



ONTARIO PROFESSIONAL PLANNERS INSTITUTE  
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## CANADIAN SHELTER FOUNDATION INITIATIVE MOVING AHEAD

CIP has been invited to join forces with the Toronto-based Shelter for the Homeless Foundation, a federally chartered non-profit group founded in 1986. At its mid-January meeting, the CIP executive decided to accept the invitation, which will allow a CIP representative to join the Board of the Foundation.

According to CIP's Executive Director, David Sherwood, the Foundation's objectives are quite similar to those of CIP's own initiative for a Canadian Shelter Foundation. Until further discussions have taken place, however, CIP will continue to explore other avenues to achieve its goals. These include proceeding with the "One Hour's Pay" campaign between now and the AGM. OPPI members will be receiving material on this some time in the spring or early summer.

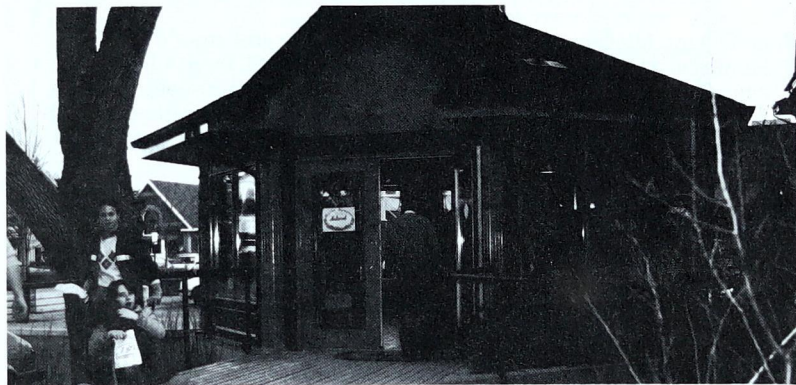
The "One Hour's Pay" campaign was suggested during last July's AGM, and stemmed from a desire that CIP should build on the work and awareness of shelter issues achieved during the 1987 International Year of Shelter for the Homeless. Similar campaigns in Britain and other countries have been extremely successful in raising badly needed funds for housing projects and related assistance programs

sponsored by non-governmental organizations.

According to Barry Pinsky, the Shelter for the Homeless Foundation's work has so far been focussed on the

Third World. He is also active in the Rooftops Canada Foundation. Both groups are headquartered at 151 John Street in Toronto.

## RETAILING- SOMETIMES ON SUNDAY



Since the Ontario Government announced last fall that municipalities are to be delegated the authority to control Sunday shopping, there has been mounting concern among a diverse range of groups about the possible impact on employees.

On the negative side, The Association of Municipalities of Ontario feels that the province has passed the buck, and that by acting in this way, the province is giving tacit approval to Sunday opening. Since the announcement, there have been hotly contested confrontations in several jurisdictions which have resulted in backers of Sunday opening retreating from the issue. Church groups and coalitions of independent employers speaking on behalf of their employees have lead the fight against. Independent retailers sense that chain operations with fixed costs to defray will benefit most, while independents will be forced to stay open to preserve market share. Organizations representing chains and developers feel that concerns about "wide open" Sunday retailing are overstated and without foundation.

In their article on "Tourist Designation for small municipalities", Al Ruggero and Jordan Grant describe how this process can be used to selectively "open up" specific areas within a municipality to allow shopping on Sundays to help fulfill land use objectives. See page 7

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MARCH 25 1988

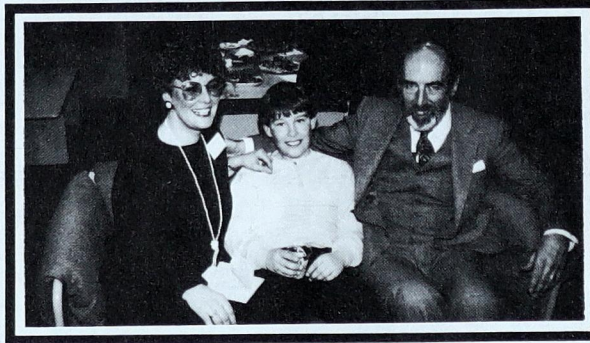


## Dr. John Page Fondly Remembered

Dr John Page, who taught environmental studies at York University for more than 10 years, died on January 29, 1988. Trained as an engineer, a theologian and as a planner, Dr Page was the mentor of many local planners who now hold senior positions in the profession. According to Stephen Hagarty, president of a firm that employs students from York during their internship period, John Page had a "tremendous student following".

Dr Page had been on sick leave from York since 1984 but he continued to provide encouragement to others. He once spoke on CBC's Morning-side program to describe what it is like to suffer from Alzheimer's disease.

John Page spent most of his life as a teacher, first in a high school and



*John Page with his family*

then at the University of Manitoba before moving to York University. He

started his professional life as a civil engineer. He later became a priest, and was a member of the Society of Jesus (Jesuits) for 23 years. After leaving the priesthood in 1971, he married Eleanor. Their son, Jonathon is now 13.

It was while he was a priest that he became interested in planning. He studied for a Master's Degree at the University of Manitoba and later earned a doctorate in planning from the University of Pennsylvania. He then taught planning at the U. of Manitoba, moving to York in 1971. Dr Page was active in CIP and was known for his integrated approach to planning.

A funeral mass was held at St Gabriel's Church in Willowdale. On behalf of all members of OPPI, we extend our sympathy to wife, son and sister, Margaret.

## DOWNTOWN REVITALIZATION CONFERENCE IN MAY

The Ontario Ministry of Municipal Affairs, the Heritage Canada Foundation and the Ontario Business Improvement Area Association will sponsor a major conference on downtown revitalization, to be held at the Royal York Hotel in Toronto in May. Entitled "Downtown Coming Together", the Chairman of the Organizing Committee is Peter Boles, MCIP.

Maintaining downtowns as economic and viable parts of the community has become a major challenge to governments and business alike. Across Canada, provincial activities in downtown revitalization have been as varied as the country itself, and recent years have seen a remarkable revitalization in many communities.

The conference, Canada's first national forum on downtown revitalization, will examine as many of the major achievements as possible. An outstanding group of speakers from across Canada and the United States will focus on topics such as management techniques, downtown planning and design, and effective marketing and promotion.

Delegates will have an opportunity to join in guided tours of sever-

al projects in and around the Toronto area. As well, there will be on-site displays, demonstrations, and a chance to meet with various consultants in fields related to downtown revitalization.

The sponsoring agencies have played important roles in revitalization. The Province of Ontario, through various revitalization programs such as PRIDE and Support for BIA's, has provided financial assistance, professional advice, and information services to help make community improvement part of a broader public and private sector development in all municipalities.

Nationally, the Heritage Canada Foundation Main Street Program has also enjoyed considerable success.

*For more information about exhibit space and the conference itself, contact: Downtown Coming Together, Co-Ordination Plus, Inc., 65 Queen Street West, Suite 2102, Toronto, Ontario, M5H 2M8, Telephone: (416) 862-9067.*

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# Letter From The Publisher



The Ontario Planning Journal is entering its third year of operation under the editorial guidance of Glenn Miller. Glenn has created a vital communications link for OPPI, and continues

to seek ways to improve its readability and its relevance to the profession. On behalf of the readership, I want to thank Glenn and the regional editors for their efforts, and I look forward to working with them this year.

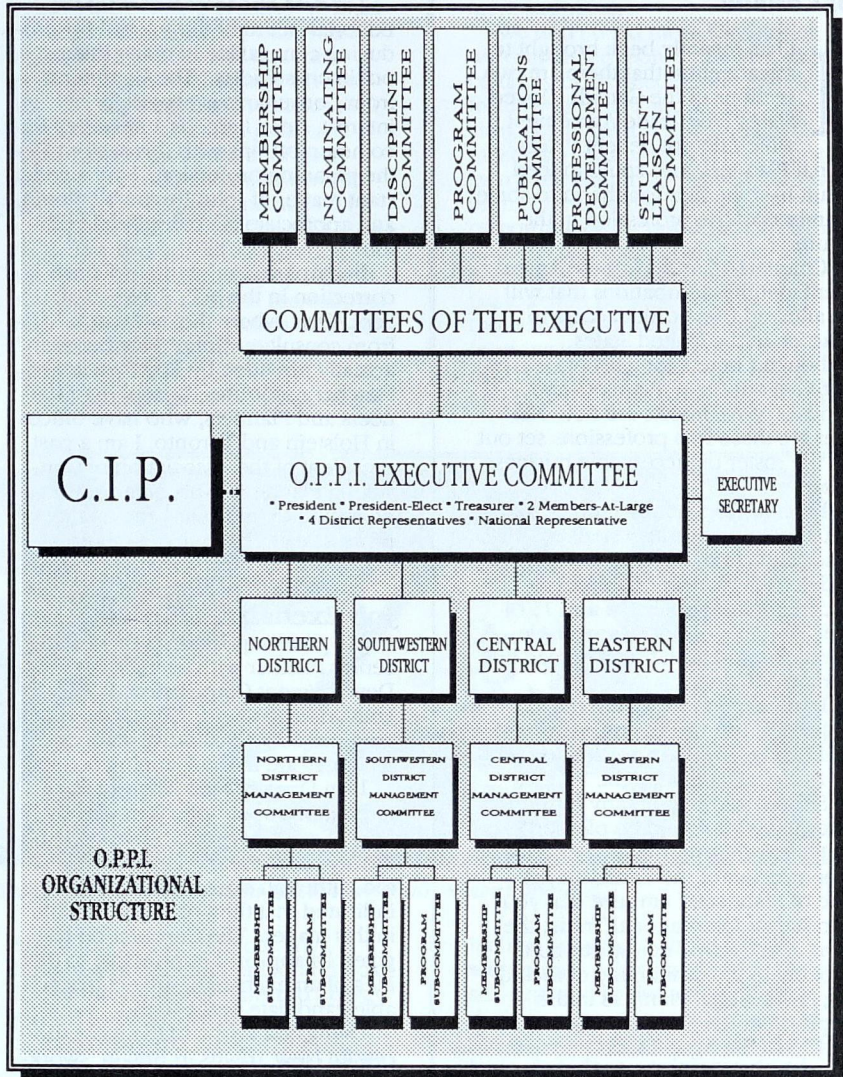
One of the things I would like to do this year is to find ways to make their jobs a little easier. Roving reporters are always in demand. Have you ever wanted to test your journalistic skills? If so, please let us know. We are rarely short of ideas, but often lack the time or resources to pursue them.

I think volunteering is made easier if you understand how the organization works, and who is responsible for which activities. So I have attempted to explain the OPPI organization, in chart form. I hope you find it helpful. As you can see, OPPI is involved in a wide range of activities, each of which require a host of volunteers.

In subsequent issues we will chart the names of individuals corresponding to the positions, as well as those of members involved with Membership and Program Sub-Committees in each District.

If you have any ideas on the Journal, please write to me, or Glenn Miller, c/o OPPI, 3206 Yonge Street, Toronto, Ontario, M4N 2L3. Alternatively, you can also contact the regional editors whose names and phone numbers are listed in the masthead. Finally, for those with a photographic bent, don't forget that the Journal now has a photographic editor!

*Diana Jardine*



*Mary Tasi Wood* B.E.S., M.C.I.P. President

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## Letter to Prime Minister of Canada

It has recently been brought to my attention that there are two sections of the Canada/United States Free Trade Agreement which do not benefit Professional Planners, and could indeed result in some financial harm to some members of the profession in the future.

Chapters 14 and 15 of the Agreement identify occupations that will be allowed free border access to practice in the United States. Although I note a long list of occupations set out there, Planners and Landscape Architects are not. Neither are these two professions set out on the roster of "acceptable business persons".

I would respectfully request that you take the necessary steps to amend the draft Agreement and include Planners and Landscape Architects in Chapters 14 and 15 of the Agreement prior to any implementing legislation being passed by Parliament.

I trust that you will find the request of our profession reasonable and that you will act quickly to remedy this obvious oversight.

Should you require any further information, I would be pleased to provide it at your request. As a former member of the Canadian Institute of Planners, I am sure that your Minister of International Trade, the Hon. Pat Carney, can speak quite capably to the desirability of including Professional Planners in the appropriate sections of Chapters 14 and 15 of the Agreement.

*Stephen M. Sajatovic, MCIP,  
President, OPPI*

## Farrow Fan

I should like to compliment the Editorial Board of the Journal for producing a magazine of many interests on timely subjects. The Comments from Consultants is especially of interest, since it opens a new area for communications with this sector of the planning profession. I am a constant reader of John Farrow's column, and appreciate his considered opinions.

Perhaps you might note a small correction in the Vol. 2, No. 5 of Sept./Oct. where the comments from consultant "John" Fletcher are actually provided by Roy Fletcher of Fletcher Associates, Consulting Engineers and Planners, who have offices in Holstein and Toronto. I am a past president of the Association of Consulting Planners. This organization is dedicated to improving the quality of professional planning in Ontario.

*Roy H. Fletcher, P.Eng., MCIP.*

## Job Exchange Offer

My present position is that of Senior Planner with Livingston Development Corporation, West Lothian in Scotland. The Corporation employs about 400 office staff, of which 15 are in the Planning Section.

I am Development Control Co-ordinator, supervising 3 to 4 members of staff. My replacement should ideally have experience in this field too, although my employers have indicated that they could be flexible in this matter. The Corporation has given its approval in principle to the idea of an exchange, subject to a suitable candidate being found.

Livingston is one of the most successful New Towns in Britain. Working in Livingston would provide

excellent experience, particularly in the fields of employment generation, social planning, and private house building.

As well as the field of Development Control, I also have experience in Local Plan and Conservation work from my time with Edinburgh District Council. I can produce competent reports and enjoy meeting the public. (Unfortunately, my French is a little rusty, but I would be able to brush up on it).

On the personal front, I am 36, married, with three children, ages 10, 8 and 7. We live in a modernized farm cottage in Bathgate, about 8 miles from the office, and have a VW Golf. We have enjoyed home exchanges on two occasions, once to Canada (Burlington, Ontario) and once to Germany, so we are familiar with the procedures involved - and so are our neighbours! We would value highly the opportunity to experience life for a year or two in another country, and hope you are able to help us towards this ambition. No doubt it will take some time to arrange such an exchange, but it would be most convenient for us if something could be organized for next July/August (school holidays). I will be happy to send further details to anyone who expresses an interest, and look forward to hearing from you at the following address:

John Coon,  
Ballencrieff Cottage,  
Ballencrieff Toll,  
Bathgate,  
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## PEOPLE AND CITY LANDSCAPES CONFERENCE

**DATE:** May 10 1988, 8:30 am-6:30 pm

**PURPOSE:** To develop strategies for new approaches to the planning, design and management of urban landscapes in response to a changing society and shrinking budgets

**FORMAT:** Case studies, panels, workshops

**VENUE:** Earl Bales Community Centre, North York

**FEE:** \$75, including lunch, conference kit and post-conference summary

### INFORMATION:

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## "TURNING 2000" COULD UNDERMINE GOODWILL TOWARD ENVIRONMENT

by Tony Usher

Journal readers may be hearing more this year about a new community environmental action program called Turning 2000. This concept seems to have picked up the critical mass of support needed for it to snowball. Turning 2000 is backed up by unimpeachable intentions and ideals, so questioning its worth will make baby killing or abolishing zoning look good. Here goes.

Turning 2000 grew out of Canadian participation in the Brundtland World Commission on Environment and Development and the World Conservation Strategy, two admirable attempts to promote sustainable development concepts worldwide. It is meant to answer the very real concern that environmental issues have been too much the property of government, industry, and interest group experts, and have left ordinary people by the wayside. Each Canadian community is being urged to undertake three grassroots projects: inventorying all significant natural/cultural/social heritage features and environmental/public health problem sites; participating in developing a cross-Canada trail; and developing a community conservation strategy.

Environmental issues are dominated by experts because our society is drifting away from the ideal of a citizenry able and willing to contribute its own time and energy to solving community problems.

Most ordinary people won't get involved in environmental issues less tangible than having their wells poisoned, unless the project looks particularly worthwhile and rewarding and can show clear results.

Citizens are smart enough to be turned off by pointless projects, and may then hang up even on someone trying to organize against the lead smelter moving in next door. Unfortunately, all three Turning 2000 projects are in the pointless category.

Community Inventories: As planners know, an entire Journal could be filled with a list of the last 30

years' worth of neighbourhood, local and regional municipal, watershed, regional, provincial and national environmental and heritage inventories. We are buried in inventory data, too often collected with great zeal but little thought about their use. Shall we compile one more inventory, using 839 different methods for our 839 municipalities? Cross-Canada Trail: The Bruce Trail Association has its hands full keeping up Ontario's premier long distance recreational trail, whose 690 km. passes through Canada's largest population concentration.

Enthusiasts have long advocated a

ment suppliers.

We don't need more inventories; we don't need more strategies; we certainly don't need hiking paths from Dryden to Thunder Bay. Recycling programs are still abysmal in most municipalities; potentials for citizen contribution to cleaner stormwater have hardly been explored; opportunities for public involvement in protecting local open space are boundless. These and many other basic action projects can involve thousands of ordinary people, improve understanding of our interdependence with the environment, and perhaps even generate enough



*Opportunities for public involvement in cleaner environment abound*

PHOTO: MANETT

cross-Canada trail, without any thought as to market demand (almost nil), or the volunteer time and energy needed to build and maintain trails (a lot more than you think). After 20 years of effort, progress towards linking the Bruce Trail with the rest of Canada consists of 250 km. of dribs and drabs in Manitoulin and Algoma. Exactly what feelings of worthwhile participation will this project generate? Community Conservation Strategies: There are already both Canadian and Ontario adaptations of the World Conservation Strategy, and many other studies that point the way towards sustainable development actions at the local level. Individual conservation strategies for East York, East Ferris, and East Wawanosh will do little for the environment, except improve the balance sheets of paper mill pollution control equip-

ment interest to surprise those familiar with public participation levels in our self-oriented society. But if I were designing a program to undermine the good will that most citizens feel towards a clean environment and sustainable development, I could not do better than Turning 2000..

*Tony Usher is a Toronto-based planning consultant, specializing in rural, resource, environmental and recreational issues.*



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# FIRST URBAN DESIGN AWARDS PRESENTED BY THE CITY OF NORTH YORK

By: Jack Dougan

**T**he 1987 Urban Design Awards newly established by the City of North York were presented by Mayor Mel Lastman to the five winners during a special ceremony in Council in January.

The presentation marked the first of what is planned to be an annual awards program. These awards will be given out for development projects which make the greatest contribution to urban design in the City of North York.

The Judging Committee consisted of the Chairmen of the three committees which deal with planning matters in North York. They were Mr. Paul Valenti, Planning Advisory Committee; Councilor Mario Sergio, Site Plan Committee, and Mr. Angelo Grittani, Committee of Adjustment, as well as Mr. Don Newman, Commissioner of Planning and Mr. Leslie Rebanks. Mr. Rebanks, a North York resident, is an accomplished architect who has both won many awards himself, and has considerable experience in awards programs.

The entries for the 1987 Urban Design Award were judged on the design concept, relationship to the

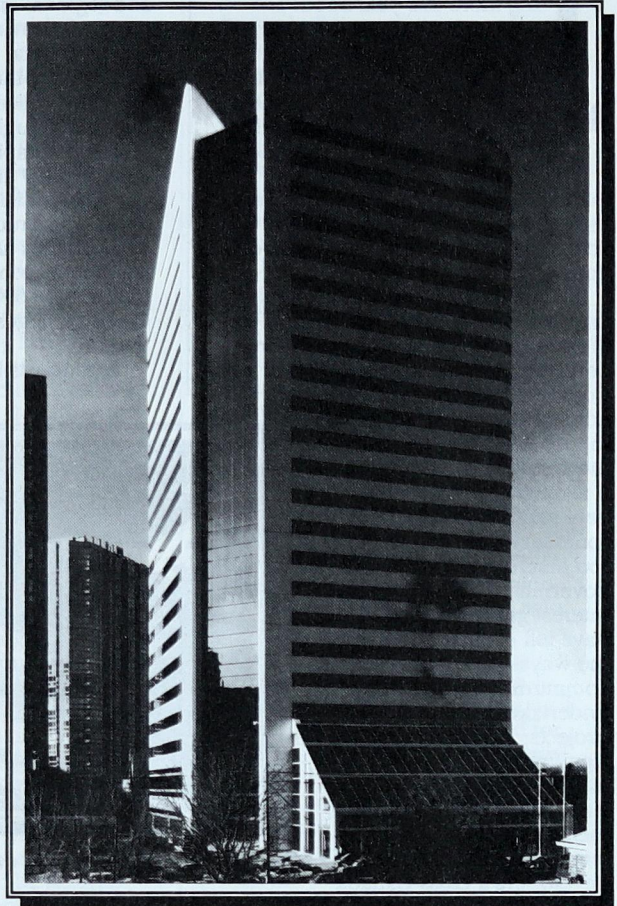
urban context, architectural and landscape design, and function. Developments completed over the last three years were eligible for consideration.

In 1987, the awards were presented in memory of Jack Staplin, Staff Architect with the North York Planning Department from 1966 until his death in 1984. Mr. Staplin's role in both guiding the municipality in adopting early design standards and then ensuring that individual developers met those standards had a strong impact on the appearance of the municipality.

An Award of Excellence was presented to Madison Centre, developed by the Camrost Group. Page & Steele Architects and Starr Landscape Group were the consultants.

An Award of Merit went to Baycrest Hospital, designed by Bregman & Hamann Architects and Engineers, and landscaped by Baker Salmona Associates Ltd. A second Award of Merit

went to Park Centre. it was developed by Canada Life, Pellow Architects Inc. designed it, and Johnson Susstronk & Weinstein were the landscape architects. Other Awards of Merit were presented to Atlantis, developed by Atlantis Real Estate Corp., designed by V.W. Kuchar & Associates, Architects Ltd., and landscaped by Landscape Planning Ltd. Finally, Yonge Corporate Centre, developed by The Cadillac Fairview Corp. Ltd. and designed by NORR Partnership Limited Architects and Engineers, with Johnson Susstronk & Weinstein, Landscape Architects, received an Award of Merit.



*Madison Centre wins Award of Excellence for Camrost Group. Page and Steele were the architects.*



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*Jack Dougan is with The City of North York Planning Department*



# TOURIST AREA DESIGNATION - A TOOL FOR CORE AREA DEVELOPMENT

By Al Ruggero and Jordon Grant

In the last few years a great deal of controversy has surrounded the issue of Sunday closing laws in Ontario for the retail sector.

In a number of recent judgements the Supreme Court of Canada ruled that a province can constitutionally enact a law providing for the closing of retail stores on Sundays and other holidays without infringing upon the right to liberty or freedom of religion under the Canadian Charter of Rights and Freedoms. In the political forum, arguments continue to rage back and forth regarding legislative changes to Sunday closing laws. Last May, the Select Committee on Retail Store Hours completed a review of the Ontario Retail Business Holiday Act R.S.O. 1980 c. 453, as amended, and the issue of Sunday closings in general. As recently as November the Solicitor General of Ontario announced further proposals that would delegate the responsibility of decisions on Sunday closings to local municipalities. However, these announcements will not come into effect until the spring of 1988.

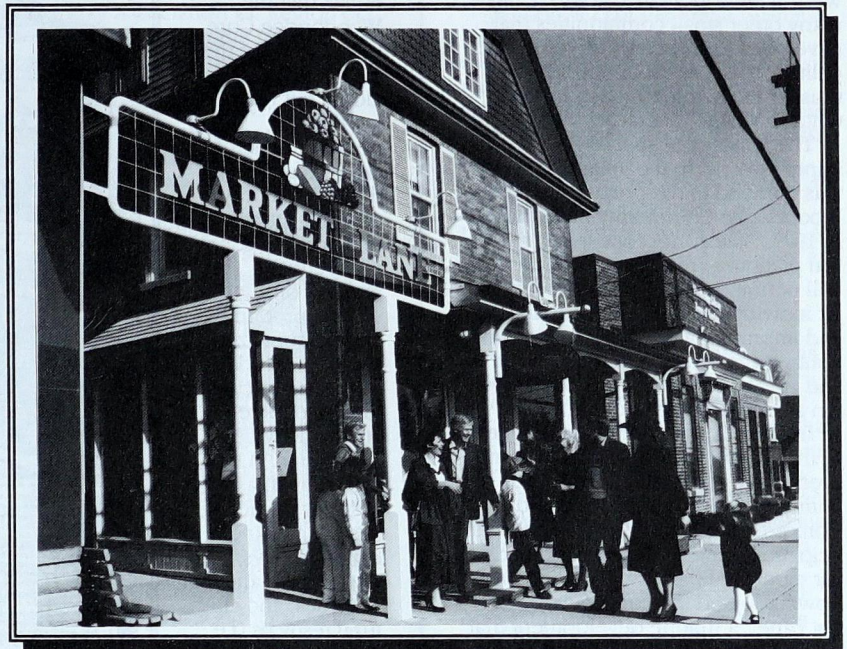
Given the current state of affairs, it is not surprising that such a degree of confusion, misinformation, and controversy exists.

Wide differences exist in the way provinces observe retail store closings. To a large extent, power has been given to the larger municipalities and regional governments to control the hours and days of retail store operation. In the Province of Ontario these municipalities can permit stores to remain open on Sundays and holidays in areas defined under a tourist designation status.

## Tourist Status allows selective approach

An option open to small municipalities in Ontario interested in revitalizing their downtown cores (provided the circumstances are appropriate) is to obtain status as a tourist designation area and allow retail store operations to remain open on Sundays and holidays.

Examples of small communities in Ontario that have obtained tourist designations for either their downtown cores



*Market Lane was a catalyst in reshaping Woodbridge core*

or the entire community include: Unionville, Schomberg, Windsor, Fort Erie, Elora, Fergus, Niagara-on-the-Lake, Niagara Falls, Sault Ste. Marie, and Woodbridge. The designation of tourist areas has not been exclusively limited to small communities across the province. In Metropolitan Toronto for example, the Chinatown and Harbourfront areas have also obtained this status. To assist in understanding this issue as it applies to small communities, the community of Woodbridge was selected as a case study.

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## Tourist designation linked to land use objective

The community of Woodbridge is part of the Town of Vaughan in the Region of York and is located north-west of Metropolitan Toronto. Unlike many other small communities that have been absorbed by larger municipalities, the core of Woodbridge has thus far been able to retain its "old Ontario village" character.

The concept of specialized improvements to the village centre was outlined in the preamble to the Woodbridge Community Plan, passed in 1972. The plan proposed a "special planning area ... which in turn will permit the long-term investments by individual owners in maintaining and improving their lands as a permanent village centre, offering unique and special services to the Metropolitan area from an idyllic setting".

In 1979, a proposal was submitted to the Town of Vaughan for the comprehensive redevelopment of the entire northside of the Woodbridge Core predicated upon the Town's participation in the acquisition of lands for municipal parking. By 1982, the Town adopted the concept of "Market Lane," a unique development that would enhance the community's old village atmosphere.

Unlike the usual mix of supermarket anchor and local convenience type stores in a "strip" configuration, Market Lane offered a pedestrian oriented place grouped around a square with parking largely in the rear. Renovated and historic buildings were incorporated into the plan, and the new buildings were designed to be compatible with the historic character of the area.

The project has since won industry and government recognition for innovative design and/or historical preservation.

## Market Lane catalyst for activities

It was understood from the outset that the Woodbridge Core cannot rely on the local market alone, but needs to attract a "tourist" market as well. Accordingly, the vast majority of stores attracted to Market Lane are independent retailers offering unique products and personalized service. In addition, various cultural and recreational activities are offered in the square such as outdoor fashion shows, arts and crafts displays, music and dancing activities, and cultural festivals (i.e. Italian festivals, old Victorian fairs, and Christmas parades).

To establish it as a destination for the greater Toronto area tourist market, an extensive promotional campaign was undertaken in Market Lane's first year. Over \$350,000 was spent for advertising on radio, in magazines, and newspapers, and to various tourist guides. In addition, through the Metro Toronto Tourist and Convention Bureau, bus tours were organized for visitors to come and browse around Market Lane and historic Woodbridge.

Market Lane has definitely been a catalyst in the revitalization of the



Advertising played major role in promoting tourist area

Woodbridge Core. The burying of hydro lines, landscaping and beautification of Woodbridge Avenue throughout the commercial core area has recently been carried out in addition to several important improvements to municipal and other surrounding buildings. For its efforts the Town received the Ontario Renewals Award in 1985. As well, the Woodbridge Community Plan was recently amended to emphasize the core's dual role of supporting a strong local retail presence as well as to provide a specialized tourist function. Preservation and protection of buildings, land-

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marks, or other heritage resources deemed to be of historical significance is a central feature of the plan.

Additional commercial development is currently being processed for a site opposite Market Lane. At the Town's urging, its design will also reinforce the Old Ontario Village atmosphere of the Core, with its retail units being tailored to accommodate more small independent merchants.

Eventually the balance of the Core area will be upgraded and renovated to provide a comprehensive historical/tourist/shopping area. From a strategic point of view, the Town of Vaughan Council considered that the Sunday and holiday exemption of the Woodbridge Core was essential for the development and/or maintenance of the local tourist industry. A resolution supporting this belief was passed in January of 1987.

### CRITERIA FOR TOURIST DESIGNATION STATUS

The inherent ambiguity of the Ontario Retail Business Holiday Act means that there are no guaranteed formulas for achieving tourist designation status. However, as illustrated by the example of Woodbridge, a small community undertaking a tourist designation application requires two prerequisites. These are:

- Local Political Support
- Support From Local Merchants

Politicians must be convinced that Sunday and holiday exemptions are essential for the development and/or maintenance of their local tourist industry.

There are two reasons for this. First, when jurisdiction falls under the local Council (as in the case of Elora), lack of political support will result in absolute failure if Council decides the application is inappropriate.

Second, when authority lies with regional government, as in the case of Woodbridge, the Town of Vaughan had to make the case at the Region of

York. Local support in advocating the need for a tourist designation area in a community is essential.

This was demonstrated in a landmark decision held at the Court of Appeals in February 19, 1987 - People for Sunday Association vs. Region of Peel. In their concluding remarks the presiding judges felt that it was ultimately the responsibility of local politicians to determine whether an area or retail operation merited tourist designation status provided there were no allegations of corruption or bad faith.

The other condition necessary for tourist status is the local support from merchants. As in the designation of a BIA the majority of merchants, retailers, and shopkeepers in the area to be affected must be in accord with the need for Sunday and holiday openings. Without the cooperation and participation of local merchants, any attempt to justify the need for a tourist area will obviously result in failure.

As part of the application process merchants are expected to, first, participate in making the area a tourist attraction. Second, they are required to assist in collecting relevant data to support the application for designation. Consequently, merchants must be prepared to become involved in activities that transcend their normal business day. This translates into participating in activities and events that will contribute to substantiating the need for a tourist designation status.

In the case of Woodbridge, local merchants provided information on sales receipts, guest books, and mailing lists. Many of them also participated in numerous activities and events such as fashion shows, festivals and dances that promoted the image of the area to people from a wider geographic area.

### Objective Evidence For A Tourist Designation Study

The gathering of background

material for the relevant "trade area" represents an important step in developing a tourist designation study. An historical analysis of the area tracing the context in which public policy was developed is useful.

Section 4(2) of the Retail Business Holiday Act R.S.O. 1980, c. 453., states that a tourist area may be designated provided the applicant can clearly demonstrate how the designation will maintain and/or develop the tourist industry in the community.

It is therefore necessary to evaluate the role that an area plays (or will play) in the overall tourist industry of the Region. To assess the merits of an area it is necessary to distinguish between Primary and Secondary Tourist Areas.

Primary Tourist Areas function as main tourist attractions because of facilities, activities, and events that occur in the area itself. Evidence that would demonstrate the area's role in marketing the tourist area includes advertising in tourism brochures, and promoting the community at regional, provincial, and national events and functions.

Secondary Tourist Areas provide complementary services to tourism attractions in adjacent areas. These complementary services are viewed as an important component to the general success of these other attractions. Without them, the existence of some of these Primary Tourist Areas may well be jeopardized. To evaluate

*continued on page 19*

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### Chapleau Plant Blazes Trail

*Abridged from an article by V. Gibula in Northern Ontario Business, November, 1987. Abridged by Jeff Celentano.*

Electrical energy to supply the entire town of Chapleau (population 3,100) and the surrounding area is now being produced by burning sawdust at the Chapleau Cogeneration Plant, the first plant of its type in Canada.

Billed as a cheap, efficient and environmentally safe source of energy, Foster Wheeler and Chapleau Forest Products Ltd. have constructed a plant with the potential of burning 120,000 tons of sawdust annually, supplied by local sawmills.

The Provincial Ministry of Energy has committed itself to spend \$6 Million to encourage the development of cogeneration plants. They are believed to have the potential to provide Ontario with 1,000 megawatts of power by the year 2000. William Ivey, President of the Chapleau Cogeneration project, feels that there is enough sawmill waste (sawdust, bark, or wood shavings) produced each year to fuel six to ten cogeneration plants in this province.

Northland Power is planning to build a cogeneration plant in Cochrane (population 4,600) by late 1989.

The Federal and Provincial Governments are both supplying equal funding. The Cochrane plant will be built beside Normick Perron Inc.'s lumber mill, and produce both steam and electricity. The mill will supply the plant with about 67,000 tons of wood waste annually. The cogeneration facility will supply steam to Normick Perron to dry lumber and heat the plant. The Cochrane operation is also expected to supply Ontario Hydro with enough electricity to service about 1,000 homes.

### Municipal Timber Stand A Unique Development Tool -

*Abridged from an article in the North Bay Nuggett, 8/7/11/02 by G. McCulloch - By J. Celentano.*

At one time, it was a piece of vacant land, covered with sand, full of rocks and seemingly useless for any purpose.

But in 1952, Bonfield Township (population 1,700) Council decided to utilize the property for re-forestation purposes. Council contacted the Department of Lands and Forests, and an historic agreement for a

field Township councillor, the first wood harvest took place in early 1987, with the timber sold to the Nordfibre Forest Products plant in nearby North Bay. Managing the forest will provide a constant source of employment, and the wood harvest will provide income for the Township for years to come. Code would like to see better utilization of unused rural land and more of this type of development by municipalities.

Dusan Mihailovic, unit forester for the M.N.R., explained that municipal forests were quite different from



Bonfield experiment shows promise

municipal forest was signed on April 1st the same year. The Bonfield Agreement Forest is the only one of its kind in this district.

In 1953, approximately 70 acres of land was planted in strips of red pine and jack pine. Some 1,200 trees per acre covered the plot. Bonfield Township officially acquired the stand in 1983, with terms of an agreement which stated the Township would manage the forest with approval of the M.N.R. for any work done within its boundaries.

According to Dick Code, a Bon-

fields established under the Woodland improvement Act, whereby private land owners re-forest their properties. Mihailovic said that 10 percent of all wood produced in Ontario was derived from private properties, and this is far below the potential yield.

The April Fool's Day agreement of 1952 has proven to be anything but a joke, and the once sparse piece of land in Bonfield Township has already evolved into a worthwhile investment.

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Winter storms, and whiteouts have slowed news to a dribble - or as in Wellington the planners haven't had time to look beyond their own snow drift. Still the OPPI reporting squad has been in action, so for all "SWOD-DERS" here's the scoop.

WELLINGTON COUNTY

Following a year of major growth within Guelph, the County Planning Department finds itself busy with numerous development applications in the balance of the County. At the same time, the County's Waste Management initiative, work on the County Official Plan and increasing requests for Official Plan and Zoning By-law reviews from the local municipalities promises that 1988 will not be a year of rest and relaxation. This may be the last transmission from Big Mac our Wellington mole.

WOOLWICH TOWNSHIP

Like everywhere, the Twp. of Woolwich is experiencing change. Half of the Planning Department staff retired from municipal planning late last year. Brian Hunsberger, former Director, left in October, 1987 to pursue other interests including education, non-profit housing, and consulting. Jeff Willmer, Development Planner, capably solo'd the Department until Bob Black joined the Township as Director, having moved west from the Town of Caledon.

It may be cold but that's not all that's frozen in Elmira and St. Jacob's. With no sewage capacity left, development has been halted and redirected to the smaller settlements in the Township. Heildsburg and Conostoga are bursting at the seams as the exurban development pressure from K-W gobbles up large residential lots. In an effort to avoid a similar February "freeze", Breslau is undertaking a land use and servicing study to investigate tapping into Kitchener's services or developing a new STP.

OXFORD COUNTY

The County of Oxford is still celebrating the birth of their LRIS (Land Related Information System) and further procreation is in full swing. The building permit system has been introduced on line to each of the lower tier municipalities as of March. The RISC (Regional Information Systems Committee) has been recently conceived and it uses assessment data to generate population and housing reports on user-defined geographic areas. Viewers from as

far away as Bermuda and Qatar are coming for demonstrations.

WOODSTOCK

Woodstock is currently reviewing special policies in their Official Plan and Zoning By-law for residential infilling in historic neighbourhoods; the maintenance of the neighbourhood character is the primary goal of these policies. Woodstock is also completing a zoning study for adult entertainment parlours; no research details were provided in our conversation.

TILLSONBURG

Tillsonburg is completing its group home policy revision. A major senior citizen's retirement community project (600 units) has been approved; the first phase of homes are finished and inhabited. This attractive community is proposed to have a community centre, provided by the developer.

INGERSOLL

Ingersoll has an update on the CAMI automotive plant. The exterior work is now completed with the interior work projected to be finished by April 1989. Intensive pressures for residential and commercial development in the surrounding area are creating much activity and over-worked planners.

PROGRAM COMMITTEE TEASERS

The 1988 Committee is composed of five hard working individuals - Bruce Curtis (Chairman), Patty White-Munkittrick, Rob Panzer, George Rich and Brian Trushinski. The February event in the Blue Moon (Petersburg) attracts the managerial and epicurean interests of 55 planners as they gather to discuss 'Planners as Managers - not to mention enormous quantities of beer and ribs. Early April will tempt planners to the London area for a session on a yet-to-be-announced housing topic or the OMB rules of procedure. The main event, the Annual General Meeting (AGM), will be held in late September in the Grey/Bruce area of our district; the Committee is scheming a different, exciting and downright tempting theme. Further details will be coming soon on all of the Program Committee's appetizers.

STUDENT NEWS & VIEWS

In this issue the eye of the roving student reporter was focussed on the University of Waterloo to catch the latest news and gossip. It seems that the School of Urban and Regional Planning (SURP) will be seeing some major staff changes in the upcoming academic year. Len Gertler, who has been the director for some time, will be stepping down from that position

at the end of August. The acting director of the school from August to the end of December will be John Horton. Effective January 1, 1989, Larry Martin (currently the assistant director) will take over the reins. Larry is on sabbatical until the end of 1988; perhaps resting up before facing all those rowdy students in January?

In other school news, the Association of Graduate Planners (AGP) will be hosting a one-day conference on February 26 on the theme of "Ecological Planning and Urban Areas". This conference is dedicated to the memory of Bob Dorney. This promises to be an interesting and informative event, so mark it down on your calendars and contact the school (phone 885-1211, ext #3185) for more information.

Conferences appear to be high on the agenda at the Waterloo campus. A contingent of approximately 50 Waterloo students will be making the trip to Montreal for the annual Caps conference on March 3-6. Montreal may never be the same again. In case you are wondering, CAPS stands for the Canadian Association of Planning Students. The theme of this year's conference is "Urban Housing: Problems & Solutions". Stay tuned for reports of the conference in a future issue.

CPAB SOUTHWEST

It is reported that the London office of the Ministry of Municipal Affairs are out from under their recent renovations. Despite these renovations the Ministry has organized what promises to be a successful seminar. The Negotiations Skills Seminar, scheduled for March 9 and 10 is nearly full and a good time is promised for all. These seminars are obviously fun as CPAB is involved with the Field Services Branch in organizing a seminar for new Councilors.

Enough is enough - till next issue! Keep those cards and letters come in; please, anyone!!

**John Sullivan  
& Joseph Pacek**

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CENTRAL

## Municipal Planners Conference -1988 - Planning: Back To The Future?

The Community Planning Advisory Branch's Central Ontario Field Office staff are focussing on the pressures for reactive planning currently being experienced as a result of the apparently healthy, and very active, development sector. Can a municipality maintain control of the quality of its community while providing enough flexibility to accommodate a broad range of new users? How do we measure the success (or failure) rate of existing policies? These and other mysteries will be discussed.

**Planning As Others Do it:** Workshops will take a look at how municipalities are preparing to attract new forms of residential development and economic growth. We'll also look at how to evaluate the policies which are intended to achieve a high quality community.

**Planning As Others See It:** Discussion will centre on the pros and cons of long-range planning.

The Richmond Hill Country Club is the location for the conference to be held on May 12, 1988.

Reserve the date now. Registration packages will be mailed in late March. If you have any questions about the conference, contact Ruth Melady at the Central Ontario Field Office of the Community Planning Advisory Branch, (416) 224-7635, or 1-800-668-0230.

### Housing Intensification:

Some Way To Go -

By: *Bruce McCuaig, MCIP.*

Approximately 60 people attended the January program meeting of Housing Intensification at the Elm-

wood Club. They were rewarded with interesting presentations from Ann Borooh of the Ministry of Housing, and Lorne McCool, Planning and Economic Development Commissioner, of the City of York.

Ann, a Policy and Program Development Officer with the Housing Conservation Unit, identified changes in the demand for housing. Shifts in household composition have resulted in changes in demand. These shifts can be addressed through the intensification of the existing housing stock, she suggested. The Ministry has developed a variety of program initiatives to address constraints related to intensification, including land use, community acceptance, support for people intensifying housing and positive landlord/tenant relations. Some of these constraints can be addressed by land use planners, including developing greater flexibility in municipal planning documents and streamlining the process for receiving approvals for intensification projects.

Lorne McCool approached intensification from a very different tact. He identified the major constraint for intensifying existing housing stock as resistance by residents. Residents react negatively to any land use proposal which is seen as affecting the stability of a neighbourhood. Lorne suggested that municipal planners cannot effectively respond to resident fears without more support and direction from the Province. In addition, Lorne discussed the difficulty municipal planners have in acting as advocates for intensification.

A lively discussion ended the evening, ranging from the shortcomings of administrative tribunals such as the OMB to the "give away" of Canada's resources under the Free

Trade Agreement. The role of planners as advocates and educators in the planning process received particular attention. The evening provided some interesting insights, and thanks go out to Ann Borooh and Lorne McCool for their efforts.

## STILL MUCH TO RESOLVE AT HARBOURFRONT

Harbourfront's efforts to improve the winter environment for pedestrians were put to the test on a frigid night in February for the second program meeting of the year. More than 50 brave souls packed the hall at the Water's Edge Cafe to hear a well-rounded debate about Harbourfront's 2000 plan. Ryerson Professor Kosny moderated.

Speaking for Harbourfront, David Gordon made a strong case for the Corporation's belief in its current plan. He felt that the principles are sound and that the opportunities it presents are better defined than ever before. While acknowledging that Harbourfront had probably contributed to its current bad press through buildings such as Harbourpoint, Gordon insisted that there are more success stories than failures. He feels that Harbourfront should be distinctively different from the rest of the city, an argument that Marc Hewitt, acting director of the urban design and architecture division with the City's Planning department strongly disagreed with.

Hewitt criticized Harbourfront for fragmenting the planning process, which made the City's task difficult. As well, the City would receive sub-area plan submissions that had already been put out to tender - not the best way to enter the negotiation phase of approvals. Hewitt admitted that the City's special process invented to deal with Harbourfront had not worked out. His strongest criticism was reserved for the principles upon which Harbourfront is founded, a feeling that was echoed by the moderator and several questioners. How can public objectives be met when revenue for development is needed to fund program activity? All agreed that Harbourfront's efforts in that regard are without peer.

*Since the Harbourfront meeting, the City voted to impose a one year freeze on building activity at Harbourfront in order to "squeeze" the corporation for the promised parkland. Law suits have been promised.*



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**AT WHAT COST HERITAGE?**

Is the preservation of our Canadian and Ontario past really worth all the money our various governments are spending or threatening to spend? Is it a financially responsible political decision to spend tax dollars to revamp an "old" building for a new use yet retain the historical clarity and historical truth of the building? The answer to both of these questions is YES but with conditions attached.

We are becoming more and more aware of the importance of preserving the major elements of our past. Indeed we are also becoming very interested in the preservation of the minor elements of Canada's past.

In Ottawa there are two buildings which have attracted the attention of heritage thinking architects and planners alike. One has recently been designated as a heritage building with a dollar figure attached (this by the way means that the various governments, at this point municipal and provincial, are really starting to get serious about beginning to do something about this building). This building is the Aberdeen Pavillion ion (commonly called the Cattle Castle by native Ottawans) and it adorns the central grounds of Lansdowne Park. It is a remarkable piece of Ottawa heritage and does deserve to be turned into a shining example of a certain historical period of Ottawa's history. But and this is the big but or point of any heritage activity - the Aberdeen Pavilion is in appalling condition because it has been neglected along with the remainder of Lansdowne Park.

The other building probably has more potential to be a useful heritage site but it is a plainer more unobtrusive building with no outstanding or distinctive features. This is the Daly Building within sight of Parliament Hill.

At the moment, one has the promise of restoration. Both will be allowed to stand and certainly both will be allowed to continue to decay. In this process both of these buildings will not be serving the city in any useful capacity.

A more logical method of preserving the past and at the same time serving as a useful container of present needs is the concept of the Business Improvement Areas (BIA).

It seems the major spinoff effect from the creation of a BIA is an increased awareness of the businessmen in the area about their own buildings and surroundings -- this generally leads them to provide the necessary maintenance and up-keep required. Although provided for a different purpose that of commercial gain it does have the desired effect of maintaining not only the buildings but the entire area in some state of historical context.

As planners, it is not strictly speaking our job to save municipal tax dollars especially not in the area of Heritage. Or is it? An excellent method of doing both - saving tax dollars and preserving heritage sites - could be accomplished by encouraging private enterprise through our planning techniques to become involved in Heritage possibly through BIAs. Then those tax dollar savings could be utilized in other areas possibly in the area of social planning.

*Bob Pekarchuk, Eastern Editor*

**EASTERN DISTRICT PLANNING AWARDS PRESENTED**

The Eastern Ontario District was fortunate to receive several high quality submissions deserving recognition under the District Awards Program.

Three Awards of Distinction were presented, as well as two Honourable Mentions.

**Lesley Hearnden**, currently a planner with the Department of National Defence in Ottawa, received an Award of Distinction for her M.A. Thesis prepared at Queen's University on the subject of "The Evolution of Urban Residential Development Standards in the Ottawa-Carleton Area 1973 - 1985".

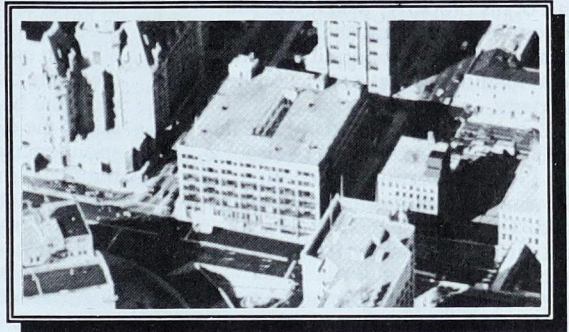
The report compares the development standard requirements of 5 of the local governments in Ottawa-Carleton and provincial government guidelines.

**Roger D. Lewis** received an Award of Distinction in the category of Social Planning for his work titled "The Rental Housing Market in Ottawa-Carleton: A Model incorporating rent review".

The third Award of Distinction went to the Regional Municipality of

Ottawa-Carleton for their submission of "Official Plan Review - Discussion Papers". Under the category of Policies, Plans or Regulations as adopted by a relevant authority. **Nigel Breerton**, Manager, Rural Policy in the Planning Department of RMOC accepted the award on behalf of the Region.

Honourable Mention under this same category went to the Department of Development and Work of the Town of Renfrew for a "Guide to Building and Development in the



*Daly Building important as urban design element*

Town of Renfrew". **Mayor Audrey Green** of the Town of Renfrew accepted the award on behalf of **William King**, Town Planner in Renfrew and principal author of this unique guide.

**Robert Walters**, currently working in the Planning Department for the City of London received an Honourable Mention in the category of Social Planning for his M.A. Thesis from Queen's University entitled "New Edinburgh, Ottawa: Changes over Time".

All Award recipients were presented with a framed certificate by **Gary Holisko**, Eastern Ontario District Awards Program Chairman. These certificates were recently revised to be bilingual and to reflect Eastern Ontario District's new position in OPPI and also the unique blend of English and French which predominates in Eastern Ontario.



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## UNUSUAL CASE SETTLED BY BOARD

*Monteagle Council And its Planner Differ On Regulating A Salvage Yard*

*By: Pierre Beeckmans.*

In 1985, the Township of Monteagle rezoned about 2.5 ha. (6.3 acres) from Agricultural to Waste Disposal (M3), to permit the owner to operate an automotive salvage yard. The owner proceeded to establish his salvage yard on a different part of his property, which was still zoned for agricultural use. He obtained a building permit and erected a building on that portion of the property.

Eventually, he applied to have this additional area, consisting of about 2 ha. (5 acres), rezoned to M3-1, allowing only an automobile salvage yard. Council enacted a by-law for that purpose, which was appealed by some neighbours.

At the hearing, the objectors told the Board the Township had not enforced the existing by-law, and had no expertise to supervise the operation of any automotive salvage yard. They were concerned that a sanitary landfill or industrial waste disposal site was permitted by the original by-law.

Ministry of the Environment staff agreed with the objectors that the area zoned M3 could be used for those uses. A sanitary landfill site for fewer than 1,500 people required no hearing, and there would be no notification requirement for surrounding ratepayers.

Nyall Carney, the planner appearing for the Township, told the Board he would recommend the imposition of several conditions. First, he would designate the subject area a site plan control area under Section 40 of the Planning Act. The site plan should show the location and surfacing of driveways and parking areas; it should provide for a 2 m. high security fence across the frontage, for flood lighting around the office and garage building, for a berm along two sides of the site, and for impervious vaults for the containment of liquid waste disposal tanks and the storage of used batteries; a grading plan should provide for the containment of spills to the area of initial stripping (the removal of gas tanks, gear boxes, radiators, etc.).

The chief building inspector told one member of the Board panel that he was not the by-law inspector, but

later admitted to the other member that he was in fact the by-law inspector for the Township.

He said he did not check into the zoning when he issued the building permit for the new structure on the site. The building, as well as several cars stored on the property, were not in the area zoned M3. The Board observed that the Township made no effort to enforce its own zoning by-law. The building inspector said he did what he was told. The Board asked the clerk to produce all correspondence relating to the hearing, but noted in its decision that all the correspondence was not produced.

In argument, counsel for the Township stated that the conditions suggested by the planner were not discussed (1) with the Township council, (2) with counsel for the Township, and (3) with the owner.

They were given in answers to questions posed by the Board. Counsel particularly objected to the Board's instructions to the planner not to consult with anyone while he was writing out his concerns and conditions. He advised the Board that he wished to disassociate his client from the evidence of the planner. The Board noted that the planner's suggested conditions mirrored standards which would have been imposed by an M.O.E. Regulation previously applicable to derelict motor vehicle sites. The approval of derelict motor vehicle sites by the Ministry has since been discontinued.

Counsel for the Township argued that a salvage yard is no different from a parking lot, and there are no regulations governing the operation of a parking lot. He also argued that Section 5 of the Environmental Protection Act provided sufficient regulation. It refers to regulations applicable to the release of contaminants in the natural environment.

On November 24, 1987, the Board allowed the appeal, stating that the Township had not satisfactorily addressed the environmental concerns, and had insufficient technical expertise to monitor the salvage yard.

*Source: Decision of the Ontario Municipal Board Zoning By-Law 3-87, File: R870302.*

## Women Plan Toronto Update.

Women Plan Toronto is reaching a turning point. The participatory research project, started in 1985 to explore how women throughout Metro Toronto feel about their environment, produced a lively report: "Women Plan Toronto - Shared Experiences and Dreams". The report quotes women from 25 very different groups as they voice both concerns and ideas for solutions.

An analysis of these findings in terms of planning policies and practices has just been completed.

Both publications, (\$5.00 and \$1.50 respectively) or further information about Women Plan Toronto, can be obtained from W.P.T., 72 Southwood Drive, Toronto, Ontario, M4E 2T9, phone 690-6644. It focuses on the following questions: 1. How effective are planners in communicating with the public and in developing community participation in the planning process? 2. How valid is land use based planning in terms of today's social, environmental, economic and technological reality? Can we plan more comprehensively to encompass other aspects such as social services, and/or affordable housing in our community plans? 3. How can domestic and urban design respond to disabilities, the need for safety and for the caregiving functions traditionally centred around women. Housing, transportation, streetscape, and open space design all need to be re-examined in this light.

Women Plan Toronto is currently deciding if and how to best encourage women to use this learning during the municipal elections this fall. Women Plan Toronto has recently been invited to participate on the Gardiner Task Force, a committee of Toronto City Council. The Task Force, chaired by Alderman Jack Layton, is comprised of land owners and community groups. A civic design study is currently underway to look at ways of integrating the Gardiner/Lakeshore corridor into the urban fabric.



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# HANS BLUMENFELD

AN APPRECIATION BY ALAN WATERHOUSE

**H**ans Blumenfeld OC, DIPL.ENG, DES ARCH ET URB, DES, FTAIC, FCIP, Distinguished Service Award of the American Institute of Planners, Medal Award of the

Society of Planning Officials, Patrick Abercrombie Prize for Town Planning, Honorary Vice-President of the World Peace Congress. Born: Osnabruck, Germany, 1892; Died: Toronto, Canada, January 30, 1988.

Hans Blumenfeld died peacefully in a Toronto retirement home, where he had lived for the past year, in his ninety-sixth year. His window overlooked Spadina Road, where he once hoped an expressway would be built. He always believed that his opponents in that epic struggle were too concerned with an incidental issue: neighbourhood protection, a cause he never did champion.

This unfashionable man, born into a world where morality had been nurtured into a discipline, was not known for changing his mind about large matters: Peace is infinitely better than war, money is something to be given away, beware the indifference that masquerades as tolerance, the accumulations of history are a fascinating lesson, Marx was right all along. And planning is an honourable pursuit.

He meant, of course, a certain kind of planning, institutional structures, processes meant little to him. Instead, planning had this about it: it is an instrument of the collective moral reason that nurtures and transcends politics; and it insists on diversity of knowledge. Hans has been called a theorist, but basically he was a thoroughgoing practical man, not in the modern sense of being technically

accomplished - he was that too - but in the forgotten sense of regarding judgement, compassion and knowledge as equally indispensable to everyday life. The more one had of each, the better. Hence the extraordinary span of his writing: close to two hundred papers on transportation, soviet planning, methodologies of all kinds, the metropolis, housing, urban history, environment, urban design, Canadian cities, architectural history, land economics. He seemed to know everything worth knowing, having spent close to a century drifting, not only from place to place, but through vast regions of scholarship, art and practice. One of his last pursuits was the origin of mimesis in the classical peristyle temple, a matter over which he had puzzled for years (since 1938, in fact, when he was unemployed for a couple of months in New York).

In conversation, Hans could switch, without a trace of superficiality, from Kant's Critique of Pure Judgement - a special favourite - to the disposal of nuclear wastes, to Mannerism as a stylistic analogue of Post-modernism, and then on to the feasibility of introducing a room tax to help resolve the housing crisis. If this all sounds like heavy going, it never was. If history, to Hans, was the best lesson, then a good joke must have come second. His lectures, the most casual chat, were laced with anecdotes. "Did I ever tell you about the time signalled some story or other worth

listening closely to, and the punch line was always followed by his own unforgettable laughter, especially when he happened to be the brunt. He reminded us only recently of an illustrated talk he once gave about his first trip to China. Nearly all his slides - dozens of them - appeared to have been taken at dusk through the sooty window of a fast-moving train. He relished the remark made to him at question time from the audience: How gratifying it was to discover that the whole chinese landscape was so like that stretch of country along the Oakville-Union Station line.

Canada did at least one thing for him quite apart from the accolades. His nephews recall how difficult he was to approach during those years in New York and Philadelphia. Since Hans settled here, how remarkable it was that he had come out of his shell, and they were delighted to

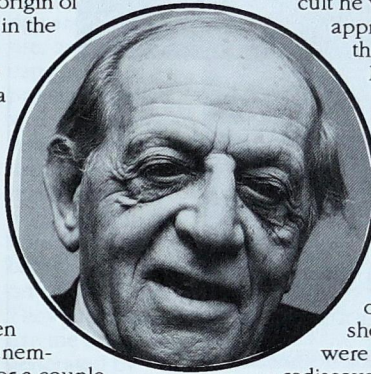
rediscover an uncle who, while still rather shy, possessed such charm and humour. He was certainly never a self-promoter. How many know, for instance, that Hans was a teenage luge champion, belting down the Cresta run at God knows what speed? He pulled the trophy from a drawer a couple of years ago, certainly tired of hearing us brag about skiing; he apologetically passed this show-stopper around, then back it went.

One searches in vain through Hans' writing for some inner contradiction, inconsistencies that would be normal to the scale and time span of his work. To

him, everyday life and whatever he read were a seamless garment: he was a great fan of Northrop Frye, and like him Hans found confirmation and reconfirmation of some timeless principle or other in whatever he read. In Hamburg, as a young man weaned on Goethe, Kant, Hegel, and later on Marx, he recognized something of his own life in the civilized adventures of Thomas Mann, demonstrating just how literature and existence were interlocked. To be well read meant to be practical: His first publication - for a 1919 Darmstadt student review - debated the relative merits of a university education and apprenticeship. He came down on the side of apprenticeship, and joined a building trades union after the war. This was entirely consistent with his view that cities - the best ones - were in some sense crafted, rather than planned.

He loved the Parthenon more for its outrageous hubris than its intellectuality, and hated the Pentagon for precisely the same reason.

Yet his three most influential papers are theoretical: the 'crest of the wave' theory of metropolitan growth; his revision of the basic-nonbasic division of the urban economy; and his typology of scale in urban design. However, his most tangible monument is Metropolitan Toronto. John Bower informs us that North America's first metropolitan plan was basically Hans' brain-child, and we know that the policies have been followed through - a strong central core, compact, relatively dense suburbanization and a shift in favour of transit to achieve a balanced transportation network, all of which was contrary to standard practice in 1959. Torontonians would be much worse off today without the benefit of this man's vision.





# The Challenge Of Free Trade

By: John E.L. Farrow.

At this stage in the Free Trade discussions I feel a lot of sympathy for the person, faced with the oil crisis of the late 1970's, who said "I know there is an oil crisis, I just don't know if there is a world shortage or a glut." With free trade, we have also been bombarded with partisan analysis which forecasts either boom or bust. In trying to understand what free trade means, I have been soliciting views from relatively neutral sources, and have had an in-house

group of analysts examine the issues and survey 100 companies.

This article is a short summary of the findings I consider relevant to those concerned with the future of our communities.

## A. General Observations.

1. If the agreement is approved by the United States Congress and the Canadian Parliament, it will come into force January 1, 1989. Many of the provisions, however, will be phased in over a ten year period. All forecasts about the likelihood of

approval in Congress are at best, guesses.

2. The major aspect of the treaty is the liberalization in trade and services through the elimination of most tariffs and other barriers to trade in goods over the next ten years. A great deal of care should be taken in interpreting what these changes will mean. Since tariffs are product-specific, companies and their host communities will have to analyze impacts product by product. In addition, some tariff changes will be less significant than changes made in the last year to the Canada/U.S. exchange rate.

3. Discussions with a number of companies indicate that the majority of companies believe free trade will be beneficial to their businesses. Interestingly, this positive view was held by small as well as large companies. One reason for this positive attitude is that most companies feel it is easier to make good business and investment decisions in an environment which is free of complex trade regulations.

4. Assessment of the impact of the free trade agreement (FTA) is product specific, and many companies, therefore, must consider what the changes will mean for their particular business. This analysis will be complex, product-specific, and dependent to some degree on a company's competitive strength. General comments and analysis should be regarded with caution.

5. The free trade agreement will affect not only the way in which companies market their products, but also the way in which they buy goods and services.

## B. The Elimination Of Tariffs Is More Significant To Canada

Tariffs for goods coming into Canada are generally higher than for goods going from Canada to the U.S. The following table summarizes some of the ranges:

### C. Autos.

Under the FTA, manufacturers currently outside the auto pact can enjoy duty free entry into the other state, provided they meet the new rule-of-origin provisions. This rule calls for 50% of the direct costs of production to be spent in the party states. Of great interest to Ontario is the fact that the Suzuki/GM joint venture at Ingersoll has been deemed part of the auto pact.

### D. Agriculture.

This is also an important sector for Ontario. Tariffs will be phased out over a ten year period, with the exception of fresh fruit and vegetables (for which Canada can extend the phase-in period over twenty years, through the use of temporary tariffs). Export subsidies and import restrictions on meat goods are prohibited. Import licences on wheat, barley, oats and related products will be eliminated when U.S. support falls to Canadian levels. An important provision is the retention of the

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#### E. Services.

The FTA contains an extensive list of services under various headings and a list of professions which will receive consistent national treatment by governments under the legislation.

Listed services include engineering, architecture, and management consulting. Noticeable by their omission are urban planners. The agreement also contains detailed provisions which concern investment, energy procurement and dispute settlement. The FTA is long and requires careful reading, but all

those concerned with the future economic environment in Ontario should take the trouble to study it.

The signing of this agreement is clearly part of the evolutionary process which sees Canadian industry fighting for its share of global markets. Great changes on the corporate battlefield are, of course, inevitable, with the result that some companies and some communities will be winners, and some losers. These changes will challenge community planners to smooth the inevitable period of transition.

In this regard, it is reassuring to note that over 60% of the companies I sur-

veyed indicated that they believe the effects of free trade will be positive. At the same time, however, most also believe that domestic competition will intensify.

Competition is clearly the watchword of the 1990's. The issue, for those concerned with the economic future of communities, is how to build or attract competitive industries and, once they are established, how to ensure they remain competitive.

*John Farrow is a partner responsible for strategic management at the Coopers and Lybrand Consulting Group*

### OTHER PEOPLE'S BUSINESS

## RICH VARIETY OF CONSULTING TALENT IS BENEFIT TO ONTARIO

### GRAPHICS FIRM OFFERS NEW PERSPECTIVE

#### DESIGN VISION.

**D**esign Vision has created a computerized model to demonstrate pedestrian and vehicular traffic patterns through Union Station. Planners, architects and developers have to communicate and often quickly modify complex ideas to other professionals as well as to the general public. Most models and graphics systems aren't flexible enough to incorporate changes quickly, and an idea usually has to go back to the drawing board for refinement before it's presented again.

Now, a Toronto company offers the technology and service required to simplify the planning communication process without sacrificing precision. Design Vision in Toronto works with architects, planners, and developers to translate concepts into computerized three-dimensional graphics and animation that enable them to present ideas and make changes quickly and effectively.

The company has worked with architects like Jack Diamond & Associates and with developers such as Marathon Realty Co. For Marathon, Design Vision is working with the design team modelling the Toronto Railway Lands project. The developer uses the model for internal communications, decision making, consultation with planners, and ultimately as a marketing and public relations tool.

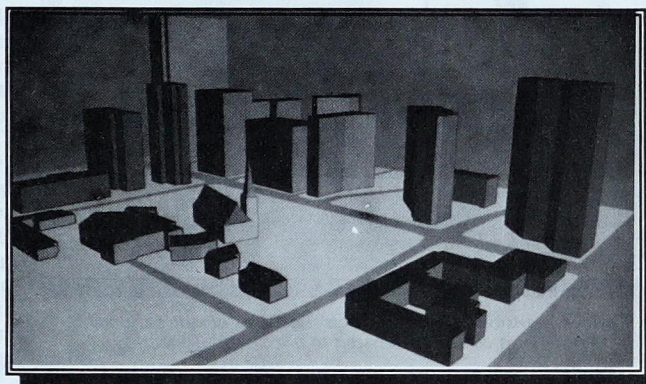
With 6 million square feet of commercial and residential real estate, the Railway Lands project requires planning on an unprecedented scale. Marathon personnel rely on Design Vision's services to explain planning and engineering problems to non-technicians. Among other things,

Design Vision has created a computerized model to demonstrate pedestrian and vehicular traffic patterns through Union Station.

With Design Vision's technology and expertise, architects can examine project designs within the context of existing urban environments. They can easily examine several options before deciding on a final design. They can also use the images generated by Design Vision for design development and presentation for tribunals such as the OMB.

For their part, planners can study

and decipher project proposals and make changes quickly and accurately. By presenting a project in graphic, visual terms, Design Vision's system



*Options can be viewed in context*

also allows planners to study the consequences of their changes within the context of the proposal. Says George Hughes, the company's President:

## MacNaughton, Hermsen Planning Limited

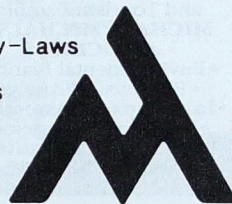
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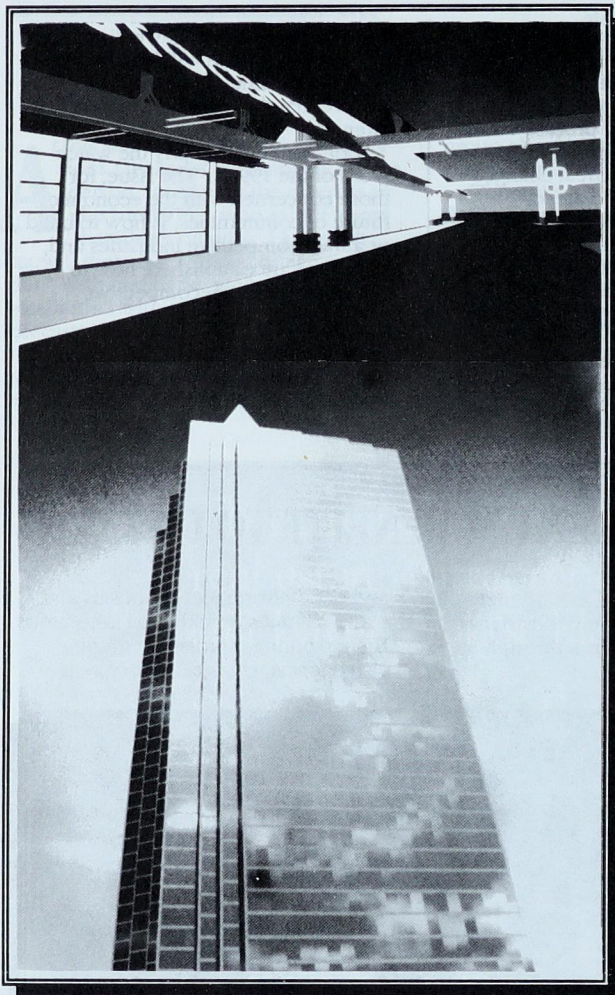
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Top: Three dimensional drive through site helps visualization.  
 Below: Renderings can be enhanced to photographic quality.

Graphics Iris hardware as the leading products in computer graphics technology.

In the long term, says Hughes, technology such as Design Vision's will become an integral part of the architectural, planning and development workplace. In the meantime, Design Vision allows people to benefit from and familiarize themselves with the technology.

Design Vision also helps planners incorporate the hardware into their own operations. With a background in real estate development, design and architecture, Design Vision's personnel provide planners with the appropriate software and hardware and show them how to get the most out of the technology.

"We see dra-

matic potential for the system among architects," says Robin Clarke of Clarke, Darling, Downey, architects in Toronto. "We're considering buying a work station so we can work more closely with Design Vision."

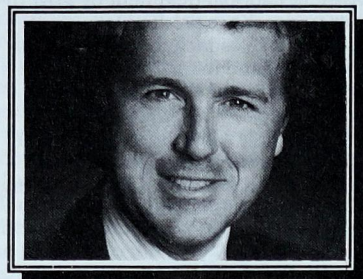
For more information, contact Design Vision, 620 King St. West, Toronto, Ontario, M5V 1M6 or phone (416) 367-4332.

### NEW FIRM STARTUP

After working for some of the best in the business, John O. Winter has now established his own consulting company. A quote from Levinsons "The Seasons of a Man's Life" says it all: "A man must move toward becoming a senior adult and full peer of his former mentors, teachers and bosses. He himself must become a mentor, constructive authority, father, and friend of other adults. This developmental achievement is of the essence of adulthood. If

a man is to assume responsibility for others, he must attain his 'seniority'."

His experience will continue to be focussed on real estate consulting, notably for shopping centres and other retail and service commercial



John O. Winter

developments, office projects, hotels and theme parks, industrial strategies, housing and mixed-use buildings as well as development planning and finance in general. Other client services include merchandising and marketing studies, product assessment, economic impact analysis, economic development, planning issues as well as representation as an expert witness. His associate will be Ms. Linda Bernardi, B.Comm, MA (Econ), MBA (whom he will be marrying this October).

The firm's offices are beside Kew Gardens in The Beach, at Wheeler and Queen Street East. As a Beach resident, he says that he can walk to work each day, along the lake and through the park.

### ONTARIO URISA CHAPTER FORMED

George Lysenko of Wang Canada spearheaded the creation of the third Canadian Chapter of URISA, and was elected President at its charter meeting. "I'm confident that in addition to successfully creating our regional chapter, we will quickly establish ourselves as the largest and most active chapter of URISA", says Lysenko.

George Lysenko was unanimously appointed President of the Ontario Chapter of URISA at the inaugural meeting on June 26, 1987. Lysenko was appointed due to his outstanding effort in bringing together information systems specialists for the initial meeting on May 8, 1987.

George Lysenko is currently the National Marketing Manager, Municipal Government for Wang Canada Limited. In this role, Lysenko is responsible for liaising with municipalities across Canada.

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# TOURIST DESIGNATION IN WOODBRIDGE

CONTINUED FROM PAGE NINE

the merits of Secondary Tourist Areas it is necessary to examine the linkages and relationships that exist between services and attractions in both types of areas. As a case in point, the motel industry in the Niagara Falls area represents a number of Secondary Tourist Areas that facilitate and complement uses within the Primary Trade Areas of Niagara-on-the-Lake and Niagara Falls.

In the case of the Woodbridge Core study, the Core was viewed as both a Primary and Secondary Tourist Area. Visitors frequented the Core because of its "Old Ontario" ambience (i.e. quaint shops, antique stores, and restaurants). Activities such as the Woodbridge Fall Fair held annually in the last several years has attracted an average of over 40,000 visitors per year. In addition, because of its open Sunday policy, the Core in summer, has accommodated golfers, conservation area visitors, and single day vacationers, while in winter, ski enthusiasts have used the facilities in the Core. Visitors year round to the McMichael Gallery also avail themselves of the attractions in the Core.

## Public Recognition of the Tourist Area Essential

The third criteria examines the efforts made in maintaining and/or developing the tourist industry of an area. These efforts should focus on diverse community oriented activities that promote and enhance the image of the community.

Although there does not appear to be any universally accepted definition of what constitutes a tourist area, the Woodbridge core example suggests three measures:

- 1) the perception of the public as it pertains to the tourist area
- 2) the perception of the tourist industry (tour/travel operators) as it pertains to the tourist area
- 3) the presence of the subject area as an acknowledged tourist area through a variety of media sources such as pamphlets, maps, magazines, guides, newspapers, radio, and television.

The existence of any of these three criteria are extremely useful in justifying an application for tourist status. However, there is no guarantee that such a designation will result if these criteria are established.

In Woodbridge, Market Lane actively pursued a series of promotional concepts geared not only to advertising itself as a commercial and tourist attraction, but also, with the purpose of enhancing the image of Woodbridge as a destination. Activities and events directed towards this aim included annual international amateur sports tournaments, country fairs, and arts and crafts markets.

Gathering evidence to demonstrate how an area can contribute to the

development of a proposed local tourist industry is a more difficult undertaking than demonstrating how it can assist in maintaining and/or developing an existing one. However, some of the measures identified in maintaining an existing tourist industry can also be applied to a developing one as well. For example, promoting the area through diverse media sources represents one potential solution.



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## FIRST CLASS

### Conclusions

As indicated in the article, the tourist industry is an important economic sector of our society, and the bylaw for Sunday and holiday exemptions contributes to this positive influence. The Retail Business Holiday Act is ambiguous and needs to go beyond its present definition of a tourist designation area. The courts have attempted to partially address this ambiguity by establishing some criteria for determination.

Sundays and holidays are extremely important days for local tourism activities. Most people work during the week and therefore, must rely on weekends and holidays to pursue leisure activities. The Woodbridge Core study establishes one model that has been successfully employed in designating the core of a small town as a tourist area.

The experience derived from the Woodbridge case study indicates that

both local politicians and merchants need to take an active role in establishing the grounds for a tourist designation status.

The question municipalities must address with the increasing pressure for Sunday and holiday exemption is "What constitutes a legitimate request for tourist designation status?" This paper has attempted to provide some useful guidelines in regards to the evaluation of tourist designation areas in Ontario.

*Al Ruggero is the principal of InfoPlan Research. He has been involved with the design and analysis of community surveys and economic development in numerous municipalities in Ontario. Jordan Grant is the principal of Jordan Grant & Associates Ltd. He specializes in the development and redevelopment of specialty retail particularly in historic areas.*

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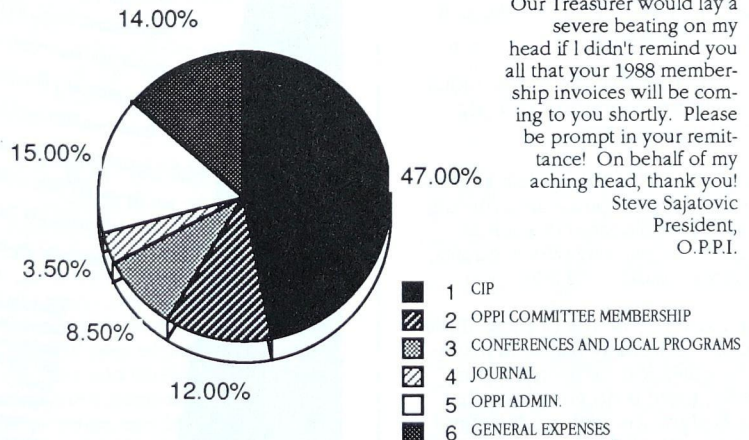
#### Ministry of Municipal Affairs meets OI DC

The Ministry of Municipal Affairs has been placing increased emphasis on economic development issues in recent years, and the trend continued in February through a special seminar set up for Economic Development Officers in Northwestern Ontario.

The seminar dealt with the purpose and functions of the Planning Act, with special emphasis on how the legislation affects economic development initiatives. A second seminar will be held in conjunction with the Central Ontario Planners Conference in May (see article in Central District Regional report). Members of the OI DC (Ontario Industrial Development Council) are being solicited by the Ministry. Paul Ross is organizing the seminars, which will focus on economic development strategies. To help bring the two fields closer together, OI DC is being given contact names from the Ministry throughout Ontario and a large turn-out is expected.

Ken Bauman, Director of the Community Planning Advisory Branch, recently met with the OI DC Board to explore opportunities of mutual interest.

### BREAKDOWN OF EXPENSES/ 1986-87 ONTARIO PROFESSIONAL PLANNERS INSTITUTE



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