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Economy

'Put on business hats,' council told

**TRACY KIBBLE
Staff Reporter**

Whitchurch-Stouffville politicians are not sympathetic to the needs of local business, and don't understand the "hard times" suffered by proprietors, said one official this week.

Ward 5 council Bob Ancheril, a Main Street businessman, slammed his colleagues during council session for ignoring the needs of local business during the recession.

"Out there in the real business world council has no idea what it's like. You need to put on your business hats if you have one. If you don't, borrow

one," Ancheril said.

Ancheril was reacting to council's disapproval of one antique owner's request for a sign variance, stating the town should do whatever it can to help encourage increased sales for Stouffville business people.

Ancheril said the town's stringent sign bylaw - which restricts and regulates the size, number and location of corporate signs on public and private property - is out of line considering the economic downswing threatening business survival.

"It's high time we strike down this bylaw. We need to recognize hard times and we must

have the wisdom to realize that business is in dire need (of increased sales.) If businesses want more signs, so be it," Ancheril said.

But Mayor Fran Sainsbury said the business in question has "two or three advantages" to others because of its location. Sainsbury said the town would start to look like the "Golden Mile" plaza in Scarborough if the bylaw is not strictly enforced.

And Ward 2 councillor Stephen Bellerby agreed, saying the size of the sign doesn't necessarily bring in business.

"I don't see the correlation

between dollars spent and the size of the sign. It's no good to have loose sign laws. If we do for one we have to do for all," Bellerby said.

And Sainsbury said Main St., Unionville, which allows very small signage, is "one of the most successful areas in the region. The quality of service is what works not the size of the sign," Sainsbury said.

"You're not in business,

Madam Mayor," Ancheril argued.

Sainsbury chastised Ancheril for ignoring council's efforts this year to accommodate at least five variances to the town's sign bylaw.

"We have been addressing business concerns. If the BIA and Chamber of Commerce have additional concerns they should be bringing them to us," Sainsbury said.

Compost give-away plan to encourage recycling

The town will give away 180 household garbage composters to participating residents in order to promote their use within the town, officials decided this week.

President of the Whitchurch-Stouffville Recycling Group, Cam Wallis, asked local politicians to back the group's promotion scheme that would see 180 composting units given free to residents who would then be willing to participate in a survey.

The town bought 1,200 composters in 1991 and sold about 1,000 to residents for \$30 each. The remaining ones are "collecting dust" at the recycling yard, Wallis said.

Mayor Fran Sainsbury said she is concerned people who paid for the composters might not like the idea of others now receiving them at not cost.

But Wallis said times have changed and it's important the town initiate composting use to divert trash from landfill and save the town money in tipping fees.

Wallis said compost use in Stouffville has already diverted 240 tonnes a year - a \$16,000 yearly savings - from the Keele Valley Landfill site in Vaughan.

"Composters are the most cost-effective form of reducing waste at the source, which is the householder, and that's where the responsibility (to reduce) lies," Wallis said.

He added that by giving away the left-over composters this year, the town can reduce its tipping fee costs by one-third.

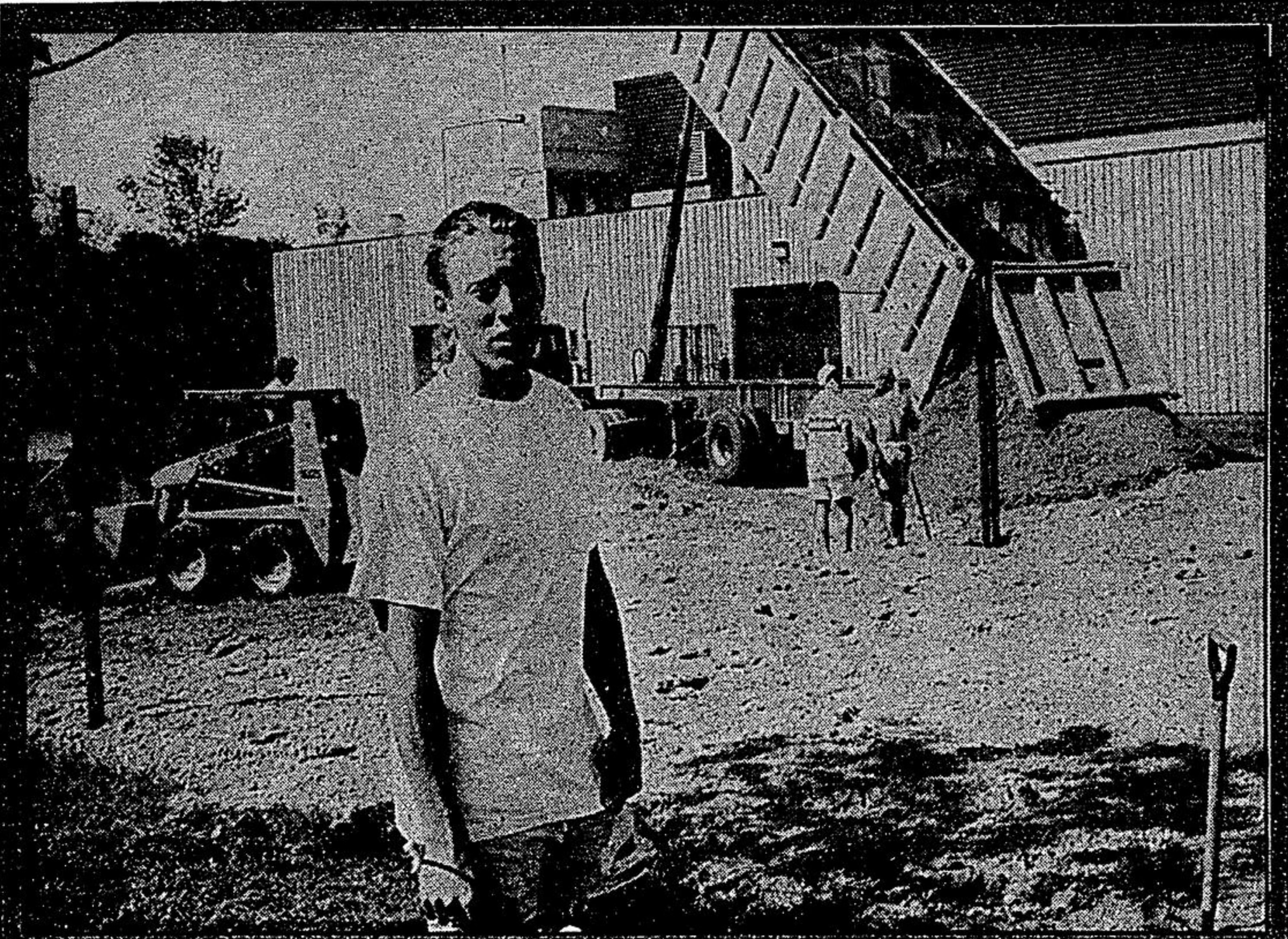
Studies have shown that people are more apt to participate in a program when the units are offered free of charge to residents as opposed to them having to buy them, Wallis said.

"A composter give-away is a very effective means of reducing waste," he said. The program would cost nothing to the town, because provincial grants from previous years have already covered all the costs, Wallis said.

In turn for accepting a free composter, residents would be asked to participate in a survey to see how they are doing and how much waste they are diverting.

Officials agreed to support the project at no cost to the taxpayer.

- T. Kibble



Volleyball, anyone?

Tim Lavell, the SDSS student behind the beach volleyball initiative, surveys the work getting underway at the Rec Centre last week. The courts will be ready for volleyball fans soon.

I would like to nominate for
Whitchurch-Stouffville
**Citizen
of the Year:**

NAME _____

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Please include supporting reasons. Send or fax to The Tribune before June 18, 1993.

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