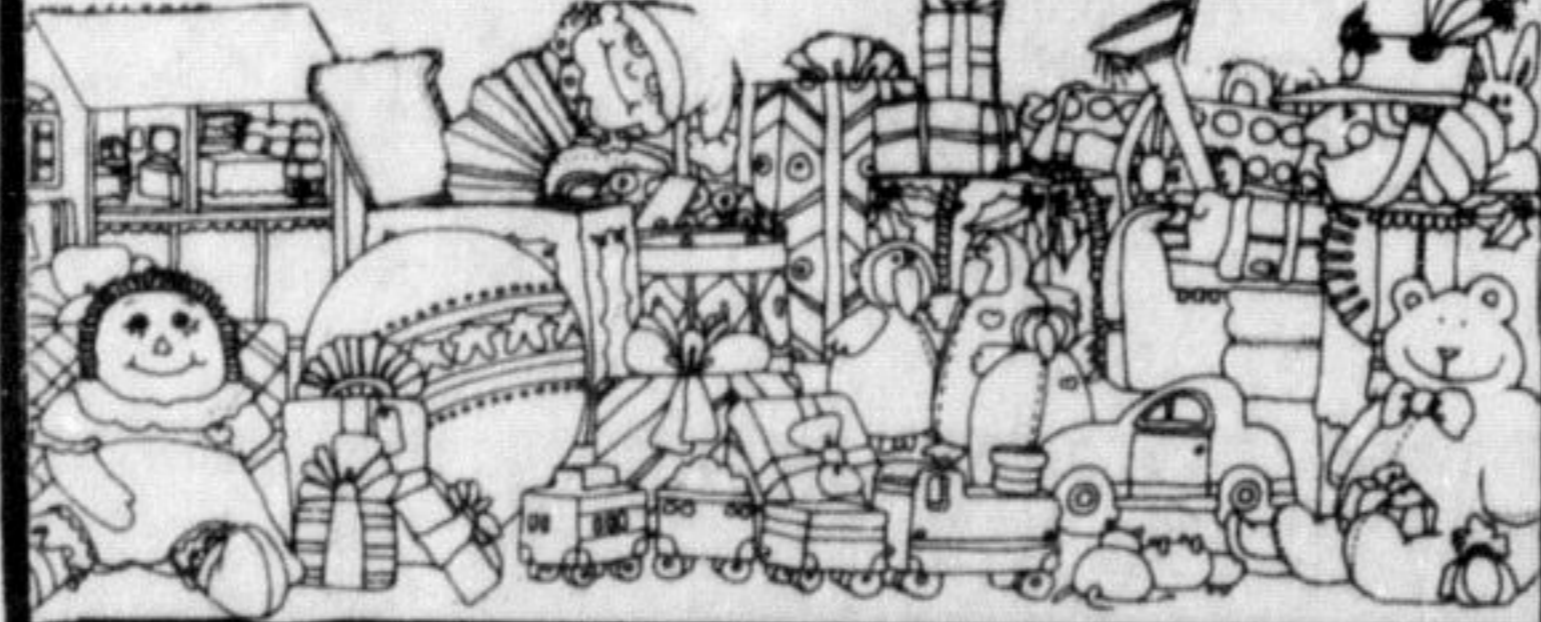
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