

# Changes planned for downtown



Photo by JON BORGSTROM

DBIA administrator Sandy Martin says the downtown will undergo many changes with the addition of Carriage Square being just one of them. In addition, a major overhaul of street lighting and a reforming of the eastbound lane of Main St. at Martin St.

Downtown Business Improvement Area (DBIA) merchants, along with Milton residents, will see some major changes on Main St.

The most important change involves a left turn lane on Main St. to Martin St. Public works director John Matthews has suggested a solution to the problem which causes a bottleneck now.

DBIA administrator Sandy Martin announced a major overhaul of the street lighting. There has also been a move to do something about snow removal on the sidewalks, and even something about the steep slope on the sidewalk on the north side of Main St.

In addition, the downtown clean-up campaign will be in effect again this year in co-operation with Maplehurst Correctional Institute. The DBIA is also ready to get involved with upgrading the mill pond in conjunction with the Lions Club.

The DBIA will sponsor many events this year.

It starts May 26-31 with the theme "Downtown Milton Welcomes Carriage Square". In conjunction with the opening of the downtown mall, there will be a banner at Quality Greens, balloons in the trees, and horse and buggy rides to the new town hall.

In June, a Moonlight Madness sales will be held with street closing and dance. On July 26 comes Mid-Summer Kids Day with the downtown set aside for the entertainment of children with clowns, mimes, puppet show, balloons, face painting, finger painting, a pet parade and carnival rides.

On Aug. 18 and Sept. 13, the Farmers' Market will move to Main St.

Lastly, extended hours will begin Dec. 15 for Christmas shopping.

## When plaza opens

### Parking a problem

A potential lack of parking when Carriage Square opens on Main St. is one of the main problems the Milton Downtown Business Improvement Area (DBIA) merchants are squaring to face.

At the DBIA annual general meeting, the discussion on parking lasted for almost an hour. There were many complaints about parking and as many solutions.

Currently the plan will be to encourage employees of the shops at Carriage Square to park elsewhere than the plaza lot. This may result in

an arrangement with Supersweet Feeds to allow restricted parking there. The other option is the lot on Mill St. but that is jammed now.

Several merchants said they are angry that some merchants park on Main St. all day. This leaves shoppers to find a spot away from the street. The idea of increased monitoring of cars was suggested; and the spectre of parking meters also was raised.

The next meetings of the DBIA will delve into finding a parking solution said DBIA chairman Bruce Hood.

## Carriage Square to go glossy with magazine promotions

Glossy magazines with timely editorial content will be one of the main promotional items used by Carriage Square to bring shoppers to the new Main St. plaza and encourage shopping generally downtown.

So says Patrick Pardoe, of Patrick Anthony Consultants, the guest speaker at the general annual meeting of the Milton Downtown Business Improvement Area (DBIA). He said the glossy magazines - which he called "maglogs" - have worked well for other malls such as Clover-

dale, Meadowvale Towne Centre, and the Shipp Centre.

Mr. Pardoe, who joined the Carriage Square team only one week before the DBIA meeting, said residents will enjoy the advertising approach of the plaza.

He was asked if members of the DBIA would be allowed into the maglogs. Mr. Pardoe didn't dismiss the idea and said it might be possible to include Main St. merchants.

He said Carriage Square intends to co-ordinate advertising with the DBIA.



Carriage Square is rising quickly. The plaza on the northeast corner of Main and Martin streets has benefitted from the recent good weather.

## Only half our roads are good

Milton's roads are in bad shape and getting worse according to public works director John Matthews.

In a report on road conditions, Mr. Matthews said Milton had 219.5 km of roads in 1980 and the adequacy of these was placed at 76.5 per cent.

But in 1985 Milton had 326.7 km of roads, a light increase, and the adequacy had fallen to 49.4 per cent.

"This indicates that capital funding for upgrading our roads is insufficient to maintain an adequate system or attempt to reduce the backlog and

return our system to a level where it can be maintained with normal maintenance allocations," Mr. Matthews said.

Councillors were quick, at last Monday's general committee meeting, to ask where all the problems are. This was before the routing of Highway 401 traffic through Milton.

He said there were several areas of high concern, such as the CP overpass at Bronte St. "which has been deficient for five years."

The town had asked in 1986 for an

8.4-per-cent increase in road allotment payments from the province but they had received 3.5 per cent. Mr. Matthews indicated he could not hope to make good the deficiencies with that amount of money.

Councillors have asked Mr. Matthews to come back to council with "some method of reversing the trend."

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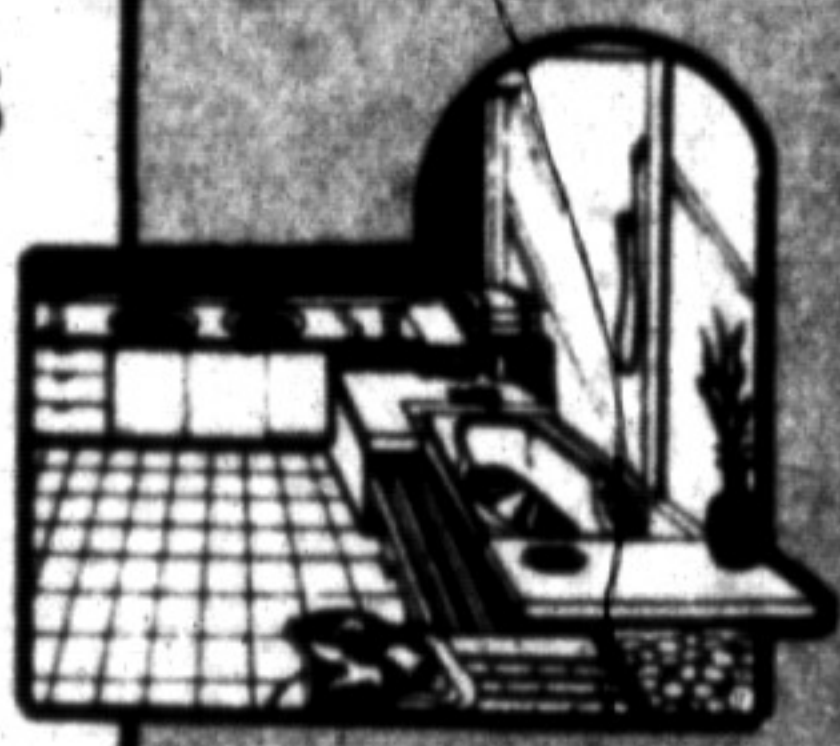
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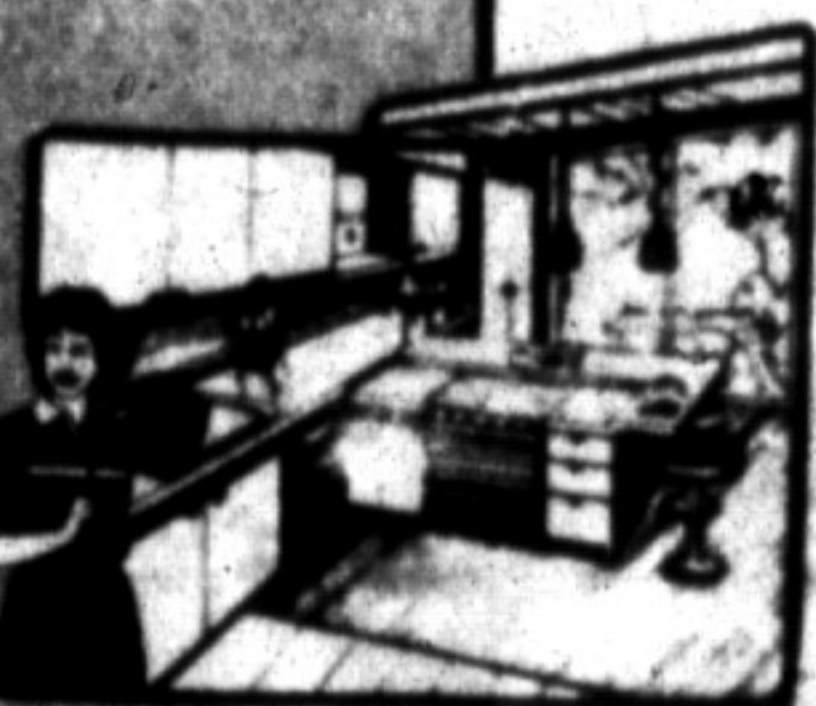
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