Welcome to Gottingen Street and Neighbours

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Market study reveals:

options for the street'

By Claire McIlveen

Richard Pearson, coordinator of a market ment. "Once we have a strategy study of Gottin- couple of scenarios we gen Street, won't reveal can discuss them with what kinds of proposals will go before area merchants when they get a sneak preview in mid-December of the study's scenarios for develop-

But he will say his consulting firm, Pearson-Glenbrook Consultants, "sees some very good options for the tails of proposals are unstreet."

those options public, he of themes running said, but the merchants through all three. "One

ed with three different points is that there is in them (the merchants), take away their thoughts, and then come up with what we think is the preferable scenario."

That final proposal will go to the city and the province, who are funding the \$45,000

But although the deder wraps, Mr. Pearson It's too early to make said there are a number will probably be present- of the very important

scenarios for develop- fact a very large and new marketplace on the doorstep of Gottingen some of the voids and Street - the new, rehabilitated residential area around the street," he

The residential district "is showing tremendous improvement and change, but Gottingen Street hasn't really kept pace," he said. People who live in the area east

provements were made.

"One thing is to fill encourage a more cohesive retail mix," he said.

> 'We're no further away than Spring Garden Road'

The market survey is of the street shop else- concentrating on two where, but Mr. Pearson main areas: land use, insaid they would shop on cluding pedestrian and Gottingen if it had a bet- vehicle traffic patterns, ter variety of retail transportation, and zonstores, if stores were ing; and buildings, inless scattered along the cluding assessment of length of the street, and their physical condition and suggestions for proposed uses.

> "When you look at the proximity to the downtown, we're no further

den Road, and when you to start a business, to try races. It can be a vilook at the transforma- something out. It will betion of the residential come a very exciting to be careful considerasector, it's similar to area of the city," he tion of all the people what took place adjacent said. that are here," Mr. to Spring Garden Road," he said.

on the street is down- said. "It's quite a mixed ways to create employhe predicts Gottingen tial, commercial, a mix businesses," he said.

The market strategy is Pearson said. also looking at socio-eco-

if some cosmetic im- away than Spring Gar- Street "will be the place of incomes, religions, brant area, but there has

> "Employment is a con-And because property nomic considerations, he cern, and one of the best town but less expensive, urban area, with residen- ment is to develop small





Richard Pearson, left, and George W. Russell, right, examine material from the Gottingen Street market strategy devised to revitalize business in the area.





Monday, December 2, 1985 THE MAIL-STAR THE CHRONICLE-HERALD 3G New spirit optimism

By CLAIRE McIIVEEN

There's a new spirit of optimism among merchants on Gottingen Street, says Al Stewart, acting president of the Gottingen Street Merchants' Association.

Several new businesses have moved to the street, bringing with them hopes that Gottingen Street is on its way back as a major commercial area in Halifax.

Recent additions to the street are Dymaxion Research, a high tech computer and softwear company, Scotia Video and TV, and the head office and warehouse of Abbass Econo-Colour.

Merchants in the area see another sign of hope in the residential upgrading that has been going on in the neighbourhood in the past few years, and in time, Mr. Stewart predicts development along the lines of what has taken place on Spring Garden Road.

"It's coming," Mr. Stewart said, although development on Gottingen would be less expensive and "more utilitarian" than that on Spring Garden Road.

The merchants' association is involved in a \$45,000 market study by

Pearson Glenbrook Associates, funded by the city and the provincial government, designed to complement the 1981 Mainstreet Improvement Plan.

Depending on the results of the study, merchants are hoping a major development such as a student highrise or middle-income housing on federal government property on the south-east corner of Gottingen and Cornwallis will "bring a greater mix of people into the area." he said.

The closing of the liquor store on Gottingen has reduced the number of panhandlers in the neighbourhood. There was a tremendous improvement when they did that," Mr. Stewart said.

Merchants are also excited about the new Cunard Street Theatre "which has been getting full houses," he said. "A bit of a problem is that patrons have no place to go after the theatre, but we're trying to encourage that - we're talking around that one," he said.

The merchants' association itself is reflecting the changes with new members and new optimism replacing apathy, he said.



Some of the members of the Gottingen Street Merchants' Association discuss the new spirit of optimism about their street. From left, are: Al Stewart of City Cycle, Edith Goodick of Wendy's Reliable Ltd., Albert Sumarah of Argyle TV, and Stephen Abbass of Cooke Sales.

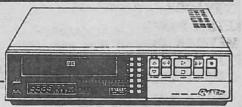
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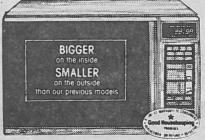
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VISA

undergone many changes came a residential area. over the years. The Got- By 1900 the street was tingen Street area was beginning to develop settled by German farm- commercially, and some ers brought to Nova wealthy merchants with Scotia to grow food for businesses on the street the military by Sir Ed- owned gracious homes ward Cornwallis be- on Brunswick Street. But tween 1750 and 1750. the heyday of Gottingen The street was named Street as a commercial after the old German area came between university town of Got- about 1945 and 1965, tingen.

The land around Gottingen Street hardly pro- the city. vided fertile fields for the German farmers, known as The Miracle couldn't move on the working class people in

Gottingen Street has and it eventually be-

when it was one of the main shopping areas in

Mile of Values, with sidewalk," he said. "On Freeman's, Goldberg's, Glube's and Kline's.

Edwin Rubin's family businesss, a menswear store, opened on Gottin- Bayers Road Shopping gen Street in 1920 and moved to Scotia Square in 1969, but Mr. Rubin that may only now be remembers the street's reversing. "When Zellers prosperous times.

Street is of Christmas- ment began doing zilch." In those days it was time, when you just

some of Halifax's best- Friday nights in the known stores: Heinish's, post-war period, we were the only shopping area open, and it was

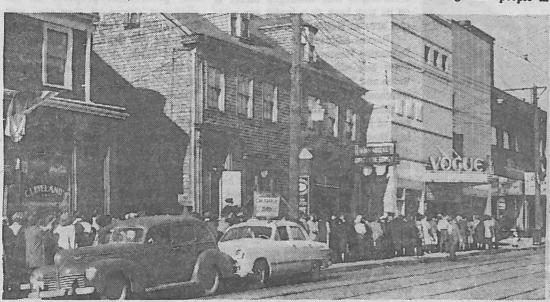
But the opening of the Centre was the beginning of a commercial decline opened in the Bayers "One of my earliest Road Shopping Centre, memories of Gottingen our boyswear depart-

At the same time,

the North End, the mainmerchants, were beginning to move to the suburbs. That was followed by the construction of the Halifax Shopping

peaked in 1981 with vanstrike, but since then, their businesses through

The deterioration of the provincial governstay of Gottingen Street the neighbourhood ment's Mainstreet program, and hopes are dalism during the police high that a major new development on the cormerchants on the street ner of Gottingen and have been upgrading Cornwallis will continue the positive trend.



Patient moviegoers line up for the film Blondie's Holiday in this 1948 photo of the old Vogue Theatre on Gottingen Street.



There's plenty of room for the cars of Christmas shoppers at the Gottingen Street Merchants' Association Parking Lot on Maitland Street. The lot offers one-hour free parking with merchant's stamp. Above is parking lot attendant Joanne Lantz.

shopping, not parking, the Gottingen Street area customers' cars. may be the answer.

Street, just below Gottingen, between Portland several hours of free parking. Place and Cornwallis.

said parking attendant Joanne Lantz, but the lot is evening, Saturdays and Sundays.

For shoppers who want to spend their energy on small enough for attendants to keep their eyes on

Fee for parking is 50 cents an hour, but a mer-The Gottingen Street Merchants' Association op- chant's stamp is good for an hour's free parking, erates the city-owned parking lot on Maitland and you can accumulate more than one stamp for

The lot is open from 8 a.m. until 5:30 p.m., With room for 93 vehicles, the lot is seldom full, Monday through Friday, with free parking in the





Conferring on repairs at the new Cunard Street Theatre, are, left to right: construction worker Bill French, Eva Moore, executive-director of the Nova Scotia Drama League, and construction worker Bill Grandy.

League happy with theatre

The Nova Scotia Drama League's new Cunard Street Theatre at 5527 Cunard Street will close its doors at the beginning of December. But not for

The theatre is already making a name for itself among Halifax theatregoers, and it has become a much-needed home for professional companies such as Second Stage, Theatre Warehouse, and Another Theatre Company.

Cunard Street, formerly a Salvation Army hall, will reopen in January after a six-week break to give workmen an opportunity to caulk windows, replace screens, repair gyprock, scrape bathrooms, and do other repair work without actors and techni-

Even so, the Nova Scotia Drama League, owners and operators of the theatre, has a massive fund-raising job on its hands before it can do longterm renovations

'Our fund-raising campaign is just gearing up," said Eva Moore, executive-director of the Drama League and a driving force behind the new theatre. We haven't yet received our funding from the province, and right now, we're just operating hand-tomouth," she said.

But despite uncaulked windows and the use of the kitchen as a dressing room, Eva Moore says she'd heard no complaints from the actors using the building. "All I hear is, 'It's so wonderful to have this space," " she said.

The theatre opened Sept. 24 and has been booked ever since, mostly by professional theatre companies who would be unable to mount performances without the Cunard Street space, she said. Library at 2285 Gottin-It's just phenomenal — the space was so desperately required," she said.

The space is flexible and lends itself to experimental uses, and with an audience capacity of 200, smaller groups can afford to stage plays without worrying about financial loss if the production isn't

The theatre's facilities include a stage of 14 feet by 34 feet and a backstage area with a stairway to a basement room which will be used for rehearsals. Eventually the room will double as a bar facility for intermissions, but before that happens, extra washrooms will be required, she said.

The Drama League is launching a major fundraising drive that will continue during the next six to eight months, she said. Donors of \$500 or more will be rewarded by the engraving of their names on theatre seats. Mily G-Man I dybor

Monday, December 2, 1985

needs. They have com-

ensembles, video cas-

ers and remote control

units. For the cook,

models of microwave

ovens to choose from. Or

how about a radio with a

mouth that seems to

talk, for the young ones.

groceries for the biggest

of Christmas feasts; the

Canadian and European

Bakery will soothe your

sweet tooth and increase

Silk-screened T-shirts

always appeal to the

younger set, so don't for-

get to pop into A-1 Silk

Screening for some

By now you'll probably

have to stop off at your

bank for some re-finan-

cing; conveniently,

there's a Royal Bank

branch just down the

The New York Dress

Shop is one of the few lo-

street.

unique novelty gifts.

your waistline.

Sobey's has enough

Need groceries, stationery, or tires? Want pact disc players, stereo to see a movie, do some banking or buy a piano? sette recorders, convert-Then take a stroll down Gottingen Street you'll find everything there's several different you need, and then some.

If you'd like to read a good book or two, try the North End Library. And, for a great steak, don't forget the Derby Tavern. Or, if a Chinese repast is more your style, try Metro Garden Restaurant.

If you're in need of a little culture, why not stop off at the nearby Cunard Street Theatre just to see what the thespians have in store for you today.

Or if you're tired of walking, try City Cycle for a new pair of wheels. You might even buy a two-or three-wheeled bicycle for one of the little tykes on your Christmas

Buckley's Music Centre seems to get bigger and better all the time. They have two locatons on Gottingen Street just bursting with innumerable perfect gifts for someone in your family. Pianos, organs, drums and guitars not to mention sheet music and accessories, are all ready and waiting for your vis-

Pants, plants, paper and plasticine can be found under the Metropolitan's roof. The Met is the only department store on the street, and it's packed full with bargains galore.

Argyle TV and Scotia Video and TV will sup-

North Branch busy

The North Branch gen Street has films, a Christmas puppet show, and even a visit from Santa Claus himself planned from mid-December until after Christmas.

From Dec. 47 to 20, the library will show the preschool films Christmas, Visit From St. Nicholas, and The Night Before Christmas.

From Dec. 27 to 31 preschool films will be The Shoemaker And The Elves and The Remarkable Rabbit.

If you're thinking ping area. about sprucing up the Christmas party, try out, why not go for a dip Street.

cations in town that spe- Robertson Business at the Centennial Pool, cialize in wedding appar- Equipment or Citadel or catch a movie at the el. Naturally, they also Office Equipment on Cu- Casino Theatre. Grab a have a good selection of nard Street, just around bag of popcorn, put your dresses for all ages and the corner from Gottin- feet up and close your gen Street's main shop- eyes for a moment or

If all this shopping and

two. But don't fall asleep

- there's always much office before the annual walking has tired you more to see on Gottingen



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The cook in the family would find life much easier with one of the microwave ovens David Petrossee, of Scotia Video and TV, has in stock for Christmas.

Dream now a reality for Buckley's owner

It was Kelsie Schouteten's dream to have a grand piano revolving in the window of her Buckley's Music Studio

So, after some diligent searching, she found a motorized podium big enough to support the weight of the piano, built a platform to put it on, and voila - \$9,000 worth of ivory, metal and wood now attracts the attention of passers-by the Gottingen Street store.

"I was lying in bed one night when I thought that it would be wonderful to have a grand piano rotating in the window," said Ms. Schouteten.

Buckley's, a long-time merchant on Gottingen Street, now has two locations: Buckley's Music Studio at 2161 Gottingen, and Buckley's Music Centre at 2182 Gottingen.

Ms. Schouteten, owner of the two locations, says things have changed over the past 23 years since the store was opened.

"If you go to sleep for a year, it's like you woke up in a new lifetime,"

ring to the great changes in technology that have made the electronic keyboard more popular than the organ. Pianos remain popular, she added.

Although there aren't many grand pianos sold like the Kawai model in the window, Ms. Schouteten observed that business is holding steady at a few models per year. "We don't sell a large number but they do sell steadily. There's a limited market for

Pianos, organs, electronic keyboards and music, is sold in the Music Studio. Lessons in guitar, piano, voice and organ are also given. You can even give someone introductory lessons as a Christmas gift. A package of four piano lessons costs \$19.95.

Guitars, drum and cymbals are among the items sold at the Music Centre across the street.

"Drum sets are always big Christmas sellers. We always have special sets priced for Christmas." Right now, you can pick up a five-piece drum kit, including cymbals, for \$549.



Kelsie Schouteten, owner of Buckley's Music Centre and Buckley's Music Studio, thistles we five 10 to ing-grand-piano-in-the-showroom window.

Quality important at Scotia Video

At Scotia Video and

quality.

"We pride ourselves on quality merchandise," says partner Lanny Petrossee.

He expects VCR's and microwaves will be the big seller's this year.

'Most people have televisions, so they're going to take those two

The store carries highquality products, like Sony, Quasar, Phillips and Zenith.

According to Mr. Petrossee, "Sony is one of the best sets you can buy. I also have Hitachi, that's another top quality piece of merchandise. The other stuff, you've got to call the other dealers. They'll tell you

Street, they believe in difference."

Although the cost is a all the trimmings. steep \$600 and \$900, he expects microwave ovens will be big sellers for Christmas gifts.

VCR's and televisions with remote control and converters continue to sell steadily. Prices of the 20 or so different models in stock are dependent on "what sort of bells and whistles they come with," says Mr. Petrossee. And that can add up to \$1000 for a machine with remotecontrol volume, timer and converter. Blank and pre-recorded videos are also sold and rented from the store.

In the television department, 20-inch color is still the best seller.

lieve in. But I'm in the inch televisions close bebusiness. We have the hind. The cream of the are coming back in books and we know the crop, says Mr. Petrossee, style, he adds, especially is the Phillips 2000 with those with glass cabinets

And stereo packages and stands.



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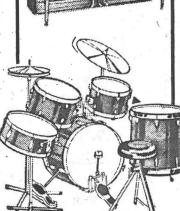
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