

Downtown group plans facelift as part of Streetscape project

By ANGELA BLACKBURN
The Champion

Milton's Downtown Business Improvement Area (BIA) is ready to improve the downtown and market it in Milton and across Ontario.

Downtown BIA manager Anthony Allwood was at Monday's town council meeting to make two requests before the downtown BIA budgets an estimated \$325,000 for its new five-year Streetscape Improvement Project.

"This is our part of creating a strong and valid downtown for the future," said Mr. Allwood.

The plan, of short and long-term strategies to beautify the downtown, is part of a three-phase strategy to raise the downtown's profile and increase customers now and in the future.

Funding would come from the provincial government and the Town, as well as merchants in the Downtown BIA.

"We believe our efforts can prevent any negative impact on our downtown due to any deterioration of existing streetscape, in addition to identifying and addressing current public concerns," said Mr. Allwood. "We want to cut off deterioration before it becomes an issue."

The plan has been in the works nine months. Mr. Allwood pointed to downtown streetscaping precedents in Oakville.

"We think we can be everything downtown Oakville is plus something more," he said, noting Milton's downtown boasts Victorian architecture, a theme to be picked up in streetscaping.

Ward 2 Councillor John Challinor asked if downtown property owners would agree to upgrading buildings

within the theme, and Mr. Allwood said four owners had already contacted the Downtown BIA in agreement. He said the Town's example of improving public lands would provide a stronger hand in approaching businesses for cooperation.

Council approved Mr. Allwood's bid that Town staff review the plan within a month so budgeting can get on track, and gave permission for the Downtown BIA to construct, without cost to the Town, a large gateway sign encouraging downtown travel.

"The concern of some businesses is

that they'd like to see more traffic down Martin Street," said Mr. Allwood.

"Once the streetscaping aspects are underway, the BIA can then begin a province-wide business recruitment campaign to bring other already successful businesses to our downtown. Simultaneously, we can begin a large marketing and re-education program for Miltonians," said Mr. Allwood.

"It would allow us to compete with the possibility of new retail areas and growth of the Milton Mall," he added.

One-stop shopping for active seniors at show

Piano star Frank Mills is heading a list of performers ready to take the stage at The Great Canadian Maturity and Travel Show, which returns to the Metro Toronto Convention Centre Sept. 12 and 13.

"Where can you see a star of the calibre of Frank Mills, have a chance to win fabulous door prizes, including trips, and find out what's happening for seniors today, all for free?" asked Derek Morrison, Premier Consumer Shows' sales director and show manager.

Premier Consumer Shows, a division of Today's Seniors, produces the show, which is sponsored by the Canadian Snowbird Association and Medipac International Inc.

"It's two great shows under one roof," said Mr. Morrison. The Maturity Show highlights what's happening in health, housing, finance and lifestyles for seniors. The Travel Show offers information on planning, booking, even out-of-country travel insurance.

Other attractions include a food demonstration, information seminars and travel videos in a state-of-the-art theatre. Visitors to the show can also be in the audience for a live broadcast of the Good Afternoon Television show each day from 12 noon to 1 p.m.

Two stages will provide continuous daily entertainment, featuring the Canadian All-Star Tribute to the Glenn Miller Orchestra.

Free shuttle buses provided by Trentway-Wagar will move visitors every 10 minutes between Toronto's Union Station and the convention centre.

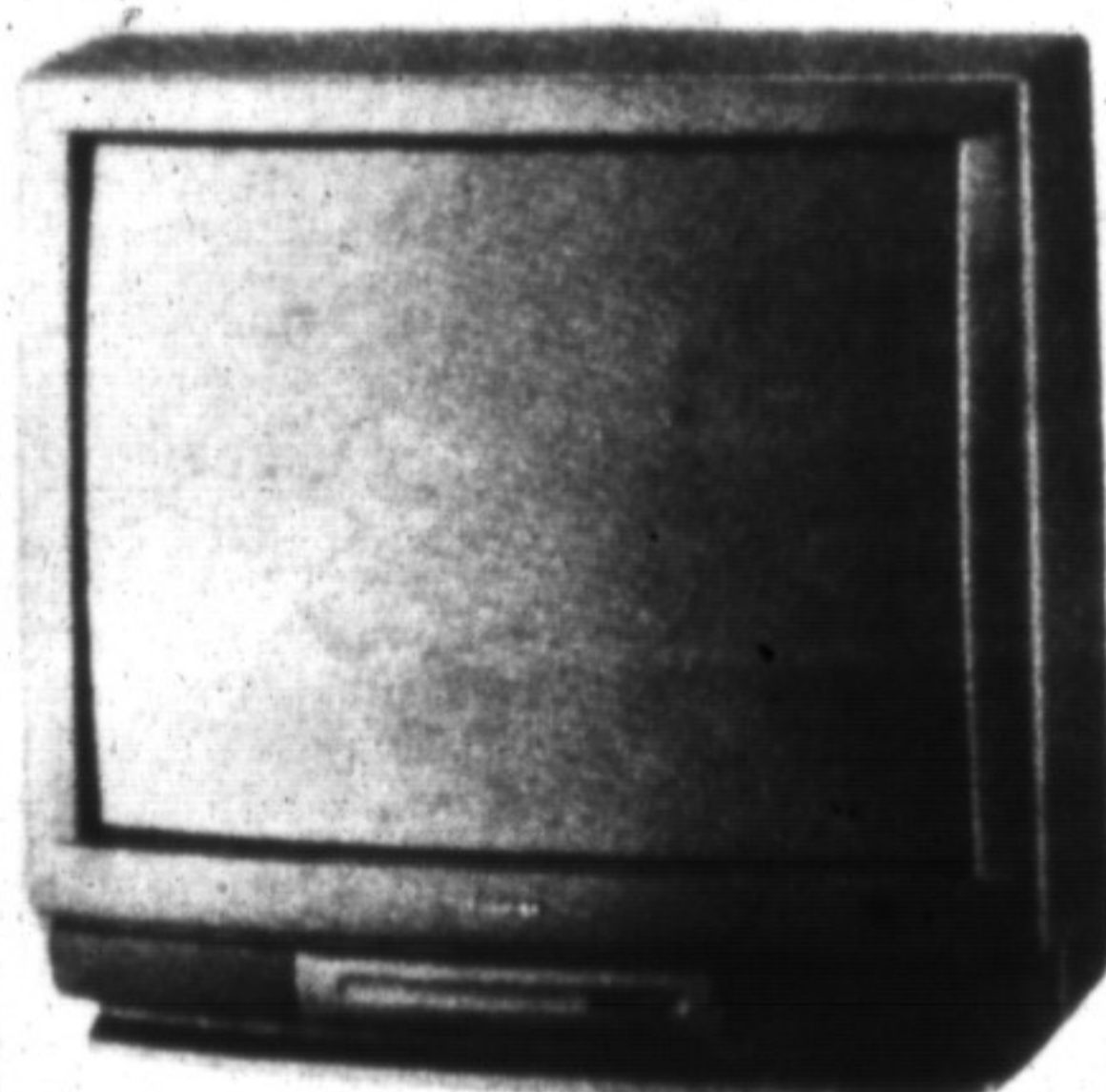
The show runs 9:30 a.m. to 5 p.m. each day. Last year 47,000 people passed through the show's gates and show organizers expect over 50,000 this year.

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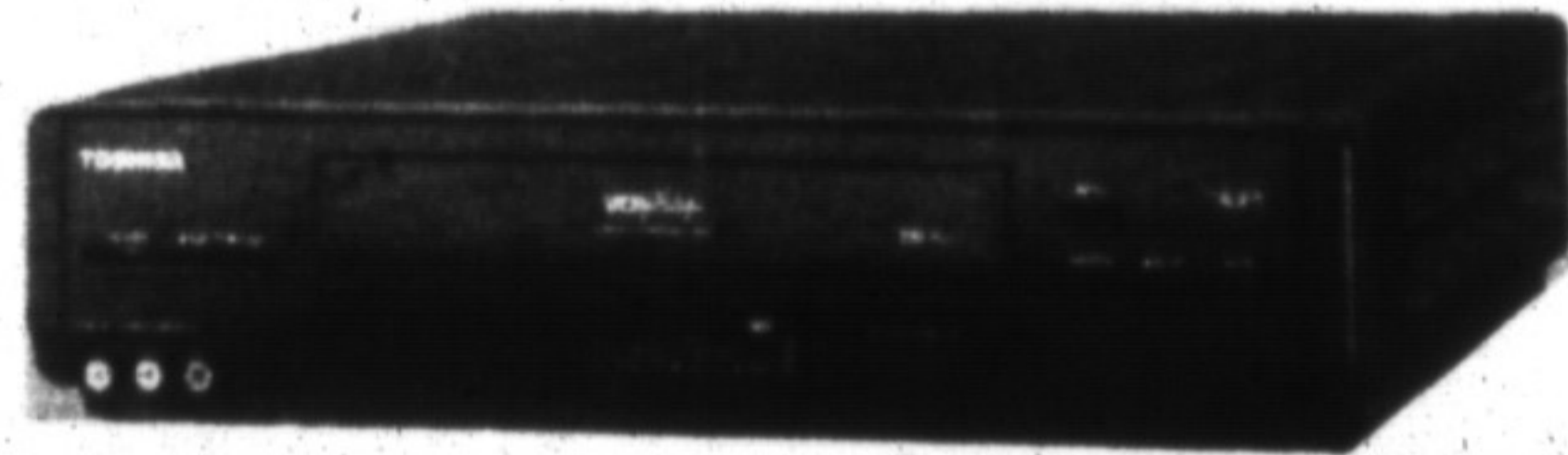
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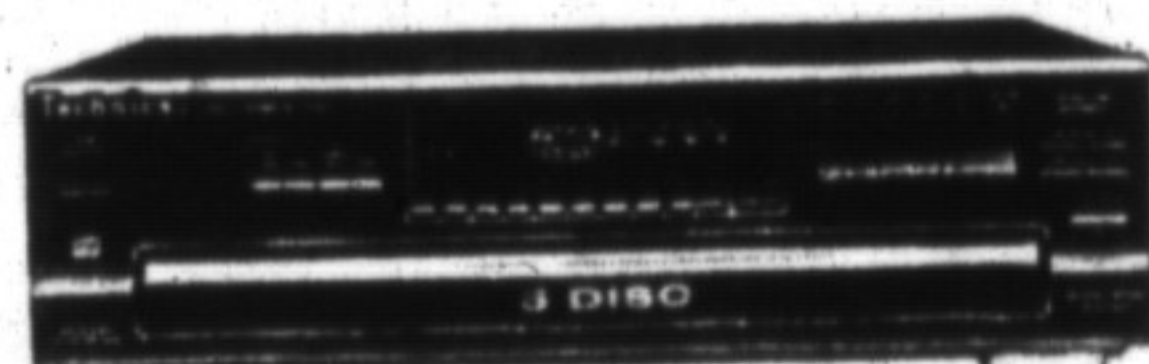
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