

Planning board meeting short but sweet!

by Ken Regan

In what must be one of the shortest meetings on record, Penetanguishene Planning Board dealt with three reports on the agenda in just over 60 minutes and adjourned to a special meeting of committee of the whole.

The need for the special meeting to deal with implications of a new bylaw enacted by Tav Township, was the main reason for the rapid deliberation on the three reports.

The reports themselves though were fairly straightforward and required little discussion prior to voting.

The first report dealt with a request from the Penetanguishene Clerk Yvon Gagne that planning Board provide an opinion on whether a strip of lakefront road in the waterfront park should be converted into a full fledged roadway.

As was pointed out in the report, planning board for several reasons rejected the idea of making the strip into a full fledged roadway.

Citing increased pressure on the road following the waterfront development; problems involved in vacant property immediately south of the strip which would become prime waterfront property through an affirmative decision by planning board and the fact there seemed no real advantages to converting the strip at present, planning board decided it would be premature to make any major changes in the road's status.

A second report dealt with an application by Penetanguishene resident, Maurice Charlebois, to have a rezoning that would allow for a duplex dwelling on his property.

The matter came to light several weeks ago when it was learned Mr. Charlebois erroneously had converted his single family unit to a duplex to allow his parents-in-law to live within the same building as his family.

Therefore what was in effect required was a legal recognition of the existing duplex structure.

Factor

In considering the matter, planning board noted that a key factor in their minds was that the Charlebois dwelling bore all appearances of being a single family unit and thus did not affect in any way the character of the surrounding neighbourhood.

It was for that reason that planning board chairman Ross Spearn, in consultation with Secretary Paul Hodgins developed an amendment to the original report which encouraged acceptance of the Charlebois application, but did not call for a rezoning.

The report would instead call for legal recognition of the existing duplex nature of the home without rezoning and this, according to Spearn and the board held certain advantages.

If a rezoning were granted and through some accident the Charlebois home was destroyed, because of the rezoning, a "real" duplex style structure or even a semi-detached structure could be erected.

By merely recognizing the existing set up without rezoning, the board eliminated the possibility of any future alteration of the neighbourhood character.

Application

In a final report, planning board urged council to refuse an

application by RCA to allow for warehouse usage of one of the units in High Poyntz Mall.

The board's decision was based primarily on the fact that allowing the use of warehousing in the mall would go totally against the grain of established planning laws and principles as

well.

In making the decision, planning board chairman Ross Spearn alluded to the fact that planning board had a responsibility to not only encourage commercial development in the downtown area but should also show leadership in that area.

Simulated evacuation a real success

Last Thursday, Penetanguishene General Hospital held a simulated evacuation exercise, designed as a practice for the eventuality of a real emergency evacuation, and from all accounts, the exercise was very successful.

The scenario, created by George Jones, director of operational services for the Ontario Hospital Association, was simple.

It called for the discovery of an imaginary fire in the power plant of the hospital's lower floor, followed by a severe explosion which destroys the boiler and laundry rooms in that area, causing serious injury to several people in the vicinity.

The resultant spread of fire and smoke and the spectre of panic among patients leads to a call by the fire chief for immediate and complete evacuation of the hospital.

The exercise then get into full swing as hospital staff, Fire, Police and Ambulance officials try to coordinate a fast, efficient and safe evacuation.

Execution

The scenario was

simple and the execution of the mock disaster was complete and frighteningly authentic.

Students from ESPSS assisted the hospital by playing the roles of patients and casualties, and the makeup job done to simulate injuries on these students and the acting ability shown by several of them added greatly to the realism of the scene.

PGH Administrator, Sister Joan Whalen, in commenting on the excellent work by everyone involved, said she as very impressed with "the intent and enthusiasm" of those taking part.

The entire operation lasted for approximately an hour and involved firefighters arriving and setting up command posts along with hospital staff, simulated fire fighting and treatment of injured and finally, the evacuation of all "patients". Real hospital patients were not involved in the evacuation.

After observing the exercise, director Jones seemed very satisfied with the way things progressed. Stating he was "impressed with the collaboration between Fire, Police and Ambulance services," Jones added that PGH was one of the few hospitals in the province to agree to a total evacuation simulation.

Evacuation

When asked whether the evacuation would have been, in his opinion, successful, had the fire or emergency been real, Jones didn't hesitate in replying, "Yes, I think so."

He continued to explain that there were some weaknesses detected, and mentioned that some things might be altered, relating to post evacuation procedure, but he stressed that the main purpose of such an exercise is to detect such weaknesses or deficiencies so they can be corrected before a real emergency arises.



A new beginning

Judy Delaney, manager of the Huronia Tourist Association proudly displays a copy of the proposed new Tourist Directory of the 1981 tourist season. The new directory design was unveiled at a meeting of the association held last week. The smaller directory it is hoped will prove more popular and its functional design should save money for area advertisers.



A double meaning?

You can interpret this slogan any way you wish, but there's little doubt that the intention of the new Huronia Tourist Association's logo is to make people aware of the proximity of beautiful Huronia to Ontario's largest metropolitan area. Anne Binkley,

marketing consultant for the association, pictured here, said the double entendre was intentional but only in a fun way. The new logo was introduced during a meeting of the Huronia Tourist Association held last week.

HTA unveils new strategy for '80s

Huronian Tourist Association gathered at the Brooklea Motel Golf and Country Club on Thursday evening to discuss the 1981 marketing strategy and to unveil designs for the new directory and logo for the association.

Following a brief introduction by president Andrew Markle, the floor was turned over to Manager Judy Delaney. She presented the new directory and logo designs to the group which included mayor Moreland Lynn of Midland and mayor Gil Robillard of Penetanguishene.

Incorporated into the new design for the 1981 directory are very in-

novative and interesting aesthetic and functional characteristics.

For example, the cover will not consist of a collage of photos from various areas in Huronia, but instead will consist of one photograph representative of all areas.

The effect of the single photo approach is to give the directory a much more sophisticated appearance. (it could be mistaken for an expensive coffee table book), and more importantly, the single photo reproduction reduces costs.

The basic format of the directory too is changed. Instead of the usual eight inch by

eleven inch format, the directory will be eight inches by nine inches.

The big advantage in doing this goes to advertisers who wish to purchase space in the directory, because the eight by nine format will allow a half-page advertisement in the directory to be reproduced as a cover for a pamphlet for mass distribution.

Because of this transferability of ads, there are great savings to be gleaned which could not be achieved using the old format.

Anne Binkley, the association's marketing consultant and chief architect of the new directory said the idea is to save money in

production of the directory advertising and then using those monies for advertising in newspapers and on radio.

Binkley also designed the association's new logo, which reads: "Huronian...a little above Toronto." She said Thursday, the double entendre was intentional but is without malice.

She explained that many people are unaware of the proximity of the Huronia tourist region to Toronto, Ontario's largest metropolitan centre. If that message can get across, it's possible the metro population will realize the advantages to