

Downtown plans would cost about \$307,500

Group urges council to move quickly

BY HANNELORE VOLPE
Staff Writer

"Do it now" was the message delivered loud and clear by downtown brain-storming committee member Paige Savery at Tuesday's Whitchurch-Stouffville council meeting. She outlined the group's recommendations on what should be done to give downtown Stouffville a much-needed boost.

The cost for the improvements for 2006 would be \$307,500.

Committee members held their first meeting Sept. 9 with a tour of downtown Stouffville in their quest to come up with a strategic plan for the area.

Improving signage in the downtown core for \$35,000, creating a business plan and selecting the site for a cultural and performing arts centre for \$65,000 and spending \$150,000 on extensive pedestrian and bike trails were all recommendations of the 20-member committee in its report to council.

Further recommendations for 2006 included creating a website, redesigning the civic square behind the Clock Tower and spending \$25,000 on a community improvement area.

The downtown has been "overstudied", Mayor Sue Sherban noted at council.

Whether all or some of these recommendations will happen soon depends on council's decisions at the 2006 budget talks next week.

The downtown has been "overstudied", Mayor Sue Sherban noted at council.

"We can't afford to sit around any longer with these documents sitting on the shelf collecting dust."

Even if all the recommendations for 2006 are implemented, there would be no tax increases since the money would come out of the town's financial reserves, the town's treasurer/administrator Nick Kristoffy said.

The \$150,000 for the trail system is already in the budget, he said.

After years of study by individual groups looking at the feasibility of a theatre and performing arts centre,

the town wanted to try something new with the brain-storming format.

It included discussions with the Whitchurch-Stouffville Chamber of Commerce, the Stouffville Business Improvement Area, residents, youth and the heritage advisory committee.

The downtown core has to work together with two other commercial centres, the western end of town and the new big box complex slated for Hwy. 48 south of Stouffville Road, Ms Savery said.

With the residential and commercial growth coming over the next 10 to 15 years, "all these areas of town should complement each other," she said.

The ultimate aim is to make downtown Stouffville a place people want to visit and stay for longer periods of time.

One recommendation was to spend \$5,000 on a professional report on the strategic action plan, which could also be used as a marketing tool.

A downtown Stouffville working group will be established as a permanent advisory committee of council.

Each stakeholder took responsibility for longer-term action, often to work together with other groups for a long list of things such as finishing the Memorial Park master plan, co-ordinating with local community groups to fund community-based projects downtown and conducting customer/service provider surveys to find out demographics of those visiting Stouffville.

This will help establish new markets and identify areas for improvement.

One long-term project is the improvement of the civic square with projected costs of \$25,000 in the 2006 budget, \$45,000 in 2007 and \$235,000 in the 2008 municipal budget.

The committee's first steps are in the right direction, Councillor Rob Hargrave said.

But he also sounded a cautionary note: the town's so-called absentee landlords must be part of the planning process. Currently, many aren't keeping their properties up to standard, he said.

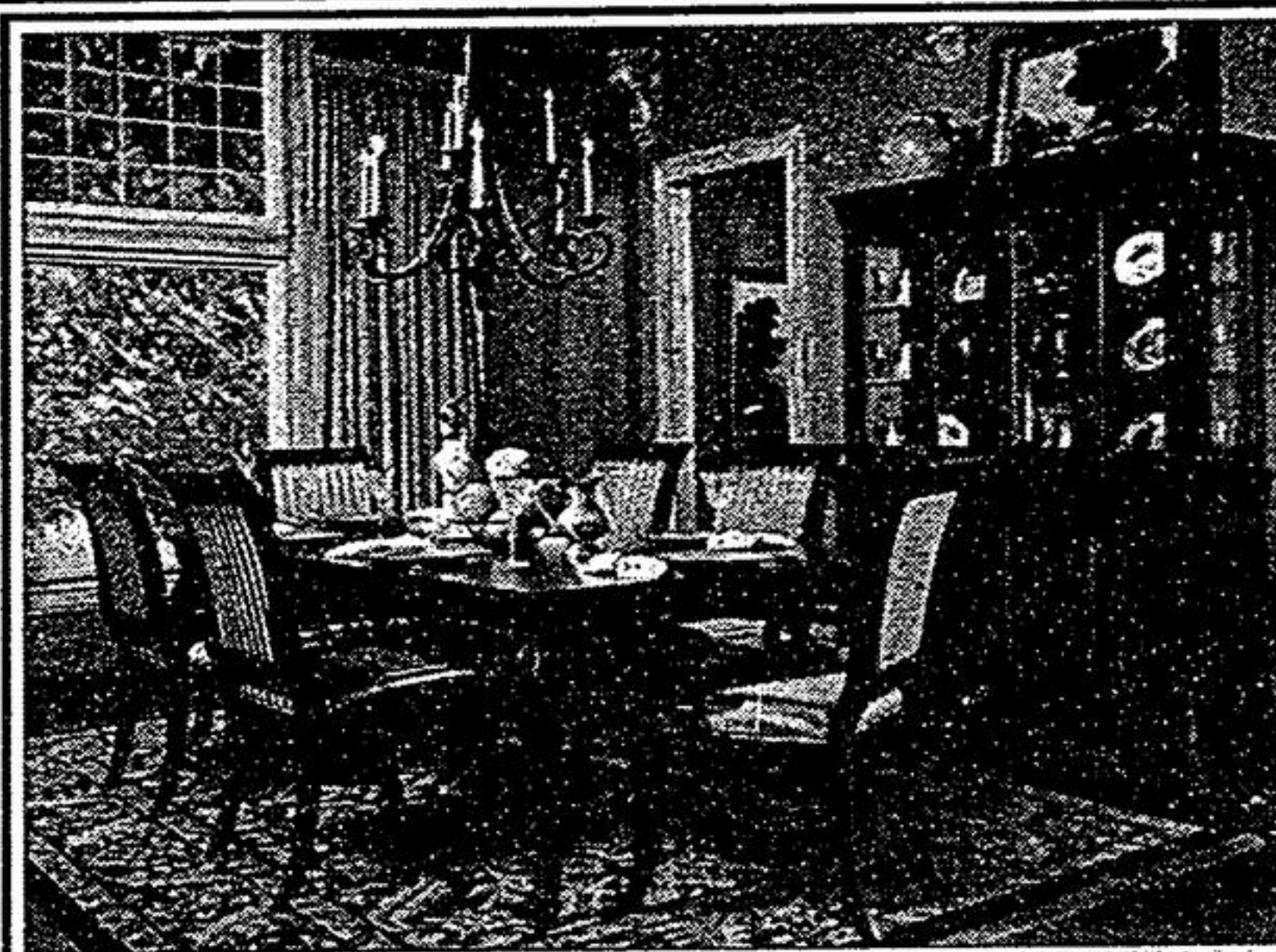
He wants to see a meeting arranged between landlords, real estate agents and town staff.

Only Research can cure Leukemia
Only Excellence in Canadian Research is funded by LRF
Please Help!

Leukemia Research Fund of Canada

1110 Finch Ave. W., Ste. 222,
Toronto Ontario M3J 2T2
Tel. (416) 661-CURE (2873)
Fax (416) 661-3840

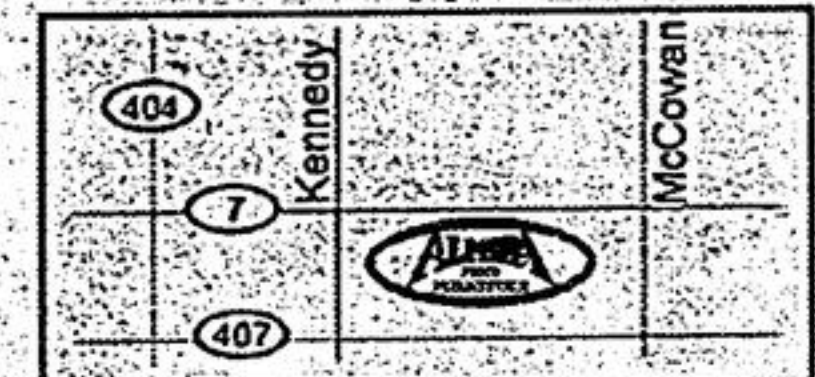
This message brought to you as a community service of The Economist & Sun-Tribune



4747 Highway #7 East
Markham
905.477.5524
www.almira.com

Spectacular Fall Sale Storewide

Save 25 to 50%



What if Santa Couldn't Hear What You Wanted?

New advancements in hearing aid technology have made it possible to provide quality digital hearing aids that are nearly undetectable to others, letting you enjoy a variety of environments without missing a sound.

1988 **17 YEARS** 2005

SAVE UP TO

\$500

on a pair of DIGITAL HEARING AIDS

Call for details & to book your hearing test

Offer valid with ad Exp. Dec. 31/05

FREE Batteries Buy 2 packages of batteries and get 1 package FREE!
Limit 10 packages per person. Exp. Dec. 31, 2005
Not valid with any other offer.

WE TREAT YOUR HEARING PROBLEMS IN A PROFESSIONAL - CLINICAL ENVIRONMENT!

- SALES and SERVICE to ALL MAKES OF HEARING AIDS
- ADD, WSIB, DVA AUTHORIZED DISPENSERS
- Hearing Assessments - Newborn to Geriatric
- Hearing Aid Evaluations
- Batteries and Hearing Aid Accessories
- Tinnitus Therapy
- Assistive Listening Devices FM Systems
- Custom Hearing Protection - Musician and Swim Plugs
- 35 Day Full Satisfaction Guarantee

EVERY DAY IS SENIORS DAY!

10% Discount Off All Accessories & Batteries

FINANCING AVAILABLE

No Interest For 12 Months (OAC). Ask Us How!
Not valid with any other offer.



LEADING EDGE CARE FOR

SOLUTIONS YOU SEEK!

NO CHARGE
All Inclusive
Loss & Damage
Insurance
- 1 year

NO CHARGE
All Inclusive
Manufacturers
Warranty
- 2 year

FREE BATTERIES
1 yr supply of
batteries with the
purchase of a pair
of digital
hearing aids
Not valid with any
other offer.

Associated
With ENT's
(Ears, Nose &
Throat
Doctors)

FULL TIME
Experienced
Certified
Audiologists
On Hand To
Serve You

NORTH YORK



1333 Sheppard Ave. E., Suite# 340
Established 1986
The Audiology Centre

MARKHAM

377 Church St., Suite# 203
Established 1992
Markham Stouffville Hearing Service

ETOBICOKE

1243 Islington Ave., Suite# 711
Established 1994
West End Hearing

