

# Cadillac Fairview's comments outrageous

Re: "Peaceful protest in store-front Don Mills Centre," News, April 26.

Some of the statements made by Cadillac Fairview's Neil Murphy are outrageous.

By saying that Cadillac Fairview is going full steam ahead with its plans despite massive opposition from Don Mills residents clearly conveys Cadillac Fairview's brazen, unbecomingly and dictatorial attitude with respect to the community. Such an organization does not need to be "demanded," its ruthlessness is self-evident.

As for Cadillac Fairview's being an "implication that has spent 18 years creating 'Don Mills,' many of us would disagree. If anyone has created this community, it is the Don Mills residents, along with the Don Mills Centre merchants and customers, not Cadillac Fairview.

Change is not automatically "a hard pill to swallow," only if it is a bad change.

Cadillac Fairview is "not currently serving the needs of the community" because it has squeezed out merchants and shoppers

from the Don Mills Centre. Prior to this, our needs were being served just fine. Many of the longtime merchants are saying they have just had their best winter season ever.

If profits "have been declining at Don Mills Centre for eight years," it is because Cadillac Fairview starved and neglected the mall during this time, not because shopkeepers lacked business. If business had not been good, merchants would not be upset at being forced to leave their stores, and customers would not be heartbroken to see them go.

It is not "a new mall model" that is required; it is a new consciousness on the part of Cadillac Fairview that we need. Cadillac Fairview needs to listen to this community instead of ignoring us and imposing on us a concept that is totally out of character with our community, that the community strongly opposes, and that is clearly designed to prematurely alter the infrastructure and demographics of Don Mills.

Simone Galbraith

---

## Proposal by Cadillac Fairview won't succeed

I have been following the ongoing saga of the Don Mills Centre in your paper. In Los Angeles there is a lovely outdoor main street type of mall called The Grove close to the famous Farmers Market.

The L.A. weather is perfect for that type of mall and the developers have done a really nice job with the streetscape. Judging by the way Cadillac Fairview has run both the Don Mills Centre and the Fairview Mall, I have my doubts about them building anything but a mini-outdoor Eaton Centre with nothing of interest for anyone over 20.

Look what they did to Fairview. First to go was the hardware, then the Saks and another store that did not have a high markup.

I also visited the Indianapolis area at

Christmas. Similar climate to Toronto, the mall was built as an addition to a big box type mall. Good job of landscaping, but there were parking meters in front of most of the stores, the you not think that such a nice little town would not go down well with this developer? It was cold and blistery, not a place to linger even with the street heaters.

The Don Mills Centre was deliberately allowed to be run into the ground even before Eaton's closed. You only have to compare it with Bayview Village, which was renovated into a delightful place to shop without making it into an outdoor wind tunnel.

Allan Carter