

Town gets new corporate image with \$3,000 logo

Krantz says coat of arms won't get lost in the shuffle

Milton has a new logo, but that doesn't mean the Town's official coat of arms has been shoved aside, stresses Mayor Gord Krantz.

Mayor Krantz said several people have called him regarding the fate of the coat of arms, designed by Dorothy Stone and adopted by Milton in the early 1970s.

"We still have the coat of arms, which we will continue to use on our legal stuff and for special occasions," said Mayor Krantz.

So why even adopt a logo?

"Tradition, more than anything else," he explained. "The majority of governments have them. For instance, the Ontario government uses the trillium."

By employing the new logo on routine day-to-day things, such as inter-office memos, letterhead, and Town vehicles, he said the coat of arms can, more appropriately, be reserved for formal matters.

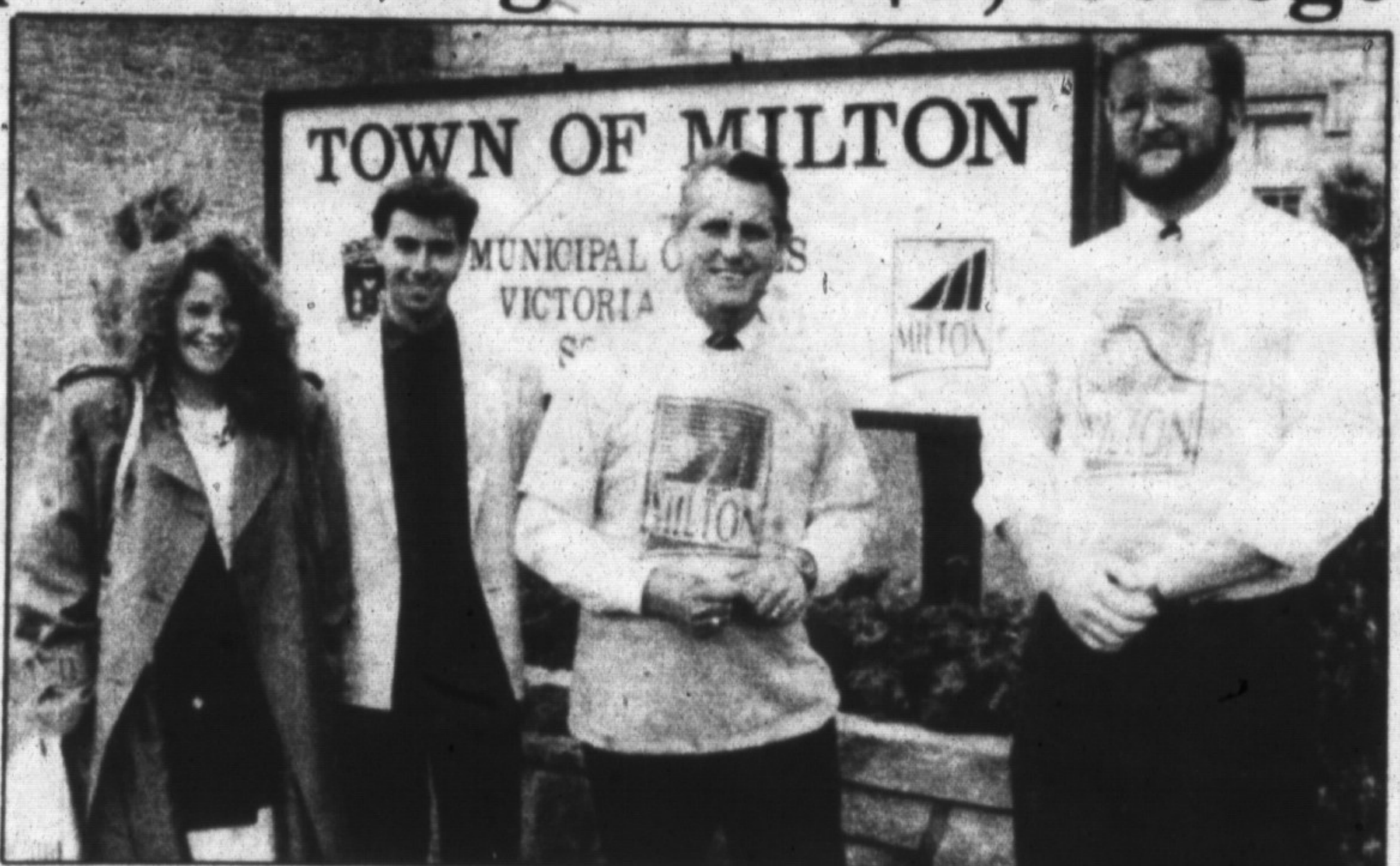
The Town is not spending a bundle of money to switch every last item over, assured assistant administrator Stephen Lollar. Rather, he said, it will be phased in as new items are ordered.

While some companies spend hundreds of thousands of dollars to produce a corporate logo, the Town managed to do it on a \$3,000 budget, working out a deal with Kitchener's Conestoga College.

The college turned the designing of Milton's corporate logo into a major project for the final year students.

Mr. Lollar defended the decision not to utilize a commercial agency. Simply getting in the door of a private firm, he said, costs about \$2,000.

"We had to do it that way or not at all," he added.



Students at Conestoga College in Kitchener are responsible for the Town's new logo. Photo by JOHN WARREN

design students, the winning logo was created by (from left) Sandra Bickle and Mike Kovstrop. Displaying the logo are Mayor Gord Krantz and Steve Lollar, a Town employee. Christy Maytek, another of the co-designers was not available for the photo.

Says Region

Incinerator sites need green light from public

Halton Region is hoping to clear the air over its plans to incinerate garbage.

Residents near Campbellville Side-road and Highway 25 became alarmed when they discovered a nearby site had somehow been designated for a possible regional incineration facility.

They subsequently banded together into a group known as Incineration Counteracts the Environment (ICE) and have raised their concerns often before local politicians.

The Region's public works director, Bob Moore, explained that 15 "candidate sites" had, indeed, been chosen through a two-step process.

In the first step, he said, areas were eliminated from consideration which contained significant environmental features such as forested areas, rural communities or conservation authority lands.

Following a more detailed study that looked at such things as servicing, the 15 specific sites were chosen.

Mr. Moore said the next step, if required, will be to "identify those site areas with the least net environmental effects. This step would require field surveys and evaluation, and considerable public consultation would be required."

Meanwhile, he said the Region is exploring two alternative scenarios — one with St. Lawrence Cement in Mississauga and the other a co-operative approach with other Toronto area municipalities — that may also satisfy the Region's incineration requirements.

Those requirements, he reminded, were forced on the Region as part of the approval process for the Milton landfill.

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