

The Times Mississauga

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Planning, not motives

The breakdown of the Lakeshore Community Study talks is not so much a disagreement on planning principles as it is an impasse in the density "numbers" game.

That's the obvious conclusion from remarks by the talks coordinator and from the CSMCA's reply to the town's latest attempt to move the study from its current standstill.

As an interim step protecting ratepayers and politicians from the impatient developers who are before the OMB with the original 32,000 person plan clenched tightly in their fists the town has authorized preparation of a compromise 20-21,000 person proposal.

Hopefully this plan and the public hearing it necessitates will at least clarify the arguments on the two sides (the get-togethers have been behind closed doors).

The town has indicated that the ratepayers don't seem to know what they want and the residents

say the town won't answer its basic non-density questions. What is certain is that the number of people who will live in the study area has been the main fascination during the joint meetings.

Although the CSMCA claims the fetish for density continued against its will, they contributed to the horse-trading atmosphere by their continued participation. We question whether they would be so concerned about other issues had the talks resulted in the 15,000 density they desired.

On the other hand, the planning staff tends to pass off legitimate ratepayer questions without providing proper background and explanation because they consider such inquiries as a guise for ratepayer designs on lower density.

It seems a little less examination of motives and a little more examination of planning would be in order on both sides.

No one is listening now

The Sanrose development on Dixie Road which will insert two high-rise apartment towers and five townhouses into a six-acre notch on the Lakeview golf course is an unfortunate thing.

The land really should have been acquired by the town years ago. There never was any sense in leaving that property in a position for a development such as Sanrose's.

And of course there was no good reason for Mississauga council's 5-4 majority to doom the property at the Ontario Municipal Board with a favourable vote for high-rise development.

But that's all water through the sewer now. Sanrose made plans for a classy rental project that does keep most of the mature

trees on the beautiful site, and the buildings have some saving design graces that could make it almost bearable to have high-rises on the property.

Sanrose also wants now to propose changes the firm says will be improvements. It wants to reduce the internal roads, and that means saving more of the precious land from asphalt.

It wants to make the towers adults buildings, and that means fewer pressures on the area schools.

No one's listening.

The project is surrounded by so much mistrust and ill feeling, that, sadly, we may never know whether Sanrose's proposals might have really been improvements.



"You'd better double-check your figures Frank!"

'Site value taxation solution to sprawl'

Letters to the editor

The Provincial Government's proposals for new regional governments in Southern Ontario have not received universal acclaim. In explaining the Government's position to an audience in Brampton on January 24th, Premier William Davis rather forcefully made three points which should not be left unquestioned by any intelligent taxpayer.

The first point made by

Mr. Davis was that he did not want to see concrete highways and asphalt stretching all the way from Yonge Street, Toronto to Main Street, Brampton. In other words, Mr. Davis does not like urban sprawl. We might ask why there is any need to worry about urban sprawl.

Perhaps if the Government were to examine property taxes, and the possibility of site-value taxation, Mr. Davis would

find that most people, even developers, were just as averse to an asphalt desert.

The second point made by Mr. Davis was that some form of regional government provided the only solution to the problem of urban sprawl. I wonder if Mr. Davis has considered that site-value taxation might be used towards an alternative solution.

The third point, which Mr. Davis made was that it is a government's duty to provide leadership, not simply to react. What exactly is leadership?



Bill Davis
Leadership can be taken to mean simply good management, with no sinister implications. It is to be hoped that this is the meaning which Mr. Davis has in mind, although one can never be entirely sure when governments at all levels continue to assume ever growing responsibilities.
GODFREY ORLEANS
TORONTO

'Congratulations'

I have just returned from taking part in the highly successful Ontario Weekly Newspapers Association convention in London, and was most impressed by the arrangements and by John Fisher's speech.

I had an opportunity to review some of the winning journals in the Better Newspaper Awards competition. Your accomplishment was well-deserved, and I would like to extend my personal congratulations.

The weekly newspaper has an invigorating influence in the community, and it is gratifying to know that our Ontario weeklies are maintaining such high standards.

FRED T. MARSHALL,
DIRECTOR,
PUBLIC RELATIONS BRANCH
MINISTRY OF INDUSTRY AND TOURISM

'Poll involves'

In regards to recent letters published in your paper from Mr. J. Ladell and Ms. D. Money concerning the Dialogue questionnaire being circulated by Don Blenkarn.

I feel we all owe Mr. Blenkarn a vote of thanks for his attempt to involve and inform us in government issues. I'm sure very few other constituencies in Canada can boast of having a truly informed populace.

Since Christmas we have received two questionnaires from Mr. Blenkarn both addressed to the householder and delivered by the postman. A little common sense indicates that these are distributed by indiscriminating postal drop (the postman delivers one to each mail box on his route) how is he going to know how many voters live at each address.

I see no reason why two or more people can't fill out the same questionnaire if there are many comments surely they can be added to a separate sheet and forwarded on to Mr. Blenkarn.

These are such minor points that I feel it a shame that Ms. Money had to throw a wet towel on Don Blenkarn's attempt to improve our representation in Ottawa.

MRS. J.F. BROWNE
MISSISSAUGA

'Streetsville should keep identity, grow in new region plan'

Following is the text of a letter addressed to Premier William Davis and filed with The Times for publication.

As a Canadian citizen and a Streetsville resident for almost ten years, I would like to express my feelings and tell you how disappointed I am with the

regional plan for the South Peel area.

Also, I would like to tell you as a member of this community I still hope you will do the best to represent these people who chose you; to say no when it is the time and say yes when somebody needs the right answer to

keep what is the most precious for them. In this case, it is the identity of Streetsville, and its expansion with larger boundaries.

I know you are the boss and you can do what is up to you, but I hope you understand the position of all

Portuguese who live in this town for more than 19 years. We all like to see it grow together with our families and make it beautiful as it is supposed to be.

And, as the President of Portuguese Canadian Integration Movement of Streetsville, on behalf of the Portuguese community who I have worked hard with to encourage them to believe in and have confidence in you, and for all who believe that Canada is a country of the future, we accept the plan of regionalism but with Streetsville as a fourth municipality instead of the three areas now planned.

I believe that we should keep our identity and have the right to grow.

JOE SIMOES
STREETSVILLE

'Study superfluous, costly'

This refers to press reports of the County's Quality of Living Study, costing at least \$30,000 of taxpayers' money. Let us hope that the County of Peel will cease this unnecessary and superfluous kind of study and expenditure. Undoubtedly, quality of living is suffering in our modern, fast-moving

society, but I don't believe a three-year pilot project at great expense to ratepayers will make significant improvements.

If the county needs better or improved facilities for recreation, let the money and effort go directly to such facilities, and such organizations as the Y,

libraries, parks, etc. There seems no need to have middlemen such as Leisure Consultants to handle our affairs. Surely our municipal recreation departments could make recommendations at no extra cost to the public.

MRS. R. HANSEN
NORVAL



Write On!

By Frank Touby

The Ding Dong Madonna has struck another blow at tradition and is innovating what may become the newest media craze: apology advertising.

Bull Canada, the phone company's public relations and reflex conditioning branch, is admitting on prime time (and prime cost) television what we've suspected for years; that the phone company is operated by people who can't install a dial so it won't fall off or operate a tape recorder without lousing up something.

The message is love. We must love our phone company because "it's one of the best anywhere."

Apology advertising will probably catch on. It has so many uses for government and industry.

How about oil companies? They can use apology ads for several things:

The camera follows a new, chrome encrusted American car pulling into a gas station.

The attendant smiles and fills it up, wiping the windshield and checking under the hood.

"You need a quart of oil, sir," he says. "Let me have the best you've got," replies the driver.

A few drops of oil fall from the can. The camera zooms in on them.

A fatherly announcer intones: "Sure, we have our spills, but we try to keep them small."

A rag descends upon the oil drops and they are gone.

The driver pulls away, waving at the friendly attendant while his gas cap falls onto the asphalt.

Announcer: "Slick Oil Corporation. One of the best anywhere."

Or how about moving companies? An apology ad might go like this:

Announcer: "Even though Ferd Bentwick and his family are only moving two blocks, DillyDally Van Lines treats it just like a cross-country move."

The camera shows white-gloved truck drivers gently packing furniture while Ferd and family chat happily among themselves.

The next scene is furniture being unloaded. The piano and dining room set

can be seen at the rear of the truck. Two mason jars rest on the tailgate.

A smiling, sweating truck driver walks up to Ferd: "Well, before we unload the rest, I suppose we should get the financial end cleared up."

"Sure thing. You guys have treated this just like a cross-country move," says Ferd. "It took four days. How much?"

"Four thousand two hundred twenty nine dollars and 79 cents," says the driver.

"Hey, that is just like a cross-country move," says Ferd as he faints against the truck. The mason jars smash on the driveway.

The camera zooms in on the broken glass.

"Nobody's perfect," philosophizes the driver as he kicks the glass off the driveway and into the grass.

Announcer: "Dilly Dally Van Lines. One of the best anywhere."

How about one like this:

There's a close up of a well-dressed woman at the supermarket lining her shopping cart with Kraft Dinners, cans of syrupy fruit, boxes of Bugles and Bugles and other assorted petrified goodies.

"Sure, I guess food prices are rising a bit," she says with a smile. "But the quality of food has risen so much that I don't even have to own a stove or refrigerator any more. That saves on energy, so I'm still dollars ahead."

The camera flits to scenes of Vietnam fighting.

"Our boys are back and we have an honourable peace," she says as the cashier totals up \$63.35.

She picks up the bag of groceries and walks into the parking lot.

"Sure, we still have a few problems..." she says as a junkie springs up behind her, smashes her head with a bottle and runs away with five packages of Kraft Dinner.

The camera moves down on her.

"...but those will be solved when we get-the death penalty back," she continues, as happy shoppers daintily step over and around her bleeding body.

Announcer: "The Nixon Administration. One of the best anywhere."

Stupidity is the mother of invention.



Allan Napier looks wistfully at one of the big guys he emulates. An atom player for Humberview, next year he might make No. 1.

Observations

For longer than most Mississauga councillors would like to remember, lady council-watcher Mrs. Bales has plagued them with inappropriate and outsize questions during the public forum part of council meetings. Monday Mrs. Bales (she says it's Miss when I call her Mrs.,) muttered Reeve Lou Parsons as he scratched his head) announced she had had enough of the rumbling noises in a sewer line on her property, accused council of being insensitive in cases of dire emergency (such as that) and started scattering their nameplates on the floor. When Parsons ordered a policeman called to eject her from the room she replied: "Go ahead, call a policeman. I'll wait. At least he'll shoot me." She calmed down and two of Mississauga's finest left grinning and empty-handed.

Port Credit resident Harry Warren sends us an observation of an animal world drama-comedy he saw played out on the ice of the Credit River last week. He reports that two medium sized dogs swam the chilly waters to gain the ice flow posts of about 12 Canada Geese and 30 Mallard ducks. Their attack proved thrilling and dramatic, swimming straight for the geese which were lined up about a yard in echelon protecting the ducks behind them. The dogs (only one at a time) came as close as about six feet from their prime enemy. Warned off by the geese the dogs repaired to the east bank where they "barked and wagged their tails as though to assure their 'friends' they were only having fun.

The geese and ducks reciprocated by coming surprisingly close to the barking dogs. Warren adds a footnote that "the writer-observer" applauded the performance with "slice after slice of bread sent sailing away to the adorable and gallant geese and the ducks they protected".

In a March 5 speech to the House of Commons on the ills of the new income tax form, especially to small businessmen, Peel South MP Don Blenkarn said he has been advising constituents to mail their uncompleted returns to the Minister of National Revenue. "In desperation I have said many times to these people: 'Don't worry about it. Sign your name to it, put the stuff in an envelope and address it to the minister at the House of Commons — no postage required — because the minister tells me its pretty simple. So let him look after it'."

Urjo Kareada, Toronto Star theatre critic and Erindale College professor of English has some intriguing observations about Moscow following a reviewing stint there. He says he was told by guides that the city held up to 1.5 million tourists a day. Disbelieving, he checked the story and found that 99 per cent of the tourists were from other parts of the vast country. Apparently the state sponsors day and weekend trips that include museum tours and ballet performances. Kareada also was dumbfounded at the opulence of Soviet subways. He reports that the lobbies of the underground are done in marble and the ceilings adorned with chandeliers. He found the effect ironic as everything above ground is so understated and uniformly functional.