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Rowe, Ken - Peel Biography

Town missionary to woo industries

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TOWN OF MISSISSAUGA PUBLIC LIBRARY
MISSISSAUGA - INDUSTRIES

MISSISSAUGA — Kenneth A. Rowe, Industrial Commissioner, Town of Mississauga, will tour key centres in the United States and interested Canadian cities later this year to meet with national industries and advance reasons why their headquarters or branches should locate in the comparatively new Town of Mississauga.

He carries in his portfolio a burden of proof, substantiated by the fact that over 40 world-famous industries and companies from the U.S., Sweden, West Germany, England, Denmark and South Africa have already established major operations in the 1968-born community.

According to Mr. Rowe, Mississauga is now Canada's largest town, spreading over 71,053 acres (110 square miles), with a population of 135,000 which planners and developers foresee becoming a city of one million in less than 30 years.

"Mississauga has everything going for it as an industrial hive," he says. "As the location hub of Canada's richest market, it is geared to industry. It is the home of the Toronto International Airport and offers the industrialist over-night delivery to all parts of Canada and the U.S., as well as next day service to Europe and the Far East. Three major freight lines pass through the town. Harbor facilities enable shipping to centres throughout the Great Lakes. Neighboring deep sea facilities put world ports within easy access. Also, the world's largest steam driven electrical generating station is located within the town.

The Town of Mississauga is situated on the shores of Lake Ontario, just west of Toronto, 80 miles from the U.S. border and offers swift approach to cities such as Buffalo, Cleveland, Detroit and Chicago.

It has gained additional kudos by the existence of Sheridan Park Research Centre which houses the multi-million dollar Ontario Research Foundation and the research facilities of Gulf Oil, Warner Lambert, International Nickel, Dunlop Tire, Development Laboratory, Atomic Energy Canada Limited, Mallory Battery, Abitibi, and Cominco. In many cases research results are pooled.



KEN ROWE

Foreshadowing other major expansions in the vicinity are the concepts of Erin Mills New Town, Meadowvale and Mississauga City Centre — the most related group of new urban communities ever contemplated in North America. The communities will be built on 13,000 acres of adjoining lands in the towns of Mississauga, Streetsville and Oakville. The three developments will represent an investment of \$1.7 billion. Meadowvale will be developed by Markborough Properties Limited, Erin Mills by Don Mills Developments Limited and Mississauga City Centre by Bruce McLaughlin & Associates.

Livability is also a feature of Mississauga. The town is one of the most picturesque areas in Ontario. Accommodation runs from stately homes to town houses, high rise apartments and just plain-homes. In addition, with a projected 1980 population of 300,000, a five year growth of 5,000 units per year has been planned for the town.

Following his tour of Canada, Mr. Rowe will proceed to New York, Los Angeles and Chicago to tell the same story to American industrialists and induce them to locate in Mississauga.