

DATE: November 18, 1997
TO: All Departments
FROM: City Clerks
RE: PLEASE POST FOR THE INFORMATION OF ALL EMPLOYEES

SUMMARY OF DECISIONS

FOR THE REGULAR MEETING OF RED DEER CITY COUNCIL
HELD IN THE COUNCIL CHAMBERS, CITY HALL

Monday, November 17, 1997

COMMENCING AT **4:30 P.M.**

- (1) Confirmation of the Minutes of the Regular Meeting of November 3, 1997

DECISION - Confirmed as transcribed

PAGE #

- (2) **UNFINISHED BUSINESS**

1. Director of Community Services - Re: Heritage Ranch Review . . 1

DECISION - Approved the Heritage Ranch Review Final Report. Further agreed that the respective departments, agencies and societies shall incorporate the long and short term goals and the operational issues into their Business Plans. Also agreed that the Director of Community Services shall report back to Council with respect to the implementation of the specific recommendations

2. Parkland Community Planning Services - Re: Liquor Stores In Neighbourhood Commercial Districts (C3) . . 8

DECISION - Agreed that no change be made to the Land Use Bylaw with respect to C3 Districts

(3) **PUBLIC HEARINGS**

1. City Clerk - Re: Request To Rezone 5211 & 5217 - 39 Street / Lots 17 & 18, Block 6, Plan 852-2126 / Land Use Bylaw Amendment 3156/DD-97 / Robust Developments Ltd. / (See Bylaw Section For Readings) . . 22

(4) **REPORTS**

1. Public Works Manager; Engineering Services Manager; Recreation, Parks & Culture Manager; Treasury Services Manager - Re: 1997 Canada Alberta Infrastructure Works Program Proposed Funding Changes . . 24

DECISION - Approved the revised budgets and funding sources as indicated in Table "A" of the report presented to Council

2. Parkland Community Planning Services - Re: Land Use Bylaw Amendment 3156/EE-97 / Part of Lot 3, Block 1, Plan 892-0476 / NW ¼ 19-38-27-4 / Oriole Park West / Conwood Construction Ltd. / (See Bylaw Section for Readings) . . 29

DECISION - Report received as information. See Bylaw Section for Readings

(5) **CORRESPONDENCE**

1. Betty Weimer - Re: Traffic Noise on 67 Street and Additional Requests: Golden West Avenue - No Exit Road To East; New Traffic Signal at 65 Avenue & 67 Street; Taylor Drive and 45 Street Light Synchronization & Intersection Signals; 67 Street Repaving . . 33

DECISION:

1. That the issues with respect to traffic noise on 67 Street be considered at the time of the twinning of the 67 Street Bridge Project;
2. That no action be taken with respect to the Golden West Avenue as The City is not in a position to take any action at this time;

3. That the issue of the traffic signal at 65 Avenue and 67 Street be considered during budget deliberations in January 1998;
4. That the light synchronization at Taylor Drive and 48 Street is a matter receiving ongoing monitoring and no further additional action be taken at this time;
5. 67 Street paving overlays shall be considered in January 1998 as part of The City's Three Year Budget and Business Plan

(6) **PETITIONS AND DELEGATIONS**

(7) **NOTICES OF MOTION**

(8) **WRITTEN INQUIRIES**

(9) **BYLAWS**

1. 3156/DD-97 - Land Use Bylaw Amendment / Request to Rezone 5211 & 5217 - 39 Street / Lots 17 & 18, Block 6, Plan 852-2126 / Robust Developments Ltd. / - 2nd & 3rd Readings .. 45
.. 22

DECISION - Bylaw given 2nd & 3rd Readings

2. 3156/EE-97 - Land Use Bylaw Amendment 3156/EE-97 / Part of Lot 3, Block 1, Plan 892-0476 / NW ¼ 19-38-27-4 / Oriole Park West / Conwood Construction Ltd. / - 1st Reading .. 47
.. 29

DECISION - Bylaw given 1st Reading

ADDITIONAL AGENDA

1. Chairman, Utility Billing System Committee - Re: Recommendation on the Canadian Utilities Limited Proposal for Providing Utility Billing and Meter Reading Services to The City of Red Deer

.. 1

DECISION - Agreed to accept the proposal by Canadian Utilities Limited to provide meter reading and utility billing services to The City of Red Deer for a five year period subject to negotiation of an agreement satisfactory to the Director of Corporate Services

AGENDA

FILE

FOR THE **REGULAR MEETING OF RED DEER CITY COUNCIL**

TO BE HELD IN THE COUNCIL CHAMBERS, CITY HALL

MONDAY, NOVEMBER 17, 1997

COMMENCING AT **4:30 P.M.**

- (1) Confirmation of the Minutes of the Regular Meeting of November 3, 1997

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.. 29

Committee of the Whole:

- (a) Administrative Matter
- (b) Legal Matter
- (c) Committee Matter
- (d) Administrative Matter

DATE: October 15, 1997
TO: KELLY KLOSS
City Clerk
FROM: LOWELL R. HODGSON
Community Services Director
RE: HERITAGE RANCH REVIEW

After a very lengthy process of public participation, the Heritage Ranch Review Committee has tabled its report at a community meeting on October 1st, 1997, and with the Recreation, Parks & Culture Board on October 14th, 1997.

I would like to commend the members of the committee for this very significant undertaking and the way in which they have dealt with a very wide range of opinions around what is most appropriate for this facility. Not all will be completely happy with the recommendations, yet, I believe they have found a very reasonable common ground. I support their recommendation to establish an advisory committee that would monitor the short- and long-term management strategies for Heritage Ranch in a way similar to the Gaetz Lakes Sanctuary Committee. Those with strong interest in this facility can continue to serve and have input and make recommendations to City Council, as appropriate.

City Council is reminded that this review was undertaken in an effort to determine what would be most appropriate in terms of facilities and programs at Heritage Ranch, in recognition of the fact that this facility has been somewhat underutilized since its opening, requiring a significant tax subsidy to support the equestrian service offered there. Today, we have a very competent equestrian operator providing excellent service with no taxpayer subsidy. However, he needs program participants in order to make his operation viable. We have committed to work cooperatively with him to provide additional exposure to Heritage Ranch and the variety of services available there. For those who are especially supportive of this service continuing at Heritage Ranch, it is important that the equestrian program be more than watched, but indeed, used.

I believe that this report properly supports the protection of the natural environment at Heritage Ranch, yet, permits the park to be appropriately used as an introduction to Red Deer and our entire Waskasoo Park system. I also support the potential move of the Visitor & Convention Bureau into the Alberta Sports Hall of Fame & Museum, as this will increase its visibility and free up the space now occupied by the bureau, which can be utilized for group functions associated with the equestrian services. With respect to the proposed name change, I expect this may be a sensitive issue, too. However, I believe it is a matter that can be referred to the Advisory Committee for further consideration.

RECOMMENDATION

THAT Council of The City of Red Deer support the report of the Heritage Ranch Review Committee, as recommended by the Recreation, Parks & Culture Board, instructing appropriate City departments and contracted agencies to begin implementation.


LOWELL R. HODGSON

:dmg

DATE: October 20, 1997

TO: KELLY KLOSS
City Clerk

FROM: MONICA BAST, Chairperson
Recreation, Parks & Culture Board

RE: HERITAGE RANCH REPORT

The Recreation, Parks & Culture Board considered a presentation from Mr. Lorne Daniel, Chairman of the Heritage Ranch Review Committee, at its regular meeting of October 14, 1997. Based on the presentation and the attached report, the Board supported the recommendations of the Heritage Ranch Review Committee.

The opportunities for public participation throughout this process were extensive, and included open houses, shopping mall displays, public meetings, presentations and questionnaires. The strength of this report is in the depth of public opinion that is incorporated into the recommendations. The Recreation, Parks & Culture Board commends all committee members for their efforts in obtaining public comments and draft recommendations that best reflect the varying opinions of the public. The opportunity for continued public involvement at Heritage Ranch is apparent in the recommendation to establish a Heritage Ranch Advisory Committee. This committee would have a similar mandate to that of the Gaetz Lakes Sanctuary Committee.

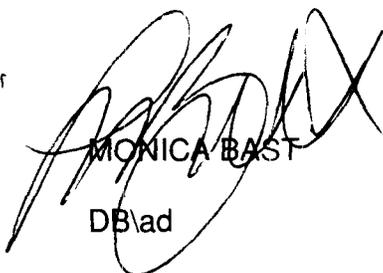
The name "Heritage Ranch" was somewhat controversial in that a segment of the community feels that the name is no longer appropriate with the present uses and themes of tourist information services, the Alberta Sports Hall of Fame & Museum, equestrian services and a natural/environmental park area. The word "ranch" conjures up in some minds a private area. An equal segment of the community prefers to retain the "Heritage Ranch" name, as it reflects our history, heritage and was carefully chosen through a public participation process in the early 1980s as part of the Waskasoo Park development. The Board is of the opinion that the issue of retaining the name of Heritage Ranch or considering an alternate name should be referred to the new Heritage Ranch Advisory Committee as one of their first orders of business.

.../2

City Clerk
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October 20, 1997

RECOMMENDATION

"That the Recreation, Parks & Culture Board, having considered the Heritage Ranch Review Final Report, dated October 2, 1997, hereby support and recommend to Council of the City of Red Deer approval of said report. The Board further recommends that respective departments, agencies and societies incorporate the respective long term and short term goals and operational issues into their 1998-2000 Business Plans."



MONICA BAST

DBlad

Atts.

- c. Lorne Daniel, Chairperson, Heritage Ranch Review Committee
Lowell R. Hodgson, Community Services Director
Greg Scott, Community Development & Planning Coordinator

DATE: October 6, 1997

TO: RECREATION, PARKS & CULTURE BOARD

FROM: **LOWELL R. HODGSON, Director of Community Services**
DON BATCHELOR, Recreation, Parks & Culture Manager
GREG SCOTT, Community Development & Planning Coordinator

RE: **HERITAGE RANCH REVIEW REPORT**

Attached, for your consideration, is the Heritage Ranch Review Committee's final report which includes recommendations relating to potential future uses of Heritage Ranch. This ad hoc committee, under the direction of the Recreation, Parks & Culture Department, included the following members:

Voting:

Councillor Lorna Watkinson-Zimmer	Council
Wayne Pander/Lenard Lechance	Environmental Advisory Board
Monica Bast	Recreation, Parks & Culture Board
Wendy Martindale	Normandeau Cultural & Natural History Society
Pat Henry	Member at Large
David Fisher	Member at Large
Lorne Danie, Chairman	Member at Large

Resource: (Non-voting)

Don Batchelor/Greg Scott	Recreation, Parks & Culture Department
Merv Phillips/Lorelei Fiset-Cassidy	R.D. Visitor & Convention Bureau
Ron Bjorge	Alberta Fish & Wildlife

Committee members were highly motivated and committed to this review process, and, in doing so, volunteered many hours to attend committee and community meetings, public gatherings, plus participating in public display/awareness events. The quality and effectiveness of the final report is reflected in the commitment and expertise of the committee members.

From the outset of the review process, a plan was developed that recognized public participation as a key component in developing a report that reflected community interests. An extensive program was established that included the following opportunities:

- Interest Group Presentations
- Written Feedback
- Public Displays
- Presentation by Review/Ad Hoc Committee
- Public Meeting

As a result of this public feedback program, and by listening to representatives of a wide variety of community interest groups, the final recommendations developed generally reflect the feelings of the community and how they see the future of Heritage Ranch. This was confirmed at the public meeting when many positive comments were expressed regarding the thoroughness of the review process, and the provision of allowing a significant amount of public comment.

During the initial stages of the review process it became evident that a Mission Statement would help to guide the process of identifying the future uses of Heritage Ranch. The following Mission Statement was developed and is proposed:

"Heritage Ranch is primarily a natural area providing visitors with information and environmentally compatible recreation opportunities."

A number of recommendations are listed in the report in the form of long- and short-term goals, plus operational issues. For your information, six of the more significant goals are listed below:

1. Maintain the emphasis as a natural area, while serving as an introduction to Red Deer's Park System.
2. Encourage equestrian service at Upper Heritage Ranch as long as it is sustained through user fees.
3. Place a moratorium on all new development for the site beyond the existing equestrian, visitor information and Alberta Sports Hall of Fame and Museum services.
4. Establish a Heritage Ranch Advisory Committee, with representation from all appropriate partners, that would monitor the short- and long-term management strategies.
5. Implement an ongoing environmental monitoring program which includes habitat and species data.
6. Provide visitor information services on-site, closer to and more visible from Highway #2. Consideration to providing space for visitor information services in the Alberta Sports Hall of Fame and Museum building (through a re-design and enlargement of the building) is a high priority.

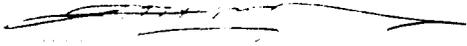
Some of the initiatives proposed in this review will require financial commitments. The Review Committee believes that there is sufficient community support for Heritage Ranch to justify expenditures which would enhance the site. The Review Committee makes no assumptions about the sources of the funds, but believes that they can be identified and generated through combined efforts of users, community groups, organizations and The City of Red Deer.

Recreation, Parks & Culture Board
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October 6, 1997

Heritage Ranch is a multi-use area, and an unique asset to the community. Properly managed, with a clear mandate and goals, Heritage Ranch will continue to be a source of pride for citizens of Red Deer.

RECOMMENDATION

1. That the Recreation, Parks & Culture Board support and recommend to City Council that the Heritage Ranch Review Report be approved.
2. That respective departments, agencies and societies incorporate the respective long term and short term goals and operational issues into their 1998 - 2000 Business Plans.



LOWELL R. HODGSON



DON BATCHELOR



GREG SCOTT

:ad

Att.

Comments:

As outlined in Mr. Hodgson's report, we too express our appreciation for the significant work that was undertaken by the Heritage Ranch Review Committee. We fully support the recommendations of the Committee with the proviso that the implementation of the recommendations be subject to budgeting constraints, which regrettably are formidable at the present time.

We further recommend that the Director of Community Services periodically report back to Council with respect to the implementation of the specific recommendations contained within the report.

"G. D. Surkan"
Mayor

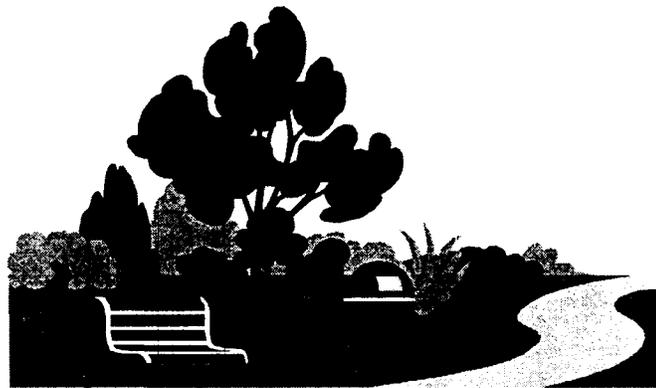
"H. M. C. Day"
City Manager

FILE

HERITAGE RANCH REVIEW

FINAL REPORT

October 2, 1997



HERITAGE RANCH REVIEW

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B.	Ecological Sub-zones of Zone C	
C.	Public Feedback Questionnaire:	
	• Options for Discussion	
D.	Public Responses to Questionnaire (available under separate cover)	

HERITAGE RANCH REVIEW REPORT

1.0 FOREWORD

The development of the report on the future of Heritage Ranch has followed an extensive community consultation process, as detailed in Section 4.3. The Heritage Ranch Review Committee has listened to resource presentations, attended organization meetings and hosted public meetings with the intent of accumulating the information necessary to develop a comprehensive report.

It is the Review Committee's intent to finalize the report and submit it to City Council via the Recreation Parks & Culture Board.

2.0 ACKNOWLEDGEMENTS

The Heritage Ranch Review Committee wishes to thank the 15 organizations and hundreds of individuals who contributed information and ideas to this review. Such participation is one of the strengths of our community.

Thanks, as well, to the non-voting members of the Committee, who participated fully in the committee work: Don Batchelor, Greg Scott, Ron Bjorge, Lorelie Fiset Cassidy and Merv Phillips. Special thanks to Cheryl Adams and Sandra Ladwig of the City Clerk's department for keeping accurate records of the Committee's meetings and documents.

3.0 INTRODUCTION

3.1 Waskasoo Park Mission Statement

"The establishment of significant areas of open space to ensure populations have easy access to natural environments; and the development of these areas to enable their sustained and unimpaired use for outdoor recreation."

The Heritage Ranch Review Committee acknowledges the Waskasoo Park Mission Statement and further defines this mission as it applies to Heritage Ranch in the proposed Heritage Ranch Mission Statement (Section 6.1).

3.2 Terms Of Reference

The Heritage Ranch Review Committee was established, based on a resolution from City Council, to consider all existing documentation, provide opportunities for public participation and to make recommendations to the Recreation Parks & Culture Board on potential recreational uses at Heritage Ranch as a natural area with a heritage theme.

3.3 Background History

In 1994 City Council gave direction to the administration to eliminate all financial subsidies to the equestrian operations at Heritage Ranch. Since the beginning of Waskasoo Park/Heritage Ranch, The City has provided in excess of \$25,000 annually in support of the equestrian operation. With the elimination of the subsidy, the equestrian operator of the time and The City terminated the operating agreement.

With the cancellation of the operating agreement, a "Recreational Proposal Call" was advertised across western Canada, inviting entrepreneurial proposals for recreation uses and developments at Heritage Ranch. Five (5) proposals were received, including:

- Native Village Development
- Red Deer Pony Club Equestrian Jumping Facility
- Retain the Existing Equestrian Operation
- Peacemakers War Memorial Park
- Exotic Zoo Farm

On February 12, 1996, City Council considered the above proposals and the future of Heritage Ranch, at which time they passed the following resolution:

"RESOLVED that Council of The City of Red Deer, having considered report from the Director of Community Services and Recreation, Parks and Culture Manager dated January 24, 1996, re: Heritage Ranch: Recreational Uses, hereby agrees as follows:

That the directive to accept alternate recreation development at Heritage Ranch at this time be rescinded and that consideration be given to a subsequent proposal call no later than the fall of 1997;

That the five proposals received as per the proposal call, as well as the submission of the Red Deer Visitor and Convention Bureau, for the development at Heritage Ranch, be rejected;

That Heritage Ranch continue under the direction of the Recreation, Parks and Culture Department with a limited equestrian operation (hay rides) with no subsidy from the City of Red Deer;

That prior to any future proposal call for the operation and recreational uses at Heritage Ranch, an independent environmental study be conducted by a qualified professional to determine the sensitivity of the site to various recreational uses, and to establish some guidelines for development and general public use;

That an ad hoc sub-committee of the Recreation, Parks and Culture Board be struck to review the potential uses of Heritage Ranch as a natural area with a heritage theme;

and as presented to Council February 12, 1996.”

3.4 Location and Planning Area

Heritage Ranch Area:

The entire Heritage Ranch area is 220 acres (89 hectares) in size; Zones A and B (See Appendix A) comprise 195 acres. The area under study and consideration (Zone C) (See Appendix B) includes 25 acres of pasture and developed recreation area. A complete inventory of all existing improvements/developments and environmental features, including biological inventories are contained in the Agra Earth Environmental - Heritage Ranch Environmental Overview of Guidelines for Development (December 6, 1996) Report. A brief description of the existing site conditions is outlined below.

At present, the Heritage Ranch site is shared by a number of users or patrons including:

- pedestrians/cyclists
- visitors
- schools
- special event participants
- community groups
- people attending equestrian programs and services
- in the near future - people attending the Alberta Sports Hall of Fame.

Zone Descriptions:

The Agra Earth - Environmental Overview and Guidelines for Development (Heritage Ranch) Report, December 6, 1996, defines three major zones and four sub-zones (see Appendix A & B) based on the environmental uniqueness of Heritage Ranch.

- **ZONE A**

Lower meadows and existing family recreation area complete with pond, picnic area, playground, shelter and washrooms.

- **ZONE B**

Escarpment area and river bank.

• **ZONE C**

Upper pasture, equestrian, facilities, parking and recreation development area. Within Zone C there are four sub-zones:

- C-1 - Pasture area and site for the Alberta Sports Hall of Fame & Museum.
- C-2 - Native spruce stand area containing antique agriculture equipment and developed with parking, access roads and picnic sites.
- C-3 - Escarpment area, extremely sensitive.
- C-4 - Developed recreation area containing the Heritage Ranch buildings, corrals, gymkana area, parking lots, roads, baseball diamond and picnic area.

3.5 Heritage Ranch Ad Hoc Committee

The Recreation Parks & Culture Board appointed seven (7) members to the Heritage Ranch Review Committee. The voting members were:

- | | | |
|---|---|-----------------------------------|
| Council Representative | - | Councillor Lorna Watkinson-Zimmer |
| Citizen-at-Large | - | David Fisher |
| Citizen-at-Large | - | Pat Henry |
| Citizen-at-Large | - | Lorne Daniel (Chairperson) |
| Recreation Parks & Culture Board | - | Monica Bast |
| Environmental Advisory Board | - | Wayne Pander/Lenard Lachance |
| Normandeau Cultural & Natural History Society | - | Wendy Martindale |

In addition, a number of support or resource people - not all staff - were appointed in a non-voting capacity to assist the committee. They include:

- | | | |
|---------------------------------------|---|-----------------------|
| Red Deer Visitor & Convention Bureau | - | Merv Phillips |
| | - | Lorelei Fiset Cassidy |
| Alberta Fish & Wildlife | - | Ron Bjorge |
| Recreation Parks & Culture Department | - | Don Batchelor |
| | - | Greg Scott |

The Committee met a total of 17 times between January 15 and October 3, 1997. In addition, a number of public presentations, meetings and displays were conducted as outlined in Section 4.3

4.0 PROCESS AND ACTION PLAN

4.1 Commissioned Studies

City Council requested an independent environmental assessment be undertaken as part of the Heritage Ranch Review. Through a tender process, the City of Red Deer obtained the services of environmental scientists to conduct an environmental overview and prepare guidelines for recreational development at the Heritage Ranch

site. Agra Earth Environmental was successful in the tender and completed a report based on existing data and knowledge of the Red Deer River Valley and further research and evaluation by staff in their Red Deer and Calgary offices. The opinion and interpretation by Agra Earth Environmental for the Heritage Ranch site is outlined in the following excerpt from their report:

"The habitat found in Heritage Ranch is common along the Red Deer River valley, and within the Waskasoo Park system. There are no unique, rare or endangered plant or wildlife species known for the park. Providing development guidelines are met, impact to habitat and wildlife in the park should be minimal with further development.

The park seems capable of handling a moderate increase in users without significant effect on its more sensitive resources, but large increases might jeopardize the natural values and aesthetics of the area, particularly along the escarpment and the lower floodplain. For this reason, the area could only support one other major facility without degrading the natural features which form its attraction as an outdoor recreational area. Both the Alberta Sports Hall of Fame and any other development approved for Heritage Ranch should be monitored to accurately assess the effect on water quality, wildlife, vegetation and terrain, and to allow timely response to overuse."

4.2 Use of Existing Studies

The Heritage Ranch Review Committee consulted the following existing documents in the Heritage Ranch Review process:

- Waskasoo Park Interpretive Master Plan - Natural History Inventory
- Survey of Visitors - Heritage Ranch 1992 Baseline Manecon Survey
- Strategy for Alberta Horse Industry Development
- Waskasoo Park Master Plan
- Ecological Profile - Heritage Ranch
- Red Deer Recreation Survey, 1996
- Hooper Development Plan
- Alberta Recreation Survey, 1996
- Community Services Master Plan

4.3 Public Consultation or Community Feedback

The Committee heard presentations from key interest organizations and individuals, and presented an overview of the project to a cross section of community groups. The opportunity for public feedback was implemented through the disbursement of an "Options for Discussion" questionnaire.

A. Interest Group Presentations:

- Red Deer River Naturalists
- Waskasoo Park Naturalist, Normandeau Cultural & Natural History Society
- Alberta Agriculture - Horse Industry Section
- Heritage Ranch Equestrian Operators
- Alberta Sports Hall of Fame & Museum

- Red Deer Visitor & Convention Bureau
- Colleen Weir

B. Presentations by Review/Ad Hoc Committee:

The Committee visited the following groups and organizations to provide them with opportunities to voice their opinions, views and suggestions regarding the future of Heritage Ranch:

- Community Groups:
 - West Park Community Association
 - Clearview Community Association
 - Golden Circle Management Board
 - Red Deer Chamber of Commerce
- Schools:
 - Central Middle School Parent Council
 - Normandeau Elementary School Council
 - Notre Dame High School, Social Studies 20 Class
- Shopping Mall Display:
 - Parkland Mall - April 25 & 26, 1997
- Open House:
 - Sunday, May 11, 1997 - Heritage Ranch
- Public Meeting - to be held in late September 1997 (date to be determined).

C. Written Feedback:

- Written feedback was received in the form of a questionnaire and written submissions from the public (Appendix C). The questionnaire was used as a tool for receiving feedback throughout the entire public participation process. An overview of responses is available (see Appendix D).
- Written submissions were received from:
 - Michael O'Brien
 - Don Wales
 - Biological Science Students (Red Deer College)
- Community Services Comment Cards were received from users of the Heritage Ranch equestrian operation.

D. Draft Report:

- A draft report was completed on July 11, and distributed to all groups and individuals who had expressed an interest in the Heritage Ranch Review. Written responses were requested, with a deadline of September 12.

Comments on the draft report were received from:

- Red Deer River Naturalists
- Alice Hogan
- Jim Robertson (Waskasoo Park Interpreter)
- Colleen Weir
- AB Environmental Protection
- Normandeau Society

- Wayne Kangas - C.T. McCor - Elaine Paterson
- Anonymous (2)
- Heritage Ranch Equestrian Services (Cal & Pat Fox)

The twelve submissions contained a mixture of positive and critical responses to the draft report. In reviewing these comments, the Committee felt that most of the issues raised had been addressed in earlier presentations to the Committee, and in the draft report. Some revisions were made to the report, and an open Public Meeting was called for Wednesday, October 1, at 7:00 p.m. in the Red Deer Public Library.

E. Public Meeting:

The Heritage Ranch Review Committee hosted an Open Public Meeting on Wednesday, October 1, 1997, at 7:00 p.m. in the Red Deer Public Library. Twenty-five people attended, providing feedback relating to the recommendations included in the preliminary report. In reviewing the comments received, the committee felt that all were addressed within the report.

A binder containing all the written feedback, including questionnaire response, resource presentations and studies received by the Committee is available at City Hall; contact Greg Scott at 342-8340.

5.0 FINDINGS, ANALYSIS AND EXISTING CONDITIONS

With any kind of environmental review, there may be differing opinions. Some of the statements and interpretations in the Agra Earth Report (see Section 4.1) have been challenged by local environmental groups and individuals. In presentations to the committee by:

- Red Deer River Naturalists;
- Jim Robertson, Waskasoo Park Naturalist;
- Michael O'Brien; and
- Don Wales;

differing opinions and interpretations were expressed about the environmental sensitivity of the Heritage Ranch area. Specifically, the short grass pasture, Richardson Ground Squirrel habitat, the swallow dugout and nesting areas were a few of the environmentally sensitive areas identified by the above groups and individuals. It was also recognized that Heritage Ranch is unique in its diversity of habitat areas.

The Committee considered all the divergent public opinions and developed the long and short term goals in Sections 6.2 and 6.3 and the Operation Issues and Recommendations in Section 6.4.

5.1 Sensitivities and Opportunities

Based on public comments and opinions received through the various public participation process, and the environmental overview completed by Agra Earth Environmental, recommendations have been targeted specifically on Zones C1, C2 and C4. No improvements, alterations or enhancements should be considered elsewhere in the Heritage Ranch area. Sub-zone C3

has been excluded as it is considered to be fragile and no change in land use will be considered (see Appendix A & B).

Zone A Analysis: No additional development in this area should be considered as any increased vehicle access to this area through the escarpment would be detrimental.

Zone B Analysis: No development or enhancement of this area should be considered.

Zone C Analysis: The Heritage Ranch Review Committee has focused all recommendations on Zones C1 - C4 inclusive. Due to the unique and varying environmental sensitivity of these four sub-zones, recommendations are formulated to be specific to each sub-zone. Zones C1 and C4 now contain the equestrian centre, visitor centre and the Alberta Sports Hall of Fame. Site development, recreational land use, site programming, maintenance standards, site monitoring and marketing/promotion will be addressed.

There are opportunities for adjustment or change at Heritage Ranch that do not necessarily have to result in physical changes to the site. Examples of possible changes in operational and maintenance procedures include:

1. Promotion and marketing strategies for existing facilities.
2. Number, frequency and theme of special events.
3. Ongoing programs and activities that cater to a variety of interests.
4. Maintenance standards such as grass mowing, weeding in the fringe natural areas such as around the old farm equipment, east of the pasture and around the buildings.
5. Interpretive programming opportunities could be expanded to include heritage, natural, agricultural and/or sport.
6. Potential partnerships and collaborations could be considered on-site for joint use, sharing and operation of the Heritage Ranch site.
These partnerships are most desirable in that they could result in:
 - improved customer service to the public;
 - increased number of services to the public;
 - economies in operations;
 - economies in capital costs and renovations;
 - better or increased utilization of facilities.

5.2 Public Opinion and Feedback

As outlined in Section 4.3, a number of different opportunities were available for public participation and comment on what should or should not be considered at Heritage Ranch (Appendix C). From the outset, the Committee suggested four themes and no other themes emerged from the public participation process. The themes serve as the possible foundation for what kind of activities or recreational/environmental uses should occur at Heritage Ranch. In order of priority, they include (as determined by public response):

- Environmental/Nature
- Equestrian/Heritage

- Tourism/Visitor Services
- Sports/Recreation

Outlined below is a brief description of each theme and a synopsis of the public comment and opinion on each theme.

- **Environmental/Nature:**

This approach would emphasize the role of Upper Heritage Ranch (like the lower area) as a nature preserve and wildlife habitat. Environmental awareness and interpretive nature programs could be provided and natural vegetation could be preserved or reclaimed. The equestrian operation may be retained under this plan, as it is generally not seen as a conflicting use.

Synopsis:

This theme was the most prominent and the most preferred from the various public comments and presentations.

Activities suggested by the public include:

- equestrian
- interpretive programs
- camping (limited)
- environmental programs

- **Equestrian/Heritage:**

This approach would emphasize awareness of our rural heritage by providing equestrian services through the existing Heritage Ranch buildings. Some facility improvements may be required, and a trail link to Fort Normandeau could be pursued. A variety of horse riding opportunities could be provided through a private contractor, and agricultural history awareness could be encouraged through a number of community organizations.

Synopsis:

Of the four themes considered, this was the second most popular. A number of responses suggested that this theme would be successful if it was the prominent theme and was in association with some of the other themes.

Activities suggested by the public include:

- petting zoo
- environmental programs
- limited camping
- interpretive programs
- family/group picnics

- **Tourism/Visitor Services:**

This approach could emphasize Upper Heritage Ranch as a "gateway" to Red Deer and in particular Waskasoo Park. A higher-profile Visitor Centre could be established in conjunction with the Alberta Sports Hall of Fame building, and the current loop road could be redeveloped with a portion used for overnight camping (tent and RV sites).

Synopsis:

This theme was the third most favoured. Due to the small area required for this theme, other themes could be considered in conjunction with it. Suggestions by the public include:

- limited camping
- coffee shop/restaurant
- environmental programs
- equestrian
- interpretive programs
- biking/walking
- mini golf
- petting zoo
- family/group picnics

- **Sports/Recreation:**

This approach would emphasize our recreation and sports heritage by actively supporting the Alberta Sports Hall of Fame on-site. Possible site changes could include provision of outdoor recreation playing or demonstration areas to complement the exhibits and activities in the Hall of Fame. The space currently devoted to the equestrian operation may be converted into sports activity areas.

Synopsis:

Despite the knowledge of the public that the Alberta Sports Hall of Fame and Museum is going to be developed on this site, this theme was the least favoured.

A number of activities, however, were suggested on the public responses and presentations; they include:

- mini golf
- skating
- coffee shop/restaurant
- paint ball
- biking
- camping
- rock climbing
- family/group picnicing
- equestrian
- soccer/football
- archery

The above is a brief summary of public responses on the possible themes and activities at Heritage Ranch.

In addition to the various specific public participation processes implemented by the Heritage Ranch Review, the Committee also considered the results of a provincial recreation survey. This survey has traditionally been used as an accurate indicator of recreation and leisure trends across the province.

Outlined below is a brief description of the ten most preferred leisure activities by Albertans and Red Deer residents. This list of activities is based on an extensive survey, including 10,000 province-wide and 100 Red Deer responses on an accredited Alberta Recreation Survey completed by Hamilton Ross Systematics in 1996.

The ten most preferred leisure or recreation activities include:

PROVINCE WIDE

1. Walking
2. Attending Sporting Events/Activities
3. Swimming
4. Doing Crafts/Hobbies
5. Biking
6. Gardening
7. Attending Museums
8. Camping
9. Golf
10. Picnicing

RED DEER

1. Walking
2. Biking
3. Doing Crafts/Hobbies
4. Gardening
5. Attending Sport Events
6. Swimming
7. Attending Museums
8. Playing Video Games
9. Camping
10. Golf

6.0 RECOMMENDATIONS:

6.1 Heritage Ranch Mission Statement and Name

To guide future uses of Heritage Ranch, the Review Committee proposes the following Mission Statement:

'Heritage Ranch is primarily a natural area providing visitors with information and environmentally compatible recreation opportunities.'

The current name of Heritage Ranch does not accurately reflect its role, and often leads to the assumption that the site has a strong "heritage" or historical connection, is privately owned, or is primarily a ranch. Consideration should be given to changing the name of the Heritage Ranch area to better reflect the recreational and visitor opportunities available and the fact that it is a public park.

6.2 Long Term Goals

The following are recommended as goals for Heritage Ranch for the period beyond the year 2000. Organizations involved with Heritage Ranch should begin working towards these goals now:

- 6.2.1 Maintain the emphasis as a natural area, while serving as an introduction to Red Deer's park system.

- 6.2.2 Introduce users of the Visitor Information service and Alberta Sports Hall of Fame to the natural environment of the park.
- 6.2.3 Encourage equestrian service at Upper Heritage Ranch as long as it is sustained through user fees.
- 6.2.4 Place a moratorium on all new developments for the site beyond the existing equestrian, visitor information, and Alberta Sports Hall of Fame services.
- 6.2.5 Retain a maximum of three recreational developments/uses on the Heritage Ranch site at any one time (at present Visitor Services, Equestrian Operation, Alberta Sports Hall of Fame). In the event that one of the existing developments/uses should discontinue, one other recreational development/use that is consistent with the Heritage Ranch Mission Statement may be considered.
- 6.2.6 Encourage development and delivery of recreational and interpretive opportunities which are compatible with the Mission Statement.

6.3 Short Term Goals (1997 - 1999)

- 6.3.1 Establish a Heritage Ranch Advisory Committee with representation from all appropriate partners that would monitor the short-and-long-term management strategies. (This would be similar to the Gaetz Lakes Sanctuary Committee.)
- 6.3.2 Implement an ongoing environmental monitoring program which includes habitat and species data.
- 6.3.3 Conduct a "User Survey" of visitors and park users every 5 years. An update of the 1992 baseline visitor survey should be an immediate priority.
- 6.3.4 Encourage development and delivery of environmental awareness programs and natural history interpretation.
- 6.3.5 Provide visitor information services on-site, closer to and more visible from Highway 2. Consideration to providing space for visitor information services in the Alberta Sports Hall of Fame & Museum building (through a redesign and enlargement of the building) is a high priority.
- 6.3.6 Introduce visitors and residents to Heritage Ranch and other attractions in Red Deer through Visitor and Alberta Sports Hall of Fame services.
- 6.3.7 Develop a pedestrian, bicycle and equestrian link to Fort Normandeau.
- 6.3.8 Enhance the existing buildings and surrounding grounds to better serve existing visitor and recreational opportunities.
- 6.3.9 Consider site enhancements that provide demonstration areas around the Alberta Sports Hall of Fame if compatible with the balance of the site, as space permits.
- 6.3.10 Encourage compatible programs and special events through collaboration/partnership with community groups/organizations.

6.4 Operational Issues and Recommendations

A number of specific issues have been identified through this planning process which are not specifically addressed in the goals.

- **Vegetation Management**

Guidelines for weed and turf management and for planting of additional vegetation in the recreation areas of the site should be developed.

- **Erosion Control**

Measures should be implemented to reduce the potential of erosion and limit the creation of informal side trails, particularly on the escarpment.

- **Dugout**

Although opinions differ about its significance for wildlife, the existing dugout in Upper Heritage Ranch should be replaced in order to maintain this habitat on-site.

- **Access and On-site Traffic**

The access, signage and traffic flow (pedestrians, vehicles, horses, bicycles) on-site should be reviewed in order to implement any improvements, and to limit the potential for conflict. The directional signs on Highway 2 and on-site should also be reviewed to determine whether any improvements can be made.

- **Control of Overnight Camping On-site**

Efforts to direct campers to appropriate alternatives should be stepped up and other measures to eliminate informal overnight use of the site considered as necessary. It is recognized that with the current limited supply of camping spaces in Red Deer, development of suitable alternative areas should be pursued.

- **Booking of Site**

In order to improve customer service, one organization should be responsible for the booking of all recreation facilities available on-site.

- **Lighting and Security**

Improvements to the lighting of the access road and parking areas should be considered in order to improve safety and security.

- **Training for Staff**

All public-contact staff working at the site should receive an orientation and be expected to maintain their knowledge of the park area in order to aid in introducing visitors to it. This requirement should be reflected in contracts or agreements with partner organizations.

- **Equestrian Contract**

When the contract for provision of equestrian services is re-negotiated, consideration should be given to building in expectations related to marketing, development of partnerships, staging of events and interpretive programs.

- **Recreation Equipment Rentals**

The provision of rentals of bikes and other recreation equipment on-site should be investigated and implemented if feasible and appropriate.

- **Visitor & Convention Bureau/Alberta Sports Hall of Fame & Museum**

Continue the operations of the Red Deer Visitor & Convention Bureau in the Heritage Ranch buildings until such time as the Bureau and the Alberta Sports Hall of Fame & Museum finalize negotiations with respect to sharing resources for one combined operation in the new Sports Hall of Fame building.

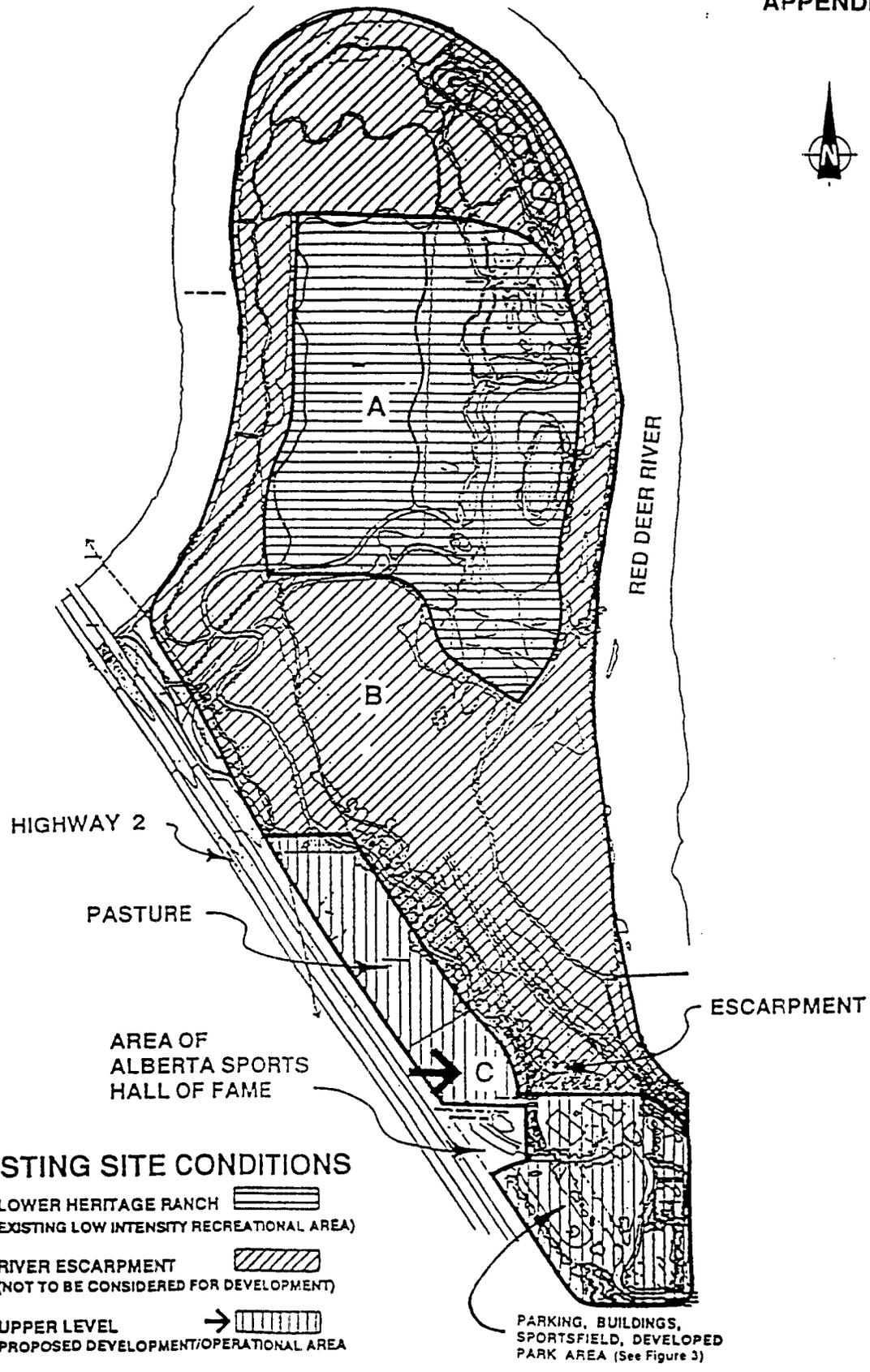
7.0 CONCLUSIONS AND IMPLICATIONS

The review of Heritage Ranch and its future created a great deal of public interest, which is a sign that the area has become very important to citizens of Red Deer and area. Many opinions were expressed, and sometimes those opinions were incompatible with one another. However, the information gathered by the Review Committee (in the form of studies as well as public opinion) favours a future for Heritage Ranch which is quite similar to its past and current uses. That future is reflected in the Mission Statement and goals proposed in this report.

Heritage Ranch is a multi-use area, and that fact can easily lead to differing opinions and possible conflicts between users. During the review process, however, it became evident that the convergence of differing interests on the Heritage Ranch site also creates many valuable opportunities. By bringing together divergent groups and individuals, the review has identified new areas for consultation, cooperation and collaboration at Heritage Ranch. In order for Heritage Ranch to succeed as a multi-use area, it is important that active links between groups continue and expand.

Some of the initiatives proposed in this review will require financial commitments. The Committee believes that there is sufficient community support for Heritage Ranch to justify expenditures which would enhance the site. The Committee makes no assumptions about the sources of those funds, but believes that they can be identified and generated through the combined efforts of users, community groups, organizations and The City of Red Deer.

The Review Committee believes that the Ranch is a unique asset to the community. Properly managed, with a clear mandate and goals, Heritage Ranch will continue to be a source of pride for citizens of Red Deer - pride in our natural environment, our welcome to visitors, our recreation opportunities, and our ability to work together as a community.

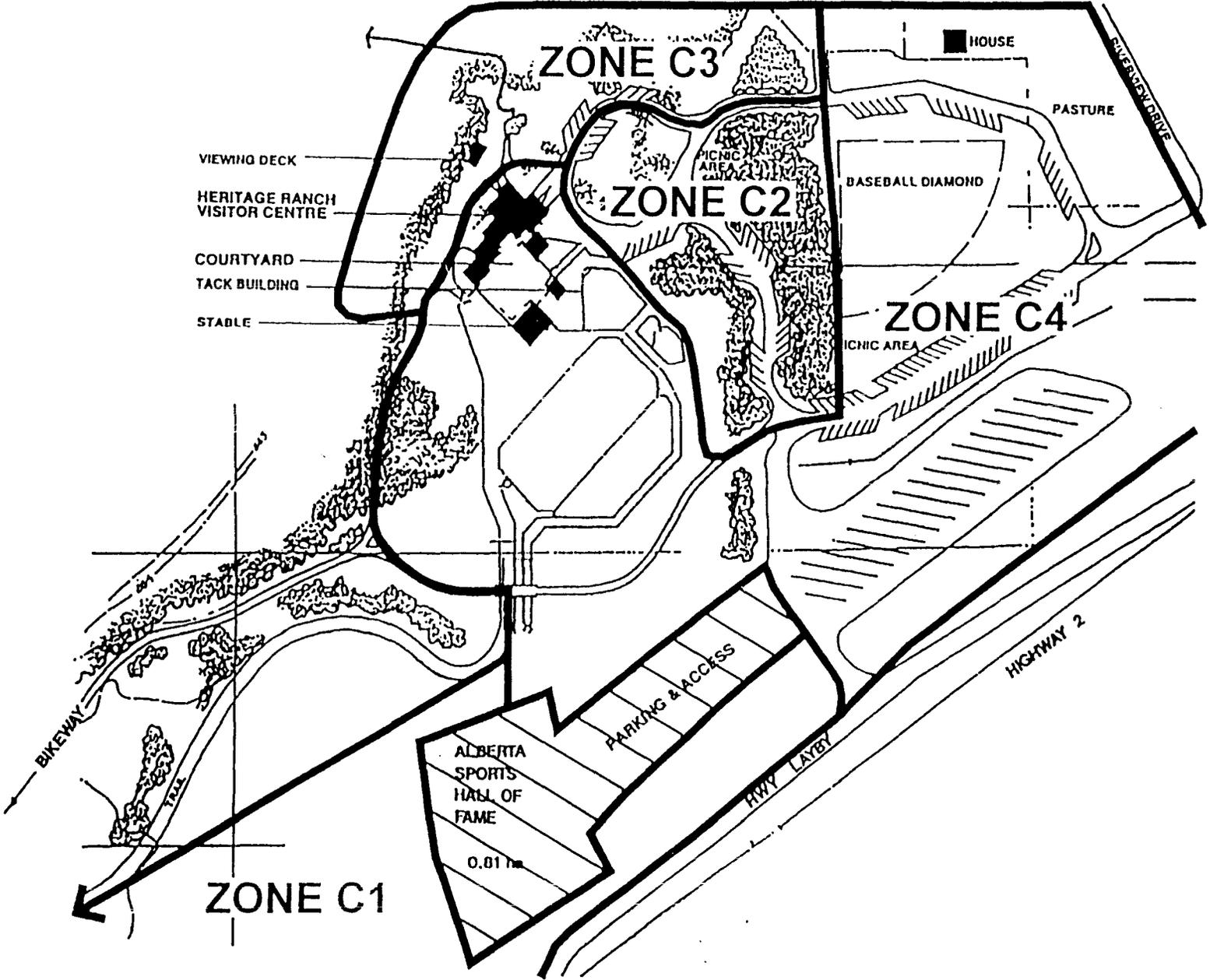


EXISTING SITE CONDITIONS

- A LOWER HERITAGE RANCH (EXISTING LOW INTENSITY RECREATIONAL AREA)
- B RIVER ESCARPMENT (NOT TO BE CONSIDERED FOR DEVELOPMENT)
- C UPPER LEVEL PROPOSED DEVELOPMENT/OPERATIONAL AREA

PARKING, BUILDINGS, SPORTSFIELD, DEVELOPED PARK AREA (See Figure 3)

<p>AGRA Earth & Environmental Limited ENGINEERING & ENVIRONMENTAL SERVICES</p>	CLIENT: HERITAGE RANCH	DATE: 96/10/28
	PROJECT: ENVIRONMENTAL IMPACT ASSESSMENT	JOB No.: CE01611
	<p>MANAGEMENT ZONES OF HERITAGE RANCH</p>	COREL FILE: CE01611C00
		<p>FIGURE 2</p>



 AGRA <i>Earth & Environmental Limited</i> <small>ENGINEERING & ENVIRONMENTAL SERVICES</small>	CLIENT: HERITAGE RANCH	DATE: 96/10/28	
	PROJECT: ENVIRONMENTAL IMPACT ASSESSMENT	JOB No.: CE01611	
	ECOLOGICAL SUBZONES OF ZONE C		COREL FILE: CE01611C01
			FIGURE 3 REV

PUBLIC FEEDBACK QUESTIONNAIRE

1 THEMES

The Heritage Ranch Review Committee is tentatively suggesting four possible themes for the future use of **Upper Heritage Ranch**. These are:

- Equestrian/Heritage Sports
- Environment/Nature Tourism/Visitor Services
- Other (Please Specify) _____

Please check which theme(s) you feel are most appropriate.

2 ACTIVITIES

What activities and/or services would you like to see available at Upper Heritage Ranch?

3 DEVELOPMENT (UPPER HERITAGE RANCH)

Do you feel there should be any new development or facilities added to Upper Heritage Ranch? If so, what would you like to see?

4 OTHER COMMENTS

Please add any other suggestions you have for the future of Heritage Ranch?

Heritage Ranch 'Options for Discussion'

The Heritage Ranch Review Committee is studying possible future uses of Heritage Ranch. We would appreciate your response to the following.

What is happening

In February 1996, City Council directed that an ad-hoc committee be formed to develop recommendations on possible future uses of Heritage Ranch, and contracted AGRA Earth & Environmental to conduct an independent environmental assessment. The review committee was selected in late 1996, and first met in January, 1997. The AGRA environmental review and other reports related to Heritage Ranch are now available at the Red Deer Public Library, Dawe Centre Library, and Red Deer College Library.

Contracts with current tenants at Heritage Ranch (equestrian operator and Visitors' Centre) expire at the end of 1997. The City has set aside a small site next to the parking lot for construction of the Alberta Sports Hall of Fame.

Timelines

In conducting its review, the Heritage Ranch Review Committee is following these timelines:

Presentations from interest groups	February, March
Presentations to community groups	April
Open House at Heritage Ranch	May 11
Distribution of draft Report	late May
Public Input on draft Report	June
Presentation of Report to R, P & C Board	mid-July
Presentation to City Council	August

Findings to Date

During February and March, the Heritage Ranch Review Committee gathered information from a wide variety of existing studies, and from groups and individuals interested in Heritage Ranch. A number of groups made presentations to the committee, and the committee met with members of the public at a variety of community association gatherings (for a complete list, see the next page). The following are key points which have been raised to date:

- Lower Heritage Ranch should be maintained as a natural area, with clear guidelines for approved uses ('extreme biking' is an example of potentially harmful uses)
- Upper Heritage Ranch requires ongoing environmental monitoring
- AGRA Earth & Environmental says the upper Ranch site could only sustain one other major facility (in addition to the Sports Hall and existing building)
- There is an apparent need for Visitor information services on site, but the specific location needs to be addressed
- Continuation of the equestrian (horse) operation needs to be determined
- Desirability of any other compatible recreational uses on site needs to be determined.

Who to contact*Heritage Ranch Review Committee*

You may contact the Heritage Ranch Review Committee members directly, or through the Recreation, Parks, and Culture Department, 4th Floor, City Hall, P.O. Box 5008, Red Deer, T4N 3T4, or by phone 342-8159.

Members of the Committee are:

Chairperson: Lorne Daniel (citizen-at-large)	342-3319
Vice-Chairperson: Councillor Lorna Watkinson-Zimmer	342-7653
David Fisher (citizen-at-large)	347-2830
Pat Henry (citizen-at-large)	347-4491
Monica Bast (Recreation, Parks & Culture Board)	342-7400
Wendy Martindale (Normandeau Cultural & Natural History Society)	343-6844
Wayne Pander (Environmental Advisory Board)	340-1986

Resource (non-voting) members are Don Batchelor and Greg Scott (Recreation, Parks & Culture), Merv Phillips and Lorelei Fiset Cassidy (R.D. Visitor & Convention Bureau) and Ron Bjorge (Alberta Fish & Wildlife).

Interested Individuals and Organizations

The following people have made presentations to the Heritage Ranch Review Committee, and are interested in the future of Heritage Ranch. We encourage you to contact them for additional information or perspectives:

- Red Deer River Naturalists
- Red Deer Visitor and Convention Bureau
- Heritage Ranch Equestrian Services
- Alberta Sports Hall of Fame
- Citizens' Group (1996 Heritage Ranch petition)
- Waskasoo Park Naturalist / Kerry Wood Nature Centre
- AGRA Earth & Environmental
- Alberta Agriculture / Alberta Horse Association

The Heritage Ranch Review Committee has also made presentations to:

- West Park Community Association
- Clearview Community Association
- Normandeau Parent / School Council
- Central Middle School Parent / School Council
- Golden Circle Management Board
- Notre Dame High School (grade 11 Social class)
- Parkland Mall – booth for general public information, April 25 & 26.

Your Views*Possible 'Themes' to Guide Future Use of Heritage Ranch*

Before proposing specific guidelines for facilities and activities at Heritage Ranch, the review committee wants to receive public feedback on what general themes should guide our future use of the upper portion of the Heritage Ranch park.

Please check which of the following four themes you feel is most appropriate for the future of Heritage Ranch, and add any comments you wish to make. **You may support more than one theme.** If you have ideas which are not represented here, please note them under 'Other.'

 Equestrian / Heritage

This approach would emphasize awareness of our rural heritage, by providing equestrian services through the existing Heritage Ranch buildings. Some facility improvements may be required, and a trail link to Fort Normandeau could be pursued. A variety of horse riding opportunities would be provided through a private contractor, and agricultural history awareness would be encouraged, possibly involving other community organizations.

 Sports / Recreation

This approach would emphasize our recreation and sports heritage, by actively supporting the Alberta Sports Hall of Fame on-site. Possible site changes could include provision of outdoor recreation playing or demonstration areas to complement the exhibits and activities in the Hall of Fame. The space currently devoted to the equestrian operation may be converted into sports activity areas.

 Environmental / Nature

This approach would emphasize the role of Upper Heritage Ranch (like the lower area) as a nature preserve and wildlife habitat. Environmental awareness and interpretive nature programs could be provided, and natural vegetation would be preserved or reclaimed.

 Tourism / Visitor Services

This approach would emphasize Upper Heritage Ranch as a "gateway" to Red Deer and in particular Waskasoo Park. A higher-profile Visitor Centre could be established in the Sports Hall of Fame, or in a new building in the current parking area near the highway, and the current playing fields could be redeveloped as overnight camping (tent and RV sites).

 Other (if you have other suggestions for a 'theme' to guide future uses of Heritage Ranch, please write them in here):

more space for comments on back →

FILE

Office of the City Clerk

November 18, 1997

Mr. Lorne Daniel, Chairman
Heritage Ranch Review Committee
c/o 69 Welton Crescent
Red Deer, AB T4N 6B1

Faxed to: 341-6115

Dear Mr. Daniels:

RE: HERITAGE RANCH REVIEW FINAL REPORT

At the City of Red Deer's Council Meeting held Monday, November 17, 1997, consideration was given to the Heritage Ranch Review Final Report and to the correspondence from the Director of Community Services dated October 15, 1997, regarding the above. At that meeting, the following resolution was passed:

"RESOLVED that Council of The City of Red Deer, having considered report from the Director of Community Services dated October 15, 1997, re: Heritage Ranch Review, hereby:

1. approves the *Heritage Ranch Review Final Report* dated October 2, 1997;
2. agrees that the respective departments, agencies and societies shall incorporate the respective long term and short term goals and operational issues outlined in the *Heritage Ranch Review Final Report* into their Business Plans;;
3. agrees that the Director of Community Services shall report back to Council with respect to implementation of the specific recommendations contained within the *Heritage Ranch Review Final Report* dated October 2, 1997.

and as presented to Council November 17, 1997."

On behalf of Council, I would like to thank the Heritage Ranch Review Committee members for their commitment and efforts put forth in the compilation of the final report and for providing Council with a very informative and complete document.

... / 2

Box 5008
Red Deer, Alberta
T4N 3T4

The City of Red Deer



Mr. Lorne Daniel, Chairman
November 18, 1997
Page 2

Please do not hesitate to contact me should you require any further clarification or assistance.

Sincerely,

A handwritten signature in black ink, appearing to read 'Kelly Kloss', written over the typed name and title.

Kelly Kloss
City Clerk

/clr

- c Director of Community Services
Recreation, Parks & Culture Manager
Community Development & Planning Coordinator, G. Scott
Recreation, Parks & Culture Board
Environmental Advisory Board
C. Adams, Council & Committee Secretary

Council Decision - November 17, 1997 Meeting

DATE: November 18, 1997
TO: Director of Community Services
FROM: City Clerk
RE: *HERITAGE RANCH REVIEW*

Reference Report: Director of Community Services, dated October 15, 1997

Resolution:

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and as presented to Council November 17, 1997."

Report Back to Council Required: Yes

Comments/Further Action:

Council looks forward to your further reports regarding the implementation of the specific recommendations contained within the *Heritage Ranch Review Final Report*.

Director of Community Services
November 18 1997
Page 2

On behalf of Council, thank you for your efforts and commitment with respect to the review and completion of the final report.

A handwritten signature in black ink, appearing to read 'Kelly Kloss', written over a faint, illegible background.

Kelly Kloss
City Clerk

/clr

Office of the City Clerk

FILE

November 18, 1997

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Heritage Ranch Review Committee
c/o 69 Welton Crescent
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... / 2

4914 - 49th Avenue, Red Deer, AB Canada T4N 3T4
Tel: (403) 342-8182 Fax: (403) 342-6106 E-mail: cityclerk@city.red-deer.ab.ca Web: http://www.city.red-deer.ab.ca

TRANSMISSION REPORT

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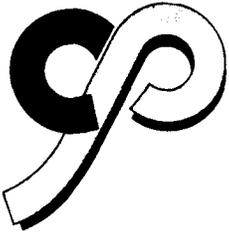
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 MB : SEND TO MAIL BOX PG : POLLING A REMOTE MP : MULTI-POLLING RM : RECEIVE TO MEMORY

The City of Red Deer



**PARKLAND
COMMUNITY
PLANNING
SERVICES**

Suite 500, 4808 Ross Street
Red Deer, Alberta T4N 1X5
Phone: (403) 343-3394
FAX: (403) 346-1570
e-mail: pcps@telusplanet.net

MEMORANDUM

DATE: November 7, 1997

TO: City Council

**FROM: Paul Meyette
Principal Planner**

RE: LIQUOR STORES IN NEIGHBOURHOOD COMMERCIAL DISTRICTS (C3)

At their meeting of October 20, 1997 City Council passed the following resolutions.

“RESOLVED that Council of The City of Red Deer, having considered correspondence from R & M Holdings (Mr. Roy Porkka) dated September 23, 1997 hereby agrees that no change be made to the current zoning at 3801 Ross Street and that said request be denied.”

“RESOLVED that Council of the City of Red Deer hereby directs the Administration to gather information concerning the change in the mature of the C3 convenience area to determine whether the use of a liquor store may be included in that area and that a report be presented back to Council within four weeks”

This report will deal with the second motion passed by Council which calls for a further report on the addition of liquor stores to the C3 Commercial (Neighbourhood Convenience) District.

At the outset of this report, I would like to advise Council that much of the available information regarding liquor stores is dated; the Alberta literature was compiled in 1993/94 when liquor stores were initially privatized. Decisions regarding where liquor stores are to be located within the City were made in 1993/94 with few amendments since that date. Within the time frame we had to compile this report, we have been able to do only a small amount of research.

ISSUES

At the October 20, 1997 Council meeting planning staff were asked to provide information related to the following:

1. Comparison of the Red Deer liquor store regulations with other communities.
2. Comparison of Liquor Stores to Convenience stores.
3. The Provincial Regulations related to liquor stores.
4. An explanation of the issues which triggered the 1993 resolution prohibiting liquor stores in the C3 District.

All of the information that we have been able to gather is attached.

SUMMARY

Based upon the additional information, planning staff remain adamantly opposed to the addition of liquor stores to the C3 District. The basis of our recommendation is that the addition of liquor stores (or any other C2 uses) will undermine the intent of the C3 District and lead to pressure to add other non local uses in C3 sites, it could change the character of existing C3 sites and will introduce additional traffic into a neighbourhood.

If Council decides to proceed with the addition of liquor stores to the C3 District, the following issues should be addressed:

1. Should a liquor store be a permitted or discretionary use?
2. What other uses which serve a C2 regional market should be added to the C3 District?
3. Should we implement additional guidelines related to liquor store development like the City of Calgary which could include restrictions related to proximity to schools, length of approval or hours of operation? Calgary is the only one of the four municipalities surveyed which allow for liquor stores in local convenience centres (Calgary and Red Deer's local convenience centres however, are not directly comparable. Calgary's local convenience centres could be much larger (2.4 ha or 6 acres) than Red Deer's C3 local convenience centres at 0.25 ha or 0.61 acres).

4. How will the public be involved in the change of the C3 District? The C3 District is the commercial district which most impacts neighbourhoods within the City. It has been Council's practice and their policy to consult with the public before considering a major change to the Land Use Bylaw.

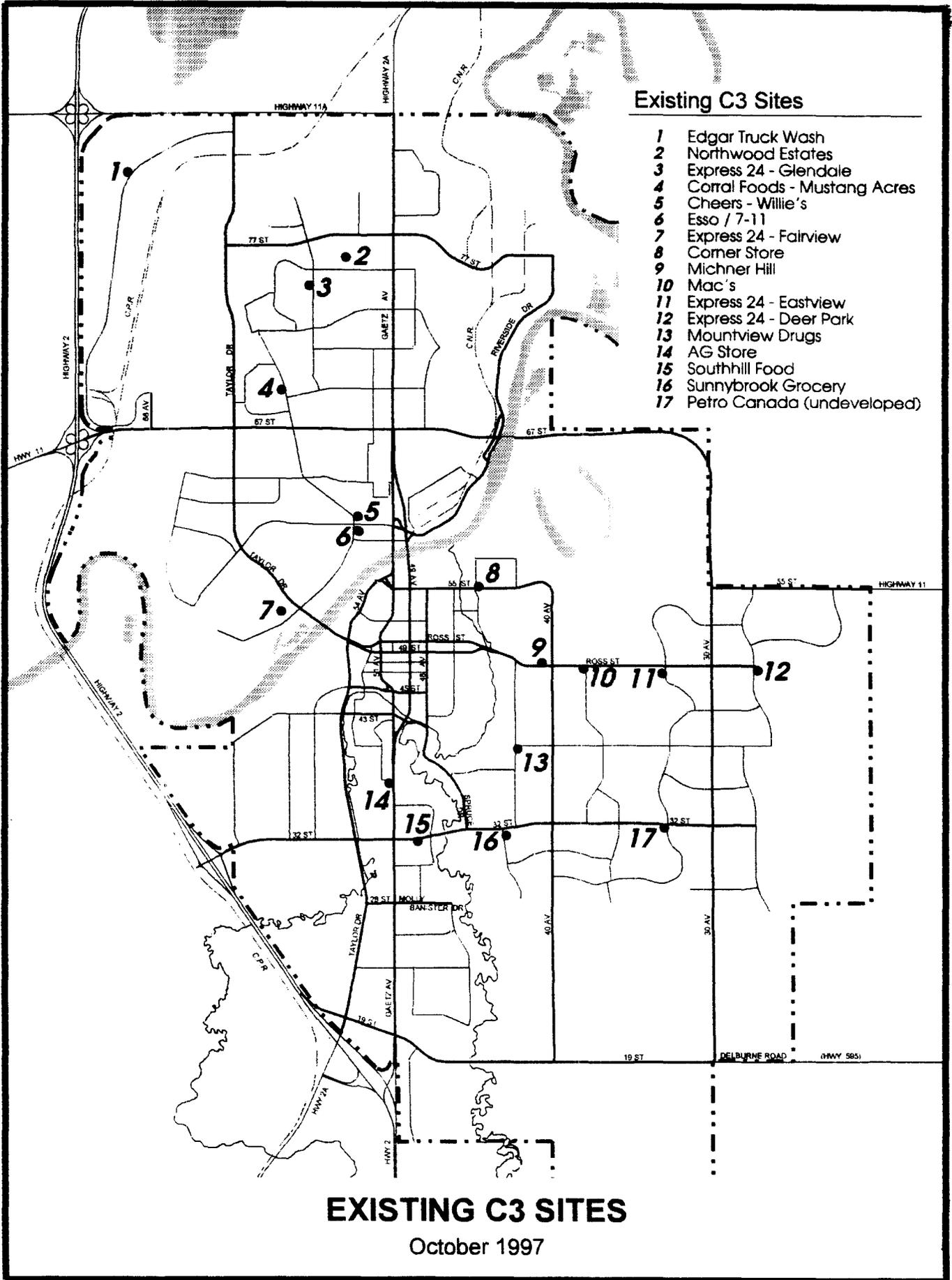
Planning Staff look forward to your direction.

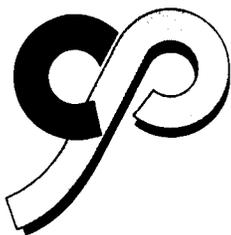
Sincerely,



Paul Meyette, ACP, MCIP
Principal Planner, City Section

PM/tw





M E M O R A N D U M

DATE: November 7, 1997
TO: City Council
FROM: Paul Meyette
Principal Planner
RE: R & M HOLDINGS

R & M Holdings is requesting that Council either amend the C3 District to permit liquor stores or alternately that Council grant their request for an exception at 3801 Ross Street.

The request for an exception was already refused by Council on October 20, 1997. Section 30 of the Land Use Bylaw states:

“When an application for amendment has been refused by Council or withdrawn by the applicant after advertisement of the proposed amendment, another application for amendment on the same parcel of land and for the same or similar use shall not be made by the same or any other applicant until at least three months after the date of refusal or withdrawal.”

The second application for an exception is therefore contrary to the Land Use Bylaw. It is my understanding that the applicant has been advised of this.

COMMENTS ON THE INFORMATION SUBMITTED BY R & M HOLDINGS

1. R & M Holdings indicates that a liquor store is a discretionary use in all Calgary Commercial zones. As you will note in the C3 report, not all of the Calgary Commercial Land Use Districts allow liquor stores, although most do. You should also note that the Calgary Local Commercial Districts (C1/C1A) allow for sites of 2.4 hectares while Red Deer's C3 Local Commercial District limits the size to 0.26 hectares so the two districts are not directly comparable.

2. A partial list of Calgary is planning criteria is listed by R & M Holdings. A complete list of Calgary's planning criteria is attached to our C3 report in the Section entitled "Liquor Store Regulation Comparison to other Cities." As you will note, the existing liquor store parking requirements are very high in Calgary with 8.0 parking stalls per 93 m²; they are planning to study this issue and may reduce the requirements. As a comparison in the C2, C3 and C4 Districts in the City of Red Deer, 5.1 parking stalls per 93 m² are required for liquor stores.
3. The issue of market area for C3 businesses is addressed in the C3 report.
4. The Fas Gas at 4023 Ross Street, the Petro Canada Gas Station at 4009 Ross Street and the Esso Gas Station across from Petro Canada, as referred to in R & M Holding's letter are not in a C3 District. They are long standing "exceptions" in the land use bylaw.
5. R & M Holdings indicates that it is "unreasonable and unfair" if the Mac's convenience store cannot have a complimentary business beside it. As pointed out in previous correspondence there are several alternate uses for the site including merchandise sales and rental, commercial services (beauty shop, day care, dry cleaning, etc...) a medical office, food and beverage facility and others. These are the same rules which are applied to other C3 sites.
6. Edmonton does not allow liquor stores in their local Commercial District. The stores listed in the R & M Holdings letter must be located in a different district. The City of Red Deer currently allows liquor stores to locate adjacent to convenience stores in only the C1, C1A, C2 or C4 Districts.
7. The recommendation by R & M Holdings that liquor stores be allowed as a permitted use in the Land Use Bylaw would eliminate any opportunity for the surrounding neighbourhood to appeal the use. No other community that we are aware of has allowed liquor stores as a permitted use in a local neighbourhood commercial area.

R & M Holdings' rationale for the proposed restriction of a one kilometre separation between liquor stores is not clear. The end result would be that none of the C3 sites within one kilometre of the R & M Holdings site could have a liquor store thereby eliminating any competitors and would result in a defacto exception to the Land Use Bylaw. This provision would be difficult to sustain and it would alter the principle of treating each site identically within the same district.

SUMMARY

The foregoing comments are submitted for Council's review. Planning staff do not support the request to amend the C3 District.



Paul Meyette, ACP, MCIP
Principal Planner

R & M HOLDINGS
#5 Savoy Crescent,
Red Deer, AB. T4N 0C9
PHONE: 346-3826

RECEIVED	
TIME	10:05A
DATE	97-11-05
BY	R

TO: Mayor and City Council
City of Red Deer

**APPLICATION BY R & M HOLDINGS RE ZONING REQUIREMENTS
FOR LIQUOR STORE IN C3 ZONES**

1. The application is a dual application.

APPLICATION A.

The applicants being C3 property owners hereby request that city council amend the land use by-law so as to permit liquor store in C3 zoning.

APPLICATION B.

This application is also a renewal of the applicants request for an exemption to the land use by-law to permit a liquor store at 3801 Ross St. This portion is included merely to keep this option open to council as it receives any new input or information regarding liquor store locations. The material presented previously in support of this application incorporated here by reference and applies to this part.

INFORMATION GATHERED

A. We had a long telephone interview with Gregg Donaldson of Calgary City Planning Dept. and the following is a resume of the results of that conversation regarding the Calgary position.

- i) In Calgary, a liquor store is a discretionary use in all types of commercial zones including neighborhood convenience store zoning.
- ii) Planning does not attempt to limit the number of liquor stores, they let the business market decide. The result is that in the event that liquor stores become too numerous market forces reduce their numbers. The example quoted was that on a two mile stretch of 17th Ave. there were 16 liquor stores and now there are only 6. A natural result of free market choice.
- iii) Some of the criteria considered were:
 - a) Accessibility and surrounding area.
 - b) Parking and loading. (They are in the process of reducing parking requirements.) This would seem to be in line with the market research I presented earlier showing the very limited parking required.

- 2 -

- c) Any application is advertised to the community, interested groups and schools. Moralistic reasons are not/in approval or disapproval. considered
- d) One other consideration is the probability of breakins and policing and this concern only happens in industrial areas where there is no night time acitivity. (my note - Mac's store is in the same building and is open 24 hrs. a day.)
- e) This system has been in effect since the government got out of the liquor business and it has worked well.

B. INQUIRY AT R.C.M.P. OFFICE

The R.C.M.P. say they are making a report to the city and would not release any statistics to me. The Staff Sgt. did say that liquor store incidents were not any greater than those involving convenience stores.

C. ALBERTA LIQUOR CONTROL BOARD SALES FIGURES

1992 - Retail sales	\$43,827,473
1996-97 Fiscal year -Wholesale \$27,455,569	
I assume 33 1/3 markup: 27,455,569 x 4/3 =	<u>\$36,607,425</u>
Decrease	\$ 7,265,048

RED DEER POPULATION

1992 - 58,656

April 1997 - Federal Census - 60,075

SUBMISSIONS

1. The C3 zoning by-law states as a general purpose, "the general purpose of this district is to facilitate the development of local convenience trade centers which also include services, dwelling units, medical offices as secondary functions. The land uses are to serve adjacent residential **neighborhoods** are non commercial areas only.

Please note at this point the planners theory that the C3 zones were created to serve a two quarter section area do not appear in the by-law and we submit that this was something that came into being to apply to new fully planned subdivisions and cannot be applied to older sections.

BUSINESS PRACTICE AND DEVELOPMENT EXAMPLES

1. There is a clothing store at 4026 Ross St. This is a specialty store and has developed its business based as a used clothing consignment sale point. In other words it gathers used clothing and this comes from all over the city & it is the resale point. It also sells some clothing directly. There is nothing wrong with this and it shows that the free enterprise system will do whatever is necessary to make a business viable.

2. Hair Salon at 4023 Ross St. - Hair stylist practice is sort of an art form. If the customers like your art, they will come from all over because of quality work and spreading of the word by happy customers. This particular business is an old established business which has operated in several locations before moving to the present site. Its customers still come from all over the city and I know of one that comes from Sylvan Lake. This is well beyond the two quarter section theory and shows that business does not follow the planners theory. Please note that the city does not try to "limit" the hair salons on the basis that it could result in too many in that business and over crowd the market and the quality of service would go down. Why would a different standard be applied to liquor stores?

3. DOCTORS, MEDICAL CLINICS, CHIROPRACTORS

These professions may be able to locate in C3 zones, but it would be ridiculous to say that they could only serve a two quarter section. These businesses are built on reputation and word of mouth (the mocassin telegraph). The practitioner who is good soon receives customers from all over and not from a limited area. People will travel all the way across town to see a doctor, dentist or chiropractor that they like.

4. SUCCESSFUL SPECIALIZED RESTAURANT

Until one year ago this C3 site was occupied by Las Palmeras Mexican Restaurant who served fine authentic Mexican food and gave good service. The business grew by word of mouth and soon the people were going there from all over the city and from out of town. The two quarter section theory again did not work. The restaurant would still be there but it had to move to larger premises. No attempt is made to control the number of restaurants in the by-law and it is left to the free business market to sort out which will succeed, **not zoning control**. Why should a retail liquor store have different rules?

5. COMBINATION GAS AND SERVICE STATIONS AND CONVENIENCE STORES ON EAST ROSS STREET AND THE UNFAIR RESULT

As you know gas stations sell gasoline and oil which are highly inflammable and highly toxic if spilled or a tank leaks. Nevertheless they are placed right beside and among residential areas all along Ross Street.

a) Fas Gas at 4023 Ross St.

This is a C3 zone and they also do a substantial sale of pop, juice, candy, snacks, cigarettes and tobaccos. It amounts to a small convenience store. According to the planning theory, this should serve two quarter sections.

- 4 -

Next door to Fas Gas, we have a 10 or 12 suite apartment building at 4017 Ross St. as well as residences immediately south.

- b) Gas Station #2 at 4009 Ross St. and another C3 site. It sells gas, oil and has a 4 bay garage. In addition it sells pop, juice, candy, snack, cigarettes and tobacco - all convenience store items. This is another C3 site that is supposed to serve two quarter sections in the planners theory. We are now up to four quarter sections
- c) Gas Station #3. Esso Gas Bar and Convenience store - C3 zone. This is a gas bar and car wash with a bigger convenience store selling pop, juices, candy, snacks, cigarettes and tobacco plus groceries. This uses up another two quarter section of the planners theory. We are now up to six quarter sections all located within one block.
- d) Mac Store at 3801 Ross St. C3 zone. This was the original convenience store in the area and is beginning its 17th year of operation. The planners theory is that this C3 site should only serve two quarter sections. No thought was apparently given to this one when the combined gas and convenience stores were later allowed immediately West of this location in direct competition to Mac's. We have to add this site as serving two quarter sections and now we are up to eight quarter sections of the planners theory all within three blocks.
- e) **NEW C3 SITE EASTVIEW ESTATES ON ROSS STREET AND ERICKSON DRIVE**

This is a gas station and full service convenience store. It is only one kilometre east of the Esso Gas Bar and convenience store. It also contains a hair salon, dry cleaners and video store. It is only .7 kilometres (1/2 mile) from Mac's and again provides direct competition to Mac's. According to the planner, it should only draw from two quarter sections. Now we are up to ten quarter sections of the planners theory and these are all located on a 1.2 kilometre area of Ross St.

SUMMARY

We submit that the foregoing analysis demonstrates that the businesses in the C3 zones on East Ross St. have not developed or flourished in accordance with the planners theory of two quarter sections for each C3 site. The theory may work in totally new planned subdivisions but it did not and does not work in the area where "Old Ross Street" development joins with the newer "planned subdivision".

Maybe this "Old Ross Street" C3 section is "Unique" after all.

Common sense tells us that gas stations draw from more than two quarter sections. The reason they wanted to be on Ross Street was that it is a main arterial highway accessed from the rural area East of Red Deer and the new subdivisions in the eastern portion. i.e. the business will go where the traffic is.

Please note that gas stations have evolved and all have complimentary businesses of convenience store items in them, i.e. they have evolved into a combined operation because the two services go together. All of these "convenience stores" in the gas stations are in direct competition to the Mac's Store on our C3 site.

- 5 -

We do not mind competition. Mac's Store does not mind competition. However, we submit that our C3 site should have the same right to evolve just as the dual gas and convenience store business has done.

The Mac's Store owner operator and his customers were amazed that our application for a retail liquor store was refused. A liquor store is an extremely complimentary business to convenience store. If gas stations can have convenience stores, why can't a convenience store have a liquor store to compliment its' business?

The situation is unreasonable and unfair. Mac's Store and this C3 site have been over burdened with gas stations with convenience stores as a complimentary use. As owners of this C3 site and Mac Store as a tenant, we are looking for fairness. Why can't Mac's have a complimentary business beside it to fairly compete with the others.

The owner operator of Mac's store has checked at a number of locations in Edmonton to show that retail liquor stores are regarded as "convenience stores" and are ideally located next to a Mac's or other convenience store. He lists six sites that he was able to identify in one day.

1. Mac's Store at 11310 Jasper Ave., Edmonton, AB.
2. Mac's Store at 10606 - 107 Ave., Edmonton, AB. (shares common door)
3. Tops Store at 10768 - 82 Ave., Edmonton, AB. (shares sommon wall and connect-ing door).
4. Sheper Drugs - 11408 Jasper Ave., Edmonton, AB.
5. Happy Mart - 11558 Jasper Ave., Edmonton, AB. (share common wall)
6. Minimart - 42 St. and 23 Ave. NE, Calgary, AB.

He says there is a **CLEAR TREND** to put liquor stores in convenience store areas and these two uses are very complimentary to each other.

The owner, on his own initiative, asked his customers to sign a Petition and in three part days has 15 signatures. (copy attached). He has asked me to attach it to my material and advises that he expects to receive many more.

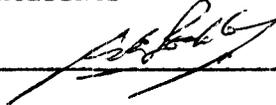
CONCLUSION

We urge council to change the C3 zoning by-law. We submit that a by-law change should be made to allow retail liquor stores in C3 zones on the following conditions:

- (a) as a permitted use with the condition that "no retail liquor store" be allowed within one kilometer, measured by main road travel, from any existing liquor store, and
- (b) a discretionary use.

Respectfully submitted,

R & M HOLDINGS



PETITION

To: City Council.

We are disappointed the City did not give a zoning change to allow a liquor store at 3801 Ross St. (behave Fred Stew).

Please change zoning to allow this, as it would be a great convenience to us.

NAME (PLEASE PRINT)	ADDRESS	SIGNATURE
Stephen Cogbill	#36319 55 Ave	<i>Stephen Cogbill</i>
Joel Carlsson	213 Edmunds Circle	<i>Joel Carlsson</i>
Bonnie Votanko	4001 31 Ave	<i>Bonnie Votanko</i>
RAY STUART	3907- 45 ST.	<i>Ray Stuart</i>
ASAY SPENCER-COOK	51 MICHENER CLOSE	<i>Asay Spencer-Cook</i>
<i>W. S. Taylor</i>	5354 42nd VE	<i>W. S. Taylor</i>
GENOVA MORGAN	3722-46 STREET	<i>Genova Morgan</i>
Cassandra Harning	5603-56 Street	<i>Cassandra Harning</i>
Gregory Parkin	3830-46th St.	<i>Gregory Parkin</i>
<i>A. J. Green</i>	<i>Don Paul</i>	<i>A. J. Green</i>
Araavis Proffers	4519 47 Ave	<i>Araavis Proffers</i>
VANCE PETERSEN	4519 47 AVE	<i>Vance Petersen</i>
JASON HUFF	3811-50 A St	<i>Jason Huff</i>
T. JASSER	3821- Ross St.	<i>T. Jasser</i>
Earl Hock	70 Eggleston St.	<i>Earl Hock</i>

Comments:

I support, for the reasons outlined in his report, the recommendations of the Principal Planner not to amend the C3 District to permit liquor stores nor to grant exceptions at 3801 Ross Street.

If, however, City Council should wish to consider such an amendment then I recommend an appropriate process for public participation so that residents can voice their opinions on such a change.

"Lowell R. Hodgson"
Acting City Manager

COUNCIL MEETING OF NOVEMBER 17, 1997

**ATTACHMENT TO REPORT ON
OPEN AGENDA**

RE:

Liquor Store Regulation - C3 Zones

LIQUOR STORE REGULATION

**COMPARISION TO
OTHER CITIES**

CALGARY

Calgary has a large number of commercial districts. They are listed below:

	<u>DISTRICT</u>	<u>MAX. SITE</u>	<u>LIQUOR STORES</u>
CC	Convenience Commercial	560 sq. m.	not allowed
C1/C1A	Local Commercial Districts	2.4 ha	discretionary
C2	General Commercial District	--	discretionary
C3	General Commercial	--	discretionary
C4	General Commercial (allows for mixed use commercial/residential)	--	not allowed
C5	Shopping Centre Commercial	--	permitted
C6	Highway Commercial	--	discretionary
CS-1	Commercial and Service District	--	not allowed
CM-1	Central Business District	--	discretionary
CM-2	Downtown Business District	--	discretionary
1-2	General Light Industrial	--	discretionary

Calgary has an extensive referral process for liquor stores. Any application is forwarded to the community associations, school boards, and Calgary police. A list of criteria is used to judge the discretionary use (see attached). Approvals in Calgary have included specific approval terms (2-5 years) and have included 8 PM closing restrictions as a condition of some approvals. Liquor store parking requirements are very high (8 stalls/ 93² m) in a local convenience centre.

None of the Calgary districts are directly comparable to the City of Red Deer C3 District. The "CC" District is smaller while the "C1/C1A" Districts allow much larger developments, the same size as the City's C2 District Shopping Centres such as Deer Park (Co-op).

EDMONTON

Planning staff were not able to obtain an up to date City of Edmonton Land use Bylaw although we did receive a comparison chart from Calgary which shows some of the differences in the approach to liquor stores. Edmonton parallels Calgary's Land Use Bylaw insofar as their local commercial sites are much larger than the City of Red Deer. The local commercial sites are up to 2 hectares in size and do not compare to the City's much smaller C3 sites. Edmonton has restrictions related to separation distance between liquor stores and schools, parks and community halls.

LETHBRIDGE

The City of Lethbridge commercial districts are shown below.

	<u>DISTRICT</u>	<u>MAX. SIZE</u>	<u>LIQUOR STORES</u>
C-D	Downtown Commercial	--	Permitted
C-G	General Commercial	--	discretionary
C-H	Highway Commercial	--	discretionary
C-L	Local Commercial	.45 ha	not allowed
C-N	Neighbourhood Commercial	2.5 ha	discretionary
C-S	Shopping Mall Commercial	2.5 ha	permitted
I-B	Industrial Business	--	discretionary
I-G	General Industrial	--	discretionary

The C-L local commercial site in the Lethbridge Land Use Bylaw is closest to Red Deer's C3 site area. No liquor sales are allowed.

AIRDRIE

The City of Airdrie Land Use Bylaw contains three commercial districts.

	<u>DISTRICT</u>	<u>MAX. SIZE</u>	<u>LIQUOR STORES</u>
C-1	Neighbourhood Commercial	.4 ha	not allowed
C-2	Commercial Shopping Centre	--	discretionary
C-3	Commercial Mixed Use	--	discretionary

The C-1 neighbourhood commercial site would be comparable to the Red Deer C3 site; liquor stores are not allowed.

We do not have current land use bylaws to enable a comparison to other municipalities. Correspondence from Medicine Hat however indicates that liquor stores are not allowed in the C-1 Local Commercial District. In terms of the municipalities surveyed, Red Deer does not appear to be overly restrictive; in fact it would appear that the siting criteria in Edmonton and Calgary may make those municipalities more cautious than Red Deer.

APPENDIX 1

Issues to be addressed in processing discretionary Development Permit application for Liquor Stores

In its capacity as Approving Authority, the Calgary Planning Commission directs the Planning and Building Department to take into account the following issues in addition to all other relevant planning matters, in assessing and making recommendations on Development Permit applications for Liquor Stores.

1. Parking - does the store meet the 8 stalls per 93 square metre standard?
2. Is all the parking provided on the site?
3. Is loading and delivery handled in a manner compatible with adjacent uses?
4. Does the proposed store contain any bottle exchange service? If so, is it in the Land Use District that allows bottle depots?
5. With respect to proposals in Local Commercial Shopping Centres, is the liquor store of a size that is:
 - a) too large for a neighbourhood/local commercial use?
 - b) likely to draw significant traffic from beyond the immediate community area?
6. Is the non-alcohol sales area clearly accessory and restricted to alcoholic sales-type items?
7. Are there any existing liquor outlets in the immediate vicinity?
8. Do we have a copy of "Approval in Principle" letter from Alberta Liquor Control board?
9. Are there any characteristics about the proposed location that would warrant special consideration, for example, proximity to schools.

APPENDIX 2

1. Section 4, Definitions, is amended by adding the following:

(58.1) LIQUOR STORE means the use of a building or portion thereof as a retail outlet licensed by the Province of Alberta for the sale of alcoholic beverages for consumption off-premises but does not include a retail store licensed for the sale of wine only.

2. Section 18 (2) Parking Spaces Required is amended by adding the following after "Laboratories";

Liquor stores Within shopping centres: as per shopping centre requirements.

 Within the area shown on Map 1, Boundaries of the Downtown Parking Area: as per retail stores.

 In all other areas, 8 spaces per 93 square metres of net floor area.

GD/jah
CPC/17
93 12 02

LIQUOR STORES
COMPARISON AND SUMMARY OF
CALGARY AND EDMONTON ZONING RULES

LAND USE DISTRICT	CALGARY	EDMONTON
Local Commercial C-1	Discretionary	Not allowed
General Commercial C-2 C-3	Discretionary	Discretionary
Commercial/Residential C-4	Not allowed	Discretionary
Large Shopping Centres C-5	Permitted	Permitted
Highway Commercial C-6	Discretionary	Permitted (under 275m ²) Discretionary (over 275m ²)
Downtown CM-1 CM-2	Discretionary	Permitted (under 275m ²) Discretionary (over 275m ²)
Industrial I-2	Discretionary	Permitted
Existing ALCB and BEER stores	Permitted	Permitted
Products	Liquor Beer Wine Mix, pop No Food	Liquor Beer Wine Mix, pop Yes snack food
Wine only stores	same as retail store	same as liquor store
Hours	ALCB control 10AM to 2AM	
Store Separation from		
schools/parks/community halls	None	328 feet (100m) except for large shopping centres
Separation between stores	None	None
Limits on number of stores	None	None
Limits on number of licenses	None	None
Limits on density of stores	None	None
Proliferation criteria	None	None
Crime prevention designs	Discretionary	Discretionary

LIQUOR STORES

SUMMARY OF EDMONTON EXPERIENCE

DEFINITIONS:

ALCOHOL SALES, MAJOR MEANS DEVELOPMENT USED FOR THE RETAIL SALES OF ANY AND ALL TYPES OF ALCOHOLIC BEVERAGES TO THE PUBLIC WHERE THE FLOOR AREA FOR THE INDIVIDUAL BUSINESS PREMISES IS GREATER THAN 275 SQUARE METRES (2960 SQUARE FEET). THIS USE CLASS MAY INCLUDE RETAIL SALES OF RELATED PRODUCTS SUCH AS SOFT DRINKS AND SNACK FOODS.

ALCOHOL SALES, MINOR MEANS DEVELOPMENT USED FOR THE RETAIL SALE OF ANY AND ALL TYPES OF ALCOHOLIC BEVERAGES TO THE PUBLIC. THIS USE CLASS MAY INCLUDE RETAIL SALES OF RELATED PRODUCTS SUCH AS SOFT DRINKS AND SNACK FOODS. THE MAXIMUM FLOOR AREA FOR THIS USE CLASS SHALL BE NO MORE THAN 275 SQUARE METRES (2960 SQUARE FEET) PER INDIVIDUAL BUSINESS.

MAJOR ALCOHOL SALES (LARGER THAN 275 SQUARE METRES FLOOR AREA)

PERMITTED USES -INDUSTRIAL BUSINESS DISTRICT
 -SHOPPING CENTRES LARGER THAN 2 HECTARES

DISCRETIONARY USES -SHOPPING CENTRES SMALLER THAN 2 HECTARES
 -GENERAL BUSINESS DISTRICT
 -HIGHWAY COMMERCIAL DISTRICT
 -COMMERCIAL OFFICE DISTRICT
 -COMMERCIAL MIXED USE DISTRICT

MINOR ALCOHOL SALES (SMALLER THAN 275 SQUARE METRES FLOOR AREA)

PERMITTED USES -INDUSTRIAL BUSINESS DISTRICT
 -SHOPPING CENTRES LARGER THAN 2 HECTARES
 -HIGHWAY COMMERCIAL DISTRICT
 -COMMERCIAL OFFICE DISTRICT

DISCRETIONARY USES -SHOPPING CENTRES SMALLER THAN 2 HECTARES
 -LOW INTENSITY BUSINESS DISTRICT
 -GENERAL BUSINESS DISTRICT
 -COMMERCIAL MIXED USE DISTRICT

ALCOHOL SALES ARE PROHIBITED IN: NEIGHBORHOOD COMMERCIAL DISTRICTS---

DEVELOPMENT RULES SPECIFIC TO ALCOHOL SALES STORES

1. DEVELOPMENT OFFICER HAS AUTHORITY TO REQUIRE LIGHTING, SIGNAGE AND SCREENING TO INCREASE COMPATIBILITY WITH ADJACENT USES.
2. TRAFFIC IMPACT STUDIES CAN BE REQUIRED FOR PROPOSED MAJOR STORES.
3. EXCEPT FOR SHOPPING CENTRES LARGER THAN 2 HECTARES, PROPOSED STORES MUST NOT BE CLOSER THAN 100 METRES TO SCHOOLS, PARKS, OR COMMUNITY FACILITIES.
4. DEVELOPMENT OFFICER MAY REQUIRE A VARIETY OF ENVIRONMENTAL DESIGN TECHNIQUES TO IMPROVE COMMUNITY PROTECTION SUCH AS AMPLE STOREFRONT GLAZING, LIGHTING, LOW SHRUBS AND WELL TRIMMED TREES, NO CUSTOMER PARKING IN REAR, VISIBLE CUSTOMER ACCESS TO STORE FRONT.

PARKING STANDARDS

STORES LESS THAN 275 SQUARE METRES FLOOR AREA:
3.2 STALLS PER 100 SQ. M.

STORES GREATER THAN 275 SQUARE METRES FLOOR AREA:
4.3 STALLS PER 100 SQ. M.

EDMONTON BY-LAWS DO NOT REGULATE - HOURS OF OPERATION
- CONCENTRATION OF STORES
- METHODS OF BUSINESS OPERATIONS SUCH AS
STAFFING OF STORES.

PROVINCIAL REGULATIONS

A copy of the information produced by the Alberta Liquor Control Board is attached.



6910 - 50 Avenue
Stettler, AB T0C 2L0
Canada

Phone: (403) 742-7152
Fax: (403) 742-7173

FACSIMILE COVER SHEET

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TO: Frank Wong
OF: Red Deer Planning

DATE: November 6, 1997
FAX#: 346-1570

FROM: Shaunna Tremmel
DEPT: Licensing Stettler

REF#:

Number of Pages: **14** (Including this cover page).

FOR YOUR INFORMATION
 PER OUR CONVERSATION
 TAKE APPROPRIATE ACTION

AS YOU REQUESTED
 DISCUSS WITH ME
 FOR YOUR COMMENT

COMMENTS:

Class LICENCES

Following is information on what is required to sell liquor for consumption off the licensed premises.

This type of licence may be issued for:

1. a retail liquor store,
2. a hotel containing Class A licensed premises, or
3. a Class E licence holder (manufacturer, brew pub).

RETAIL LIQUOR STORE

Retail liquor store licences are Class D licences issued for the sale of all or specific types of liquor to the general public and licensees. A retail liquor store must be identified as an independent business but may be associated with another commercial outlet. Rules for access between non-public areas of such premises differ depending on the size of the existing business. Contact the Licensing Division for details.

Products for Sale

Retail liquor stores may sell all types of liquor or may limit their selection to one or two types (for example, wine). Besides liquor, operators may sell related, non-liquor products approved by the board (e.g., mixes, wine/beer glasses, corkscrews, etc.) Special event licences for private functions may also be sold.

Hours of Operation

The maximum allowable hours of operation for retail liquor stores are from 10 a.m. to 2 a.m., seven days a week. Stores may operate reduced hours and/or days. In some locations, the board or municipality may restrict the hours. All retail liquor stores must remain closed on Christmas Day.

Delivery Service

Liquor stores may deliver liquor to private residences, offices and licensees, and any other place where it may be legally kept.

STEPS

There are normally five steps involved in the licensing process. The time required to process an application varies among applications.

1. Preliminary Assessment

Obtain an application package for a Retail Liquor Store from our office in St. Albert, Calgary or Stettler. We require property and layout plans, proof of ownership and/or an accepted offer/option to purchase/lease the premises, and a \$200 non-refundable application fee. We also ask for some indication as to how long the store will take to develop, following approval. A Particulars of Individual form is provided so that background enquiries may be conducted regarding the individuals involved in the application.

2. Eligibility

Details about the applicant will be required to determine eligibility for licensing. We may require particulars of all individuals involved and, if a company, all shareholders and directors, as well as on-site managers, in order that criminal record checks may be conducted. At least one member of a corporation's governing body and the proposed manager must be either a Canadian citizen or lawfully admitted to Canada for permanent residence. Applicants must have the right to occupy and control the premises.

3. Board Approval

We will next prepare a submission outlining your proposal and present it to the board. You will be advised in writing of the board's decision, including any requirement to publicly advertise your intent to apply for the licence. An approval in principle does not commit the board to issuing you a licence at a later date.

If your application for a licence is refused by the board, you may apply to the board within 30 days for a hearing. After considering your presentation, the board may confirm, vary or reverse an earlier decision.

4. Submission of Application and Documentation

If approved in principle, you will be sent a statutory declaration form with the letter of approval. Various other documents may also be required with the application including:

- in the case of a company, a copy of the Certificate of Incorporation and completion of a Particulars of Incorporation form
- Partnership Agreement, Franchise Agreements, etc., where applicable
- business licence or written approval of the municipality
- lease or Certificate of Title
- licence fees of \$1,000.

5. Final Inspection and Issue of Licence

Once the premises have been completed according to the approval in principle and the required documentation has been submitted, you should contact us for a final inspection. One of our inspectors ensures the premises are completed as approved, and discusses the terms and conditions of the licence with you.

On final approval, the Inspector issues an interim licence authority. The licence certificate will be sent to you soon after.

GENERAL OFF SALES

Class A licensees who operate hotels may qualify for a Class D General off sales licence. A hotel is defined as "an integrated facility established primarily for the purpose of providing lodging, food and beverage services to the travelling public and which provides one or more related services, including but not restricted to room attendant services and telephone and laundry services". This may include motels, motor hotels, inns, motor inns, or other similar facilities.

The applicant must own or control the hotel and have suitably furnished guest rooms.

Delivery Service Licence

A delivery service licence may be issued to an applicant who is involved in some form of delivery business that must continue to be the primary business activity.

The licence authorizes the licensee:

- i) to take liquor orders from adults;
- ii) to purchase the liquor to fill the order from a retail or general merchandise liquor store, a general (hotel off sale) or manufacturer's off sale licensee;
- iii) to deliver the liquor to a place where it is lawful to store or consume the liquor; and
- iv) to sell the liquor to the adult who ordered it.

A delivery service licensee may not store liquor.

Sacramental Wine Resale Licence

A sacramental wine licence may be issued to an applicant who is in a business of retailing church supplies. The licence authorizes the licensee to purchase wine, store the wine and sell the wine to religious organizations for sacramental purposes.

Products for Sale

This licence permits the sale of all types of liquor products (i.e., spirits, wine and beer) to the public, licensees, and to private non-sale and private resale special event licence holders from a designated "off sales area" within or an "off sales room" associated with Class licensed premises.

An "off sales room" is basically a separate area which is accessible without having to enter the Class A premises, but which may also have access from it. An "off sales area" is defined as being part of and only accessible via Class A premises.

Delivery Service

Class D General off sales licensees may apply for a licence endorsement to provide delivery of liquor products to private residences, offices and licensees.

Manufacturers Off Sales

Distilleries, breweries, wineries and brew pubs producing liquor in Alberta may apply for a Class D licence to sell their products to the general public, and to special event licence holders. Additional information may be obtained in conjunction with the Class E licence application.

GENERAL INFORMATION

Hours

- | | | |
|------------------------------|--|--|
| (a) Retail Liquor Store | 10 a.m. to 2 a.m. | daily |
| (b) General Off Sales | 10 a.m. to 2:50 a.m. | daily (Class A premises must be operational) |
| (c) Manufacturer's Off Sales | 10 a.m. to 2 a.m. | daily |
| (d) Delivery Service | as above plus additional 30 minutes for delivery | |

Fees

- | | |
|------------------------------|-------|
| (a) Retail Liquor Store | \$700 |
| (b) General Off Sales | \$100 |
| (c) Manufacturer's Off Sales | \$100 |
| (d) Delivery Service | \$200 |

Prices

Liquor prices are set by licensees.

Minors

Minors may enter a retail liquor store or an off sales room but only if accompanied by an adult.

Advertising

Licensees are permitted to advertise their premises and any legitimate services offered under the licence. The terms "off sales" or "off sales outlet" may be used with the name of the hotel or adjacent licensed room. The word "store" is also acceptable. Retail prices may be advertised.

Special Event Licences

Class D Licensees may sell special event licences for private functions held by individuals or groups (e.g., weddings, socials.) Licences may be obtained from the Licensing Division offices at St. Albert and Calgary.

MORE INFORMATION

For more information, or to arrange for inspection services or staff seminars, contact the Licensing Division office nearest you.

LICENSING DIVISION OFFICES

Head Office

50 Corniveau Avenue
St. Albert, Alberta T8N 3T5
Phone: (403) 447-8600
Fax: (403) 447-8911

Calgary Office

#110 Deerfoot Atrium Bldg.
8715 - 8 Street, NE
Calgary, Alberta T2E 7H7
Phone: (403) 292-7300
Fax: (403) 292-7302

Stettler Office

6910 - 50 Avenue
Stettler, Alberta T0C 2L0
Phone: (403) 742-7152
Fax: (403) 742-7173

July 15, 1996

RE: APPLICATION FOR A RETAIL LIQUOR STORE LICENCE

As you requested, an application form for a retail liquor store licence and other relevant information is attached. A separate application is required for each retail liquor store applied for and must be submitted with a \$200.00 non-refundable application fee.

There is no franchise arrangement with the AGLC nor any protected territories. There is no restriction on the number of retail liquor store licences granted. It is the applicant's responsibility to identify the proposed store location and subsequently ensure that the location complies with all relevant bylaws for zoning and land use. You may be required to publicly advertise in the local newspaper, your intent to operate a Class D (Retail Liquor Store) facility.

All liquor must be purchased from or through the AGLC. A wholesale price is provided to retail liquor store licensees and requires minimum order sizes and case lot purchases.

If you need any help or wish to discuss any aspect of your application, please contact the Licensing Division as follows:

St. Albert - (403) 447-8600
Calgary - (403) 292-7300
Stettler - (403) 742-7152

Yours truly,



Brian E. Egli
Director
Licensing Division

NAME OF APPLICANT: _____
(eg. Company, Partnership, Individual)

MAILING ADDRESS: _____

**ADDRESS OF PROPOSED
RETAIL LIQUOR STORE:** _____

EXISTING LIQUOR LICENCES HELD (Numbers): _____
BY APPLICANT

A. PROPERTY LOCATION AND LAYOUT

1. The applicant must have control of the proposed location for the retail liquor store either through an accepted offer or option to lease or ownership documents (attach copies).
2. An illustration to approximate scale of the property layout (site plan and location of the proposed retail liquor store on the site) including bordering streets is to be attached to this application.

B. RETAIL LIQUOR STORE FLOOR PLAN

1. An illustration to approximate scale of the proposed retail liquor store, including sales area, product display and storage, and storage for empty containers (if applicable) is to be attached to this application. Indicate total square footage of the store.
2. Indicate the estimated dates for the commencement and completion of construction or tenant improvements.

C. OWNERSHIP

1. Identify proposed ownership structure.
2. Identify primary shareholders by name, birthdate and address.
3. Each applicant, director or shareholder of an applicant company must complete and return with the application the attached "Particulars of Individual" form. (Please photocopy if additional copies are required.)

D. TYPE OF LICENCE

Check the liquor products to be carried in the retail liquor store. Beer Wine Spirits

E. OTHER

The applicant may attach any other additional information deemed relevant to this application (e.g. target market(s), services to be offered, promotional plans, etc.)

F. DECLARATION

I (WE) HEREBY DECLARE that the information provided by me (us) in this application and attachments is true and correct, to the best of my (our) knowledge and belief. I (we) understand that a false statement may be considered sufficient reason for the Alberta Gaming and Liquor Commission to reject this application or cancel any licence that may be granted at any time in the future, as a result of this application.

Dated at _____ this _____ day of _____ 19 _____

Signature(s) of Applicant (print or type name(s) of applicant(s) under each signature):

Phone Numbers: (Work) _____ (Home) _____ Fax No. _____

A COMPLETE APPLICATION MUST BE SUBMITTED FOR EACH RETAIL LIQUOR STORE APPLIED FOR
(See reverse side for additional information)

GENERAL INFORMATION

A. APPLICATION PROCEDURE

1. The completed application is to be submitted with a \$200.00 non-refundable application processing fee to the Licensing Division, Alberta Gaming and Liquor Commission at:

50 Corriveton Avenue
St. Albert, Alberta
T8N 3T5

OR

110 - 6715 8 St NE
Calgary, Alberta
T2E 7H7

6910 50 Avenue
Postal Bag 649
Stettler, Alberta
T0C 2L0

2. The applicant is required to submit this application for review and approval in principle, prior to committing funds for the development of a retail liquor store.
3. Assistance with the completion of this application can be obtained by calling the Licensing Division in St. Albert at 447-8600 (Fax 447-8911), in Calgary at 292-7300 (Fax 292-7310) or in Stettler 742-7152 (Fax 742-7173).

B. SCREENING AND SELECTION CRITERIA

1. The applicant must be a Canadian Citizen or lawfully admitted to Canada for permanent residence.
2. The applicant must not be an AGLC employee or member of the Board.
3. The applicant must not be a Liquor Supplier or Liquor Agency.
4. The applicant must be at least 18 years of age. If the applicant is a partnership, all parties to the partnership must be at least 18 years of age.
5. The applicant must be acceptable under the Gaming and Liquor Regulation and pass a records check.

NOTE: The applicant must be the owner of record and substance and not solely representing silent partners by means of any private agreement unknown to the AGLC.

C. CONDITIONS FOR A RETAIL LIQUOR STORE

1. A retail liquor store must be located in a permanent facility. It may be a free-standing facility or developed in conjunction with another commercial facility.
2. A retail liquor store cannot be operated as part of any other retail or wholesale business and primary sales must be liquor product sales. Secondary sales of ice, mix (pop, juice, etc), bottle openers and other similar items are permitted.
3. Facility requirements include a retail sales area and storage for reserve stock. An area for the return and storage of returned empty containers may be included but is not required.
4. Drive through windows are prohibited. Customers are required to leave their vehicles and enter the retail liquor outlet to make a purchase.
5. The applicant must comply with all applicable municipal bylaws, zoning or development requirements, fire, health, safety and building codes, and hold the necessary business licence or permit before the retail liquor licence will be issued.

D. OPERATING REQUIREMENTS

1. A retail liquor store is authorized to sell a selection of liquor products representative of domestic and import products wholesaled by the AGLC.
2. A retail liquor store must institute procedures to prevent the sale of liquor products to minors and to intoxicated persons. Minors may enter a retail liquor outlet only when accompanied by an adult.
3. A retail liquor store may sell liquor products to licensees.
4. Records of sales must be maintained in a manner acceptable for audit purposes.
5. Retail liquor stores may establish prices at the discretion of the operator.

GENERAL QUESTIONS AND ANSWERS FOR PROSPECTIVE RETAIL LIQUOR STORE LICENCE APPLICANTS

The following information has been prepared by the Alberta Gaming and Liquor Commission (AGLC) to accompany the "Application for a Retail Liquor Store Licence". These questions and answers are aimed at helping prospective applicants understand some basic requirements. Operating a retail liquor store is subject to the Gaming and Liquor Act, Gaming and Liquor Regulation and Alberta Gaming and Liquor Commission policies. For a legal interpretation, please refer to the legislation.

The AGLC is the wholesaler and sole importer of liquor products retailed in Alberta. The AGLC has the authority to grant, suspend and cancel licences for the sale of liquor.

APPLYING FOR A RETAIL LIQUOR STORE LICENCE

1. What is a retail liquor store licence?

It is a legal document from the AGLC which grants the holder the authority to sell beer, spirits and wine at retail in Alberta. It gives the name of the licensee (holder of the licence), name of premises, location of the premises, class of licence, and maximum hours of operation.

2. Will I receive a licence if my application is approved?

Not immediately. Upon approval of your application and supporting documents, your application will receive approval in principle. A retail liquor store licence will be issued to you after your premises is completed (ready to open for business), and you have met all appropriate requirements (e.g., business licence, AGLC inspection, etc.).

3. Who is eligible to apply for a retail liquor store licence?

See the reverse side of the application form for eligibility criteria.

4. How do I apply for a retail liquor store licence?

The "Application for a Retail Liquor Store Licence" and attachments must be completed fully and returned to the AGLC. An application fee of \$200 must accompany the application.

5. Will the application fee be returned to me if my application is rejected?

No. This is a one-time processing fee for applications.

6. When will the AGLC let me know whether my application is approved or rejected?

As soon as possible after it is reviewed. If your application is incomplete you may be asked to provide the additional information before you receive approval or rejection. It may take two weeks for this process to be completed. A licence will not be issued until the building from which liquor will be sold is completed according to your plans which were approved in advance by the AGLC.

7. May I apply for more than one retail liquor store licence?

Yes. The same rules apply as described above for each licence applied for and a separate application and application fee is required for each location.

8. How can I find out which AGLC liquor store locations were not sold and therefore still available?

Contact the Property Management Branch, AGLC, St. Albert at telephone 447-8897.

4

9. How long will a retail liquor store licence be in effect?

A licence is effective for one year from the date of issue. It must be renewed annually.

10. Is there a licence fee for successful applicants?

Yes. Successful applicants for a retail liquor store licence must pay an annual licence fee of \$700.

11. Will the number of retail liquor stores be limited?

A retail liquor store licence will be granted to anyone who meets the criteria and conditions set forth by the AGLC, including those requiring that municipal approval be granted. The marketplace will ultimately determine how many retail liquor stores may operate successfully.

12. Will there be a restriction on where a retail liquor store may be located?

Municipal bylaws or zoning requirements may prevent a liquor store from operating in a particular location. Check with your local authorities for such information.

13. May I operate a chain of liquor retail stores, using one common name? Using different names?

Yes. An applicant who is approved and receives more than one retail liquor store licence may use the same name for the stores, or different ones for the different locations.

14. Do the conditions allow me to operate a franchise of retail liquor stores?

No. A retail liquor store licence must remain with the applicant, and may not under any circumstances be franchised to other parties.

15. Is a licence transferable to another location (that is, I want to operate more than one retail liquor store, or move from one to another, can I do it under the original licence received)?

No. A licence is required for each location. If, however, you close one liquor store and apply and are approved to open a new liquor store, the AGLC must first show compliance with all applicable bylaws and zoning requirements before the licence will be transferred.

16. Will the AGLC provide any sales information on specific locations in the province? If so, is there a cost for such information? What type of information will it provide?

Some general information is available in the AGLC's annual report. The AGLC will provide sales information of former AGLC liquor store locations. Provincial sales information on the top selling liquor brands is also available. Depending on the information requested, and the work required to assemble it, there may be a charge. Information that is readily available, and which may be provided, will be given free.

17. Are there laws, regulations or policy guidelines which an operator will need to know before opening a retail liquor store?

Yes. To sell liquor, a retailer must be aware of the laws set forth in the Gaming and Liquor Act, Gaming and Liquor Regulation, and policies of the AGLC. As well, there will be local by-laws and regulations which may apply, as well as building, fire, safety, health and other requirements. It is the responsibility of the licensee to be aware of these.

18. **How would a successful applicant keep up to date on any changes to the laws, regulations or policy guidelines?**

The AGLC issues every retail liquor store licensee a handbook which outlines all relevant AGLC policies. This handbook is updated regularly.

19. **Am I responsible to acquire all other business permits or licences needed to operate a retail liquor store in a location?**

Yes. The retail liquor store licence is simply authorization from the AGLC to sell liquor at retail. Other conditions by other authorities will apply.

20. **What are the permitted hours of operation for a retail liquor store?**

A retail liquor store may operate WITHIN the MAXIMUM hours of 10:00 a.m. to 2:00 a.m. each day. Stores must remain closed on Christmas Day.

21. **How much of the retail liquor store's business must be liquor sales?**

The significant part of the business must be directed to the sale of liquor (at least 90 percent).

22. **What else, other than liquor, may be sold by a retail liquor store?**

The retail liquor store, at its discretion, may sell complementary miscellaneous products. These include: soft drinks, juices and waters (mixes); dealcoholized beers, wines and coolers; draught beer and wine containers; disposable drink containers; glassware (beer mugs, wine glasses, shot glasses); ice buckets; cocktail shakers; pour spouts; stir sticks; bottle openers and corkscrews; and liquor related books, magazines, videos.

Such products are restricted to those listed, to ensure a retail liquor store does not take on the appearance of a convenience store.

23. **Can a retail liquor store sell only one type of product, such as wine, instead of all three types (beer, spirits and wine), or any combination of two types of products?**

Yes, a retail liquor store may sell only one or two types of product rather than all three.

24. **At what price will a retail liquor store purchase its liquor from the AGLC?**

It will purchase liquor at wholesale prices, which are published regularly in a Liquor Wholesale Price List.

25. **What is the minimum case quantity to be eligible for the wholesale price?**

To purchase liquor at the wholesale or "wholesale equivalent" price, a minimum order of 25 cases must be delivered. For picking up orders at the AGLC warehouse in St. Albert, a minimum of 25 cases must be ordered.

26. **Can lesser quantities be ordered through the AGLC?**

Lesser quantities may only be purchased from another retail liquor store at a price(s) to be negotiated between the parties.

27. **Is there a maximum or minimum price at which the retail liquor store must sell its liquor?**

No. The retailer may sell product at whatever price he or she feels is appropriate.

28. Can a retail liquor store order a product NOT on a list of available products?

Yes. Arrangements may be made through a Liquor Agency as detailed in number 29.

29. Will special order products cost me more than products carried by the AGLC?

No. All products will be sold to the retail liquor store at the wholesale price, however, the retail liquor store is responsible for order placement, payment and delivery through an agent registered with the AGLC.

30. Are there any restrictions on who a retail liquor store may sell liquor to?

Yes. This is specified in the application. For example, liquor may NOT be sold to minors and intoxicated persons.

31. When would a retail liquor store have to pay for liquor purchases from the AGLC?

Payment will have to be made at the time of purchase.

32. Is there a limit to the size of a retail liquor store?

No. The retailer will need to determine whether the size of the location will fit his or her overall marketing strategy, including meeting the demands of the target market.

33. Some businesses offer delivery of liquor. Can a retail liquor store provide this service also?

Yes.

34. Will the AGLC offer a retail liquor store a line of credit or other financing arrangements?

No. Any financial arrangements, including a line of credit, must be made with a financial institution.

35. Can the retail liquor store charge a fee to sell liquor permits for private functions?

Yes, it may charge an administration fee of up to \$2 per permit sold (plus GST) in addition to the cost of the permit which is \$10 for a private non-sale permit and \$25 for a private resale permit (GST is not assessed against the face value of the permit).

36. Will there be any regular reporting requirements (for example, inventory data, actual sales information)?

No. However, sales information must be kept orderly for auditing by the AGLC.

37. Will a retail liquor store need approval to make renovations to the store later on?

Yes. Any significant changes in the level or actual service(s) provided, or major alterations in the building design or structure, should be discussed with the AGLC in advance.

38. Are there rules as to how or what I can advertise in the media (e.g., newspaper, flyer, outdoor signs, etc.)?

Yes. These rules are detailed in the handbook.

39. What are the conditions, if any, of selling a retail liquor store?

A prospective owner must apply for a retail liquor store licence before he or she may operate the store. Any other change in the ownership status of the store must be approved in advance by the AGLC.

40. Does an AGLC inspector or auditor have the authority to check my sales records?

Yes.

ENQUIRIES

Should additional information be required, please contact the AGLC Licensing Division at:

(403) 447-8600 - St. Albert,

(403) 292-7300 - Calgary, or

(403) 742-7152 - Stettler.

3.3 NON-LIQUOR PRODUCTS

3.3.1 A retail liquor store may only sell the following non-liquor products: (Items not listed are prohibited.)

- a) mixes (soft drinks, juices and water);
- b) ice, and ice buckets;
- c) dealcoholized beer, wine, coolers (products that have less than 1% alcohol by volume);
- d) liquor flasks, wine containers, wineskins;
- e) beer containers, beer can holders/attachable handles;
- f) disposable drink containers, coasters;
- g) glassware (beer mugs, wine glasses, shot glasses);
- h) bottle openers, pour spouts, corkscrews, cocktail shakers, stir sticks, wine stoppers, bottle tops;
- i) bottle bags, gift bags, gift boxes, gift wrapping, bottle neck greeting tags, personalized stick on bottle labels; and
- j) liquor related books, magazines and videos;
- k) bar towel, only with "BAR GUIDE" package; and
- i) hot mulled wine spices.

3.3.2 Retail liquor stores are not permitted to sell branded items of liquor suppliers or liquor agencies.

3.3.3 Non-liquor product sales will be no more than 10% of total dollar sales.

**MARKET AREA FOR
LIQUOR STORES
AND
CONVENIENCE STORES**

Planning staff contacted a representative number of liquor store outlets as well as C3 Businesses (see attached Tables 1 & 2)

It appears from the businesses contacted that C3 outlets primarily draw from the surrounding neighbourhood. Exceptions would include the Michener Hill businesses and the Microage Computer Centre on 32 Street near 49 Avenue.

In terms of the specific market area for convenience stores, it appears that the market area for convenience stores is the surrounding neighbourhoods.

The market area for liquor stores appears to be much larger. Many of the liquor stores draw from throughout the City. The market share for liquor stores would appear to be regional, similar to floral shops, photography studios and veterinary clinics which are located in a C2 District.

The other differences between convenience stores and liquor stores include the selection of merchandise. Convenience stores appear to be a primary stop for inexpensive items such as newspapers, coffee and snacks as well as a wide range of items which would be normally purchased at a grocery store.

Liquor stores are oriented to adult customers (unaccompanied children are not allowed) and have a narrow range of non alcoholic products. According to the ALCB, 90% of the volume should relate to liquor; other products which could be sold include soft drinks, juices, waters (mixes) as well as glassware, bottle openers and liquor related books, magazines and videos. The narrow product line would result in the requirement for a larger market area.

Inventory/Interview with Selected Businesses
Re: Customer Base
Nov 4/97

Business	Contact Person	Comments
<u>Michener Hill</u>		
Little Ice Cream Shop	-	- Closed until Spring
Consignment Clothing Boutique	-	-
Eileen's Beauty Shop	- Linda Deschner	- 50% in vicinity, 50% all over
Mac's	- Jassey Jasser	- Mostly in vicinity
<u>Eastview</u>		
Video Update	-	-
Grassroots Coiffures	-	-
Eastown Drycleaners	- Floyd Johnson	- All over East Side
Shell	- Joan Lander	- locally
<u>Deer Park</u>		
Caroline's Cappuccino Café	- Caroline Hunter	- majority are local
Follicles Hair Design	- Boon Davis	- majority in surrounding area
Video Trax	- Lucy Arnfinson	- mostly in immediate community
Walk-in Clinic	-	-
Deer Park Pharmacy	- Ann Day	- majority from this area
Deer Park Dental Clinic	-	-
Shell	- Penny Johnson	- immediate neighbourhoods, Deer Park, Rosedale
Sunnybrook Grocery	- Jane Jackson	- mostly Sunnybrook residents
South Hill Food Store	- Sukhwinder Singh	- Southhill, east Red Deer
Microage Computer Centre	- Merle Sebzda	- city commercial customers, 40% out of town customers
Mountview Drugs	- Bob Tkach	- up to ½ to 1 mile radius, correspond to postal boundary

TABLE 1

Phone Interviews Regarding Customer Base – Oct. 23 and 24, 1997

Liquor Store & Phone No.	Contact Person	Comments
Gaetz Avenue Liquor Store 341-5111	Norma White	all over the City, including people from north Red Deer
Deer Park Liquor Store 342-4040	Eunice Leasak	whole City
West Park Liquor Store 343-3305	Eunice Leasak	West Park, RDC, Bower
Uptown Liquor Store 340-2800	Amanda Houser	NRD, deliveries to all areas north of the River, others are from the Downtown store
Capri Liquor Store 347-8877	Gail Smith	Penhold, Innisfail, RDC, West Park, east to Anders, Commercial workers along Gaetz Avenue, and many corporate customers and their staff
Aladdin Liquor Store 346-7211	Bonnie Bolker	Northwood Trailer Park, Glendale, Kentwood, Normandeau, tourists and surrounding motels
67 th Street Liquor Store 347-5838	Murray Einhorn	whole City; one recent day survey shows total of 388 customers, 232 from north of River, 93 from south of River and 63 others (RD County, Blackfalds, Penhold, etc.)

TABLE 2

**ISSUES THAT BROUGHT
ABOUT THE 1993 COUNCIL RESOLUTION
WHICH PREVENTED
LIQUOR STORES IN A C3 DISTRICT**

From the perspectives of both Inspections and Licensing and Planning staff, the issues which triggered the 1993 resolution from Council centered around the purpose of the C3 sites, in addition to several other land use issues specific to liquor stores.

Nature of C3 sites

The City of Red Deer C3 District was originally created to serve adjacent residential neighbourhoods. They were intended to provide pedestrian access to convenience services such as convenience stores, gas, hairdressers and even medical services. Uses which provide more regional functions, which would generate traffic outside of adjacent neighbourhoods, such as veterinary clinics, liquor stores and florists were directed to the larger C2 District Shopping Centre sites. It was felt that these uses would introduce unwanted traffic into local neighbourhoods. Our recent survey of liquor stores seems to substantiate the regional nature of this type of business. The planning question which arises is whether Council wishes to blur the lines between the C2 and C3 Districts by introducing businesses which require a larger customer base into neighbourhood sites?

The other issues listed below relate specifically to liquor stores and were discussed in 1993.

Parking Requirements

There was a concern in 1993 that if liquor stores were allowed, there might be a high demand on parking in local commercial centres many of which have substandard parking. This concern was shared by the City of Calgary which still requires 8 parking stalls per 93 m². Calgary is considering reducing their parking requirements because the very high traffic volumes did not materialize. Red Deer did not institute excessive requirements but instead treated liquor stores in the same manner as other retail businesses. Providing the C3 site could meet the City's parking requirements the issue of parking may no longer be an issue; where a C3 site cannot meet the parking standards, there would, of course, be a concern.

Loading and Delivery

There was concern in 1993 related to the unloading and delivery of product to liquor stores where there is no loading dock. Many of the C3 sites use the front door for product deliveries which may block customer access. This aspect could be addressed however at the development permit stage on a case by case basis if the use is introduced to C3 sites.

Store Size / Numbers of Stores

The size and product selection of the liquor store would determine to some extent the market area served. A small liquor store with limited selection would serve a regional population while an extremely large store could serve the entire city. If two stores were allowed to locate in the same centre, or one large liquor store were allowed to locate it could change the character of the neighborhood centre. This remains a major concern if the use was introduced to the C3 District.

Proximity to Schools or Parks

The location of a liquor store near schools or parks was an issue which was identified through a letter to City Council by a Church in 1993. Both Calgary and Edmonton have addressed this issue either through restrictions or prohibition. Our bylaw does not address this issue.

Increased Crime in a Neighbourhood

In 1993, there was a concern related to the increased potential for robberies or break in's if liquor stores were allowed in neighbourhoods. We have requested data from the City RCMP and Calgary police to determine if there is a high incidence of crime at liquor stores but we have not yet received this data at the time of writing this report. If it is received prior to the agenda deadline, it will be appended to this section.

Certainty in Land Use

When liquor stores were initially privatized in 1993, it was important to make the rules clear as to where liquor stores were allowed and where they were not allowed, so that businessmen could make an informed decision on a site. The C3 District was deliberately worded after the Council motion to prevent liquor stores from locating in the district. Instead liquor stores were directed to C1, C1A, C2 or C4 Districts. Many businessmen have made investments based upon Council's 1993 decision. The land use bylaw amendment directed by Council was necessary to eliminate the C3 District site from consideration. An alteration now of the land use bylaw to allow liquor stores in a C3 District would change ground rules which have governed the location of liquor stores since 1993. This may disadvantage businesses which accepted and did not challenge the 1993 Council decision. This is not to say that the bylaw should never change, if there is a strong rationale for change, however this rationale must be clear.

SUMMARY

There were a number of issues identified in 1993 related to liquor stores. Many of these concerns are still valid and should be addressed if Council considers adding liquor stores to the C3 District.

The Mayor, Members of Council,
City of Red Deer.

BACKUP INFORMATION
NOT SUBMITTED TO COUNCIL

RE C3 ZONING - R & M HOLDINGS APPLICATION FOR EXCEPTION AT 3803 ROSS ST.
FOR LIQUOR STORE.

Councils first and last review of this question was in November of 1993. Prior to this time there were only large government liquor stores where citizens and country folk alike had to patronize the three locations of these "Inconvenience Stores". This caused traffic congestion and large parking buildup.

At that time, the "privatized liquor store" probably conjured up the image of some dingy hole in the wall selling not only liquor, but exotic items and questionable magazines (something of an American T.V. image).

After four years experience with private liquor stores, I suggest that they are clean, bright and friendly businesses run by local people and a credit to the retail business. They sell only liquor, wine and beer.

Because they are scattered around the city, there is less cross town traffic and less congestion at these locations. In short, they have become a "**Convenience Store**". Liquor shopping is quite often a last minute thing. Last minute company is coming and you need wine for dinner or any similar scenario that requires a quick trip to the liquor store. Why not have one that is handy? East Red Deer is grossly underserved with only one liquor store.

ORIGINAL RED DEER REGIONAL PLANNING COMMISSION REPORT DATED NOV. 16, 1993

At the date of the report there was no history, experience or guidelines concerning liquor store locations.

Concerns listed were:

1. Appropriateness of locations near residential areas.
2. Adequacy of parking.
3. Adequacy of loading and delivery services.
4. Impact of traffic in area.

1. APPROPRIATENESS

- (a) Experience has shown that these stores are clean, tidy and well run.
- (b) Dispersal of liquor stores has indicated that such stores are a convenience and should be located where the population is rather than in exclusively commercial areas.
- (c) Some liquor stores, although in a commercial area, are adjacent to residential areas and there have been no problems.

2. ADEQUACY OF PARKING

There is no rush hour. This is substantiated by Parking Research on customer cars at liquor store sites. The following is a chart of spot checks on 4 locations. Three of the locations are about twice as large as the proposed site and one is of a similar size.

3. ADEQUACY OF LOADING AND DELIVERY SPACE

At the proposed location, Mac's Store has for the last two years taken all deliveries at the front.

A typical small liquor store would have two deliveries per week and these are normally before 10:30 AM (information received from a store owner who has operated 15 liquor stores in the province). At this location, the delivery door is 75' from 48th Ave. and the lane would only be utilized for this distance. (Compare this to the restaurant which had delivery several times a day.

4. TRAFFIC

No data was offered to me by the planners in respect to a possible increase in traffic. From my own observations, the old government liquor stores created traffic problems, rush hours and waiting in line. The dispersal of the liquor vending sites has alleviated these problems not added to them.

People in east Red Deer already use Ross St. and retail services (e.g. 3 gas stations between 39th Ave. and 41st Ave.) and the business at the proposed site would draw from already existing traffic and not necessarily create new traffic. Also there are 10 apartment buildings within 1 1/2 blocks of the proposed site (i.e. within walking distance).

Many people in east Red Deer work downtown and use Ross St. and the proposed liquor store would be a **convenience** to them without an increase in traffic.

In short, business would come from existing traffic, NOT new traffic.

5. SUMMATION REGARDING ORIGINAL CONCERNS

After 4 years experience, we submit private liquor stores are appropriate because they are high class retail establishments and they serve a "Convenience Need".

Parking research indicates there is no rush hour and parking lots do not need to be large. The research shows a maximum use of not over 6 cars at any point in time.

Loading and delivery is only required about twice a week. Small private liquor stores are not a warehousing operation as it was with the old government stores.

The area to be served already uses Ross St. and the business would come from this traffic, not new traffic.

6. RESPONSE TO PLANNER'S COMMENTS

We have previously addressed the 1993 Planner's concerns in this brief and will not belabor them further.

7. UNIQUE CHARACTER OF THE AREA

The original situation for a neighborhood commercial C3 was a corner store or drug store. This has been enlarged to include several small stores in one location. These are usually located in strictly residential areas with mainly single family dwellings.

Ross St. from 41 Ave. to 38 Ave. has 3 gas stations taking up about 1/3 of a block each and 5 other businesses. They all front directly on Ross St. The southside of Ross St. has numerous apartment buildings. This area is more of a highway commercial strip zone combined with high density housing. We submit that this "strip zone" effect makes the C3 properties from 41 Ave. 38 Ave. different or unique from most C3 locations which may be near a collector road but do not access directly from it.

8. RESPONSE TO ENGINEERING DEPARTMENT COMMENTS

(a) USE OF LANE

The occupants of the C3 commercial building to not use this lane to any extent. The owner of Mac's Store says that he takes his deliveries from the front of the store.

The proposed liquor store would have about two deliveries per week and would enter from 48th Ave., travel 75 feet to the back door and exit the same way. This is much less than a restaurant which has two deliveries a day. Lane use would **decrease** not increase.

If lane problems exist, they are caused by 52 parking stalls for apartments on either side of the lane.

9. COMPLAINTS

We asked the Engineer for copies of complaints and were advised he didn't have any. He stated he had some phone calls but no names or dates. He stated that one lady objected to a fourplex being built next to her at 3818 - 47 St. and referred to Municipal Planning Commission minutes. The city clerk kindly provided these minutes and it appears all sorts of objections were raised against the fourplex, the lane and everything else. A copy of this is available. This lady was one out of 25 people contacted. Three people contacted said they were pleased with the plan. Twenty-one did not respond.

In view of the circumstances, the applicant respectfully requests your approval of this application.

DATED this 18th day of October, 1997.

R & M HOLDINGS.





Royal
Canadian
Mounted
Police

Gendarmerie
royale
du
Canada

Security Classification/Designation
Classification/désignation sécuritaire

Unclassified

Your File Votre référence

Our File Notre référence

OIC Red Deer City Detachment
4811 - 49th. Street
Red Deer, Alta.
T4N 6A1

Parkland Planning Community Services
500, 4808 Ross Street
Red Deer, Alta.

Submitted To City Council
Date: Nov 17, 1997

97 NOV 17

Attn: Mr. Tony Lindout

Re: Ross St. and 39th. Ave - Liquor Outlet

We have been informed that an application has been put forward to open a neighbourhood liquor store at the above location next to the existing MACS store. Our initial concern in this matter, is that crimes against liquor outlets is on the rise with several robberies these past few weeks. Given that the city has I believe eighteen already operating, the creation of one more would in our opinion add to the incidence of crimes against these establishments. In addition being that it would operate directly in a busy residential area there is potential for negative impact on policing in that area. We are not in the position to provide statistical data at this time.

Our second concern, deals with the excess traffic flow that will no doubt occur in the area. Given the limited parking access and re-entry to Ross Street during busy traffic times accidents will at some point be a reality. In closing, let me say that although we are not able to support these contentions with statistics, our experience tells us that certain kinds of commercial outlets eventually become part of the statistics where crimes are concerned. Remaining,

Yours truly


(D.G. Berquin) S/Sgt.
Operations N.C.O.

Canada

RED DEER ADVOCATE

Gun fired in liquor store heist

By **ANDREA MAYNARD**
Advocate staff

A robber disguised in an Afro-style wig fired off a handgun before fleeing the Uptown Liquor Store with cash on Tuesday.

It was the second time in three weeks that a robber fired a shot in the store at 7121 Gaetz Ave. in Red Deer.

The same clerk was working both times.

"She is a bit shaken up but she's quite a tough girl," said operations manager Ewan Webster.

A male robber donning a dark bushy wig entered the store waving a handgun just before 7 p.m. Tuesday.

He demanded the clerk open the cash register and fired the gun into the air.

He grabbed the cash and fled on foot.

No one was hurt. The building was not damaged.

On Oct. 24 at about 8 p.m., one of two robbers fired a gun after asking the clerk to open the cash register. One of the robbers was wearing a ski mask.

Webster said the store upgraded its surveillance cameras and installed a new safe after the October robbery.

He believes the apartment buildings behind the store offer a good hiding place for robbers. Thieves can also watch the store from the apartments.

Both robberies occurred when one person was working.

Most of the time, two employees are working and staff at the night club next door conduct regular patrols, said Webster, calling it a fluke. Tuesday's robbery occurred during a

shift change.

Webster said the latest robber got away with a small amount of cash since little is kept in the cash register.

Police didn't say if the two robberies may be connected.

They are looking for a Caucasian male, aged 20 to 25.

He is about 1.72 metres tall (five foot nine) with a light build, wearing jeans and a red, blue and silver ski jacket.

Anyone with information is asked to call police at 343-5575 or CrimeStoppers at 340-8477.

CENTRAL ALBERTA'S DAILY NEWSPAPER

Police charge man in liquor store heist

Suspect caught in bed

By **Advocate staff**

A suspect in Thursday's armed robbery of the Downtown Liquor Store was arrested without incident Friday morning.

The man was asleep when police burst into a residence on Gibson

Close in Glendale at about 10:30 a.m., said RCMP Const. Dan Doyle.

City RCMP plus about a dozen members of the Emergency Response Team and two police dogs were on the scene when the arrest was made, Doyle said Friday.

Michael St. Denis, 39, is charged with armed robbery and will appear in Red Deer court Monday.

A vehicle parked near the St. Denis residence was seized, Doyle said, and is currently being examined by police identification experts.

In the Thursday robbery at the Downtown Liquor Store, which is part of the Brandon County Saloon complex, a man disguised in large sunglasses demanded cash and lifted his shirt to show the store manager a gun tucked into his pants.

He was chased by a bouncer from the saloon.

The pursuer saw the man get into the passenger side of a vehicle, and took a licence number.

Police continue to investigate three other recent Red Deer rob-

beries, Doyle said.

They are: Monday's northside Liquidation World robbery, where two staff members were tied up by a masked intruder with a handgun; and two robberies at the Uptown Liquor Store, one on Tuesday, the other Oct. 24. Shots were fired at both the Uptown Liquor Store robberies.

Anyone who has any more information on the other three robberies is asked to contact Crime Stoppers at 340-8477.

Submitted To City Council
Date: Nov 17, 1997

R & M HOLDINGS
#5 Savoy Crescent,
Red Deer, AB. T4N 0C9

November 17, 1997.

The Mayor and City Council,
City Hall,
Red Deer, AB.

RE: C3 ZONING APPLICATION TO ALLOW RETAIL LIQUOR SALES

The owner operator of Mac's Store at 3801 Ross Street has asked me to file the attached petition with council which contains 50 signatures of his customers who are in favour of allowing a retail liquor sales outlet beside Mac's.

He states that these signatures were obtained in a 3 hour period on the evening of November 16th, 1997.

Yours truly,

R & M HOLDINGS

Per:

A handwritten signature in black ink, appearing to be 'R. M. Holdings' or similar, written over a horizontal line.

PETITION

To: City Council.

We are disappointed the City did not give a zoning change to allow a liquor store at 3801 Ross St. (beside Macy's store).

Please change zoning to allow this, so it would be a great convenience to us.

NAME (PLEASE PRINT)	ADDRESS	SIGNATURE
ARON ROBERTS	#7 MAIBERRY CLOSE	<i>Aron Roberts</i>
Agne Marie Wakelin	95 Dawson Street	<i>Agne Marie Wakelin</i>
Bob WATSON	3726 - 96 ST	<i>Bob Watson</i>
Ronald Prohl	3818 - 44 ST	<i>Ronald Prohl</i>
Tracy Tracy / Transpave Tran	506 - 35 AVE	<i>Tracy</i>
AGRAJ WHITE AGRAJ WHITE	3827 - 79 ST	<i>Agraj White</i>
Mike Mosby	#102 - 90 Cass Park	<i>Mike Mosby</i>
Reagan Knox	105 Crawford St	<i>Reagan Knox</i>
Cheryl Kroening	58 Edwards Cres.	<i>Cheryl Knox</i>
Jim Starnway	3736 - Ross	<i>Jim STARNWAY</i>
Matt Lindersok	206 TERRACE PARK	<i>Matt Lindersok</i>
Murray Ischaja	33 Edna drive	<i>Murray Ischaja</i>
Gina Mullen	#204 - 3815 SWA DR	<i>Gina Mullen</i>
Lucy McHarding	3510 - 42 AVE	<i>Lucy McHarding</i>
Jim Kanger	312 Terrace Park	<i>Jim Kanger</i>
James Swann	37 AVE 102 Drive	<i>James Swann</i>
Shelley Ann	48 Adeline Ave Red Deer	<i>Shelley Ann</i>

PETITION

To: City Council.

We are disappointed the City did not give a zoning change to allow a liquor store at 3801 Ross St. (beside Macy's store).

Please change zoning to allow this, so it would be a great convenience to us.

NAME (PLEASE PRINT)	ADDRESS	SIGNATURE
John Johnson	Box 341	
John Johnson	3821 Ross	
Diane Brown	3532 - 324th Ave	
Terry Rogers	107 Tequesta Park	
Alfienette	18 Mekee Close	
Deanna May	3855 Ross	
McGowan	3835 Ross	
Harriet Jacobson	3830 46th St	
Gavin Hamilton	3838 455th	
Gene Johnson	58 McBlane Close	
David Johnson	3921 41st	
Jackie Hebert	3921-47 Street	
Don Fardine	4702 - 43rd	
Don Fardine	25 Acres Cir	
Travis Dushkynski	293 Cornett Av	
Rayman Hofman	4733 55th	
	76 Wright Ave	

PETITION

To: City Council.

We are disappointed the City did not give a zoning change to allow a Liquor Store at 3801 Ross St. (behave McD's Store).

Please change zoning to allow this, so it would be a great convenience to us.

NAME (PLEASE PRINT)	ADDRESS	SIGNATURE
W. Fry	4902 - 37 ST	Robert A Fry
Ruann Frappier	3729 - 47 ST	Ruann Frappier
Mike Dieke	3835 - 50 ST	Mike Dieke
Bob Cookson	382 ANSONDE	Bob Cookson
John Kober	602 TERRACE PARK	John Kober
Susan Scott	3901 47th St	Susan Scott
Fabry Payne	3710 52 Ave	Fabry Payne
LAUREN	5120 63rd Ave	LAUREN
Matt Wallace	4416 341st	Matt Wallace
CHUCK BRENT	3810 B 46ST	Chuck Brent
Travis Butler	4441 35 ave c1	Travis Butler
Wen Rombo	5 Veldh Q	Wen Rombo
Linda Gaddard	#4 40A1-50A22	Linda Gaddard
Mary D. Wells	266 Crest Drive	Mary D. Wells
Bill Williams	3727 Ross St	Bill Williams
BRENT McALL	414 TERRACE PARK	Brent McAll

FILE

Council Decision - November 17, 1997 Meeting

DATE: November 18, 1997
TO: Principal Planner
FROM: City Clerk
RE: *LIQUOR STORES IN NEIGHBOURHOOD COMMERCIAL DISTRICTS (C3)*

Reference Report: Principal Planner dated November 7, 1997

Resolution:

"RESOLVED that Council of The City of Red Deer, having considered report from Parkland Community Planning Services dated November 7, 1997, re: Liquor Stores In Neighbourhood Commercial Districts (C3), hereby agrees that no change be made to the Land Use Bylaw with respect to C3 Districts, and as presented to Council November 17, 1997."

Report Back to Council Required: No

Comments/Further Action:

Thank you for your research and follow-up report regarding the above. Please find attached a copy of the letter to Mr. Porkka in this regard.



Kelly Kloss
City Clerk

/clr

c Director of Community Services
Director of Development Services
Engineering Services Manager
Inspections & Licensing Manager

FILE

Office of the City Clerk

Mailed 97. NOV. 19. 2

November 18, 1997

R & M Holdings
Mr. Roy Porkka
5 Savoy Crescent
Red Deer, AB T4N 0C9

Dear Mr. Porkka:

RE: LIQUOR STORES IN NEIGHBOURHOOD COMMERCIAL DISTRICTS (C3)

At the City of Red Deer's Council Meeting held Monday, November 17, 1997, consideration was again given to your correspondence regarding the above and to the report from Parkland Community Planning Services dated November 7, 1997. At that meeting, the following resolution was passed:

"RESOLVED that Council of The City of Red Deer, having considered report from Parkland Community Planning Services dated November 7, 1997, re: Liquor Stores In Neighbourhood Commercial Districts (C3), hereby agrees that no change be made to the Land Use Bylaw with respect to C3 Districts, and as presented to Council November 17, 1997."

Thank you for your presentation to Council. Should you require further clarification, please do not hesitate to contact me.

Sincerely,



Kelly Kloss
City Clerk

/clr

c Principal Planner



Box 5008
Red Deer, Alberta
T4N 3T4

The City of Red Deer

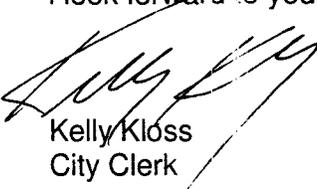
DATE: November 19, 1997
TO: Principal Planner
FROM: City Clerk
RE: *LAND USE BYLAW*

FILE

At the Council Meeting of November 17, 1997, consideration was given to the inclusion of liquor stores in C3 zones. Although Council agreed not to change the C3 zones, some questions were raised with regard to the City being able to *defend* those particular zones in a court of law.

At that meeting Council requested, that to your list of projects, you add a review of the wording utilized within the Land Use Bylaw. The intent of this project is to *tighten up* any general statements regarding what is allowed or not allowed in particular land use zones. The wordings should be clear, concise and easily interpreted, thus reducing the likelihood of same being challenged in a court of law.

I look forward to your report being submitted to Council in due course.



Kelly Klöss
City Clerk

/clr

c Director of Community Services

R & M HOLDINGS

#5 Savoy Crescent,
Red Deer, AB. T4N 0C9

November 18, 1997.

Mr. Kelly B. Kloss,
City Clerk,
City Hall,
Red Deer, AB.

Dear Sir:

I wish to thank you and your staff for your efficient and courteous assistance in finding and providing information and documents that I required in our recent application to City Council.

Your good service was greatly appreciated.

Yours very truly,

R & M HOLDINGS

Per: 

cc: City Manager
Mayor Gail Surkan.

DATE: October 21, 1997
TO: City Council
FROM: City Clerk
RE: ***REQUEST TO REZONE 5211 & 5217 - 39 STREET / LOTS 17 & 18, BLOCK 6,
PLAN 852-2126 / LAND USE BYLAW AMENDMENT 3156/DD-97 /
(ROBUST INVESTMENTS LTD.)***

A Public Hearing has been advertised for the above noted Land Use Bylaw Amendment, to be held on Monday, November 17, 1997 in the Council Chambers at 7:00 p.m.

Land Use Bylaw Amendment 3156/DD-97 provides for the extension of the R2 designation to provide a site area of approximately 3485 m² to accommodate two 20 unit apartment buildings. Please find attached hereto a copy of Land Use Bylaw Amendment 3156/DD-97, for your information.

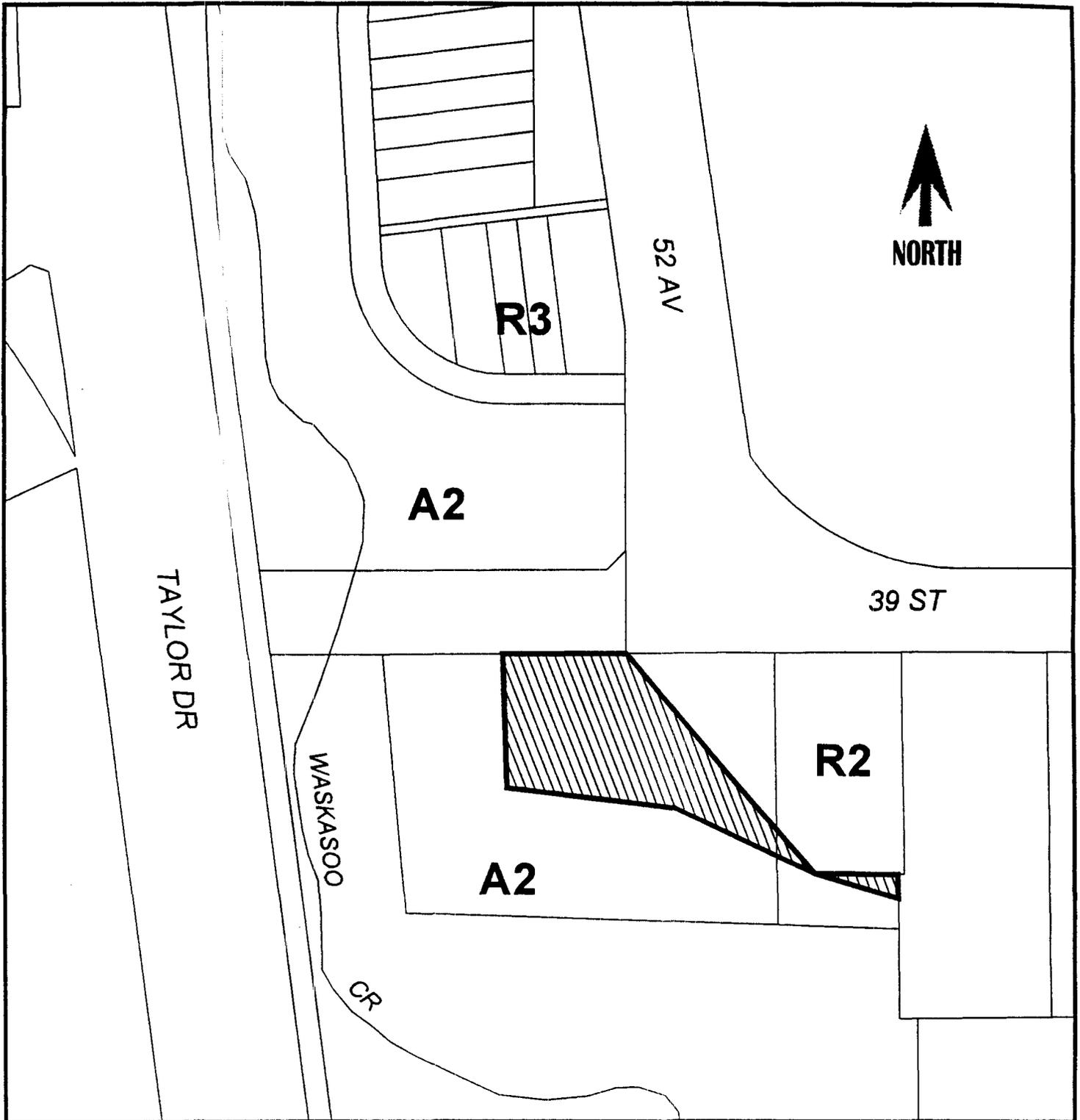
RECOMMENDATION

That following the Public Hearing, Land Use Bylaw Amendment 3156/DD-97 may be given 2nd and 3rd readings.

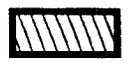


Kelly Kloss
City Clerk

/clr
attchs.



Change from: A2 to R2



WHERE AS :
A2 - ENVIRONMENTAL PROTECTION DISTRICT
R2 - RESIDENTIAL (MEDIUM DENSITY) DISTRICT

MAP NO. 24 / 97
BYLAW NO. 3156 / DD - 97

Council Decision - November 17, 1997 Meeting

DATE: November 18, 1997
TO: Principal Planner
FROM: City Clerk
RE: **REQUEST TO REZONE 5211 & 5217 - 39 STREET / LOTS 17 & 18, BLOCK 6, PLAN 852-2126 / LAND USE BYLAW AMENDMENT 3156/DD-97 / ROBUST INVESTMENTS LTD.**

Reference Report: City Clerk, dated October 21, 1997

Bylaw Readings: Land Use Bylaw Amendment 3156/DD-97 was given second and third readings. A copy is attached hereto.

Report Back to Council Required: No

Comments/Further Action:

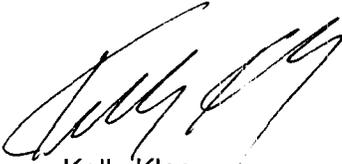
Land Use Bylaw Amendment 3156/DD-97 provides for the extension of the R2 designation to provide a site area of approximately 3485 m² to accommodate two 20 unit apartment buildings. Please find attached a copy of Land Use Bylaw Amendment 3156/DD-97, for your information.

A Public Hearing was held with respect to Land Use Bylaw Amendment 3156/DD-97, following which same was given second and third readings. Our office will now be updating the office consolidation copy of the Land Use Bylaw and distributing same in due course.

I have also attached correspondence from David Hamilton Architect Ltd., dated November 6, 1997, and trust that you will take same into consideration as this subdivision and development project proceeds through the normal regulatory process.

Principal Planner
November 18 1997
Page 2

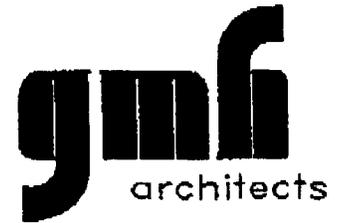
Please do not hesitate to contact me should you require further clarification or assistance.



Kelly Kloss
City Clerk

/clr
attchs.

- c Director of Development Services
- Director of Community Services
- E. L. & P. Manager
- Fire Chief
- City Assessor
- Land and Economic Development Manager
- Tony Woods, Engineering
- Council and Committee Secretary, S. Ladwig
- C. Rausch



November 6, 1997

City of Red Deer
4914 - 48 Avenue
Red Deer, Alberta
T4N 3T4

ATTENTION: Kelly Kloss (City Clerk)

RE: Rezoning 5211 & 5217-39 Street
Lot 17, 18 Block 6 Plan 8522126
Land Use Bylaw 3156/DD97

Dear Madam:

We have received a copy of the council resolution of September 12, 1997, forwarded to us from the land owner, Robust Investments Ltd. We have made a technical evaluation of the resolution and have the following comments to make on Items 2 and 4, which should be taken into consideration with respect to the passage of the bylaw.

The 875 contour line is computer generated by Beta Surveys as an irregular curve that cannot be used as a property line for a legal plan of survey. An approximation of the line can, however, be developed using defined line segments and it is recommended that the R2 residential district boundary line be defined as a line enclosing 3485 m² and approximating the 875 contour.

With respect to the time of subdivision, identified in Item 4 of the resolution, registering the plan before construction presents numerous liability possibilities for both the City and the land owner, since soils reports are based on sample testing and the true soil conditions cannot be determined until all excavation is complete. It is recommended, to avoid the possibility that currently unknown issues may arise that could be complicated by the split ownership of a legal subdivision, that the subdivision plan be prepared within 120 days of rezoning of the site according to the revised formula recommended for Item 2 for construction drawing preparation and permitting, but that the registration of the plan be only completed subsequent to the issuance of a geotechnical report prepared after completion of the building basement when all necessary steps to ensure permanent stability have been taken.

DAVID HAMILTON ARCHITECT LTD.

9834 105 Street Edmonton Alberta T5K 1A6 (403) 423 3424 Fax: 425 0535
Toll-free: 1 800 662 7765 Modem: 426 3940,,*3 E-mail: gmharch@connect.ab.ca

We trust that these modifications will be incorporated as amendments to the council resolution to ensure that this project proceeds in a professional manner to the benefit of both the City and the developer.

~~GMH ARCHITECTS~~


David Hamilton

DH/cm/905

cc: City of Red Deer Inspections & Licensing
Attention: Ryan Strader/Peter Holloway
Robust Investments Ltd.
Attention: Jed Wood

FILE

Office of the City Clerk

November 18, 1997

Robust Investments Ltd.
6450 Golden West Avenue
Red Deer, AB T4P 1A6

Faxed To: 340-1238
Phone: 341-4456

Att: Mr. Jed Wood

Dear Sir:

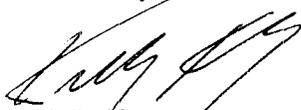
RE: REQUEST TO REZONE 5211 & 5217 - 39 STREET (LOTS 17 & 18, BLOCK 6, PLAN 852-2126) / LAND USE BYLAW AMENDMENT 3156/DD-97 / ROBUST INVESTMENTS LTD.

At the City of Red Deer's Council Meeting held Monday, November 17, 1997, consideration was again given to the above. At that meeting, 2nd & 3rd Readings were given to Land Use Bylaw Amendment 3156/DD-97. A copy is attached for your information.

Land Use Bylaw Amendment 3156/DD-97 provides for the extension of the R2 designation to provide a site area of approximately 3485 m² to accommodate two 20 unit apartment buildings. Please find attached a copy of Land Use Bylaw Amendment 3156/DD-97, for your information.

Please do not hesitate to contact me should you require any further information or assistance with respect to the above.

Sincerely,



Kelly Kloss
City Clerk

/clr
attchs.

c Principal Planner
S. Ladwig, Council & Committee Secretary

Box 5008
Red Deer, Alberta
T4N 3T4

The City of Red Deer



Office of the City Clerk

November 18, 1997

Robust Investments Ltd.
6450 Golden West Avenue
Red Deer, AB T4P 1A6

Faxed To: 340-1238
Phone: 341-4456

Att: Mr. Jed Wood

Dear Sir:

RE: REQUEST TO REZONE 5211 & 5217 - 39 STREET (LOTS 17 & 18, BLOCK 6, PLAN 852-2126) / LAND USE BYLAW AMENDMENT 3156/DD-97 / ROBUST INVESTMENTS LTD.

At the City of Red Deer's Council Meeting held Monday, November 17, 1997, consideration was again given to the above. At that meeting, 2nd & 3rd Readings were given to Land Use Bylaw Amendment 3156/DD-97. A copy is attached for your information.

Land Use Bylaw Amendment 3156/DD-97 provides for the extension of the R2 designation to provide a site area of approximately 3485 m² to accommodate two 20 unit apartment buildings. Please find attached a copy of Land Use Bylaw Amendment 3156/DD-97, for your information.

Please do not hesitate to contact me should you require any further information or assistance with respect to the above.

Sincerely,



Kelly Kloss
City Clerk

/s/ k
attchs.

c Principal Planner
S. Ladwig, Council & Committee Secretary

4914 - 48th Avenue, Red Deer, AB Canada T4N 3T4
Tel: (403) 342-8192 Fax: (403) 346-8195 E-mail: cityclerk@city.red-deer.ab.ca Web: http://www.city.red-deer.ab.ca

TRANSMISSION REPORT

THIS DOCUMENT WAS CONFIRMED
(REDUCED SAMPLE ABOVE - SEE DETAILS BELOW)

** COUNT **

TOTAL PAGES SCANNED : 3
TOTAL PAGES CONFIRMED : 3

*** SEND ***

No.	REMOTE STATION	START TIME	DURATION	#PAGES	MODE	RESULTS
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TOTAL 0:01'34" 3

NOTE:

No. : OPERATION NUMBER 48 : 4800BPS SELECTED EC : ERROR CORRECT G2 : G2 COMMUNICATION
PD : POLLED BY REMOTE SF : STORE & FORWARD RI : RELAY INITIATE RS : RELAY STATION
MB : SEND TO MAIL BOX PG : POLLING A REMOTE MP : MULTI-POLLING RM : RECEIVE TO MEMORY

The City of Red Deer

DATE: November 7, 1997

TO: City Clerk

FROM: Public Works Manager
Engineering Services Manager
Recreation, Parks, and Culture Manager
Treasury Services Manager

**RE: 1997 CANADA ALBERTA INFRASTRUCTURE WORKS PROGRAM
PROPOSED FUNDING CHANGES**

At the March 10, 1997 Council meeting, Council approved the City participation in the above noted program. On March 24, 1997, Council approved the City's funding sources for the projects. The attached Table A outlines the currently approved project budgets and funding sources. It also outlines the proposed revisions to the project budgets and funding sources. Explanations for the proposed revisions are noted below.

One revision that is common to all of the Public Works and Engineering projects and one of the Community Services projects (i.e. Museum humidifier and ducts) relates to the application of the GST. Federal and Provincial funding does not apply to the GST, so the City must cover the entire tax paid under the projects, less the Federal GST rebate. Four of the Community Services' projects can apply for a full rebate of the GST and are, therefore, unaffected. However, the remaining projects only get a 4% rebate, thus the 3% net GST is a cost to the project that the City must cover. This amount was not considered in the original funding approvals noted above, but are included in the proposed funding revisions.

PUBLIC WORKS PROJECTS

The Public Works Department's projects approved last spring totaled \$1,298,000. The recommended funding sources were based on the projects that we expected to do at that time. The tenders for some of the projects recently closed. The tender prices were significantly higher than was originally estimated for the projects. As a result, we have revised the number of projects that will be completed under our portion of the program to stay within our total approved budget.

Changing the projects has resulted in different funding sources being required for the City's share. The Provincial/Federal share has been reduced by \$44,980 because of the GST. However, as indicated on Table A, the City's share has increased by \$16,980 (i.e. increase of \$22,122 from Mill Rate Reserve, increase of \$59,185 from Water Utility Reserve; and decrease of \$64,327 from Wastewater Utility Reserve).

City Clerk
Page 2
November 7, 1997

ENGINEERING PROJECTS

Two Engineering Services Department projects were approved last spring, totaling \$625,000. As indicated on Table A, we are not proposing any changes to the City Hall Exterior Steps project other than the GST provision outlined earlier, but we are proposing to increase the budget of the Oriole Park Storm Outfall from \$550,000 to \$580,000. This is a result of the GST provision, and because tender prices closed somewhat higher than our original estimate. The proposed changes in funding sources for these two projects are an increase in the Provincial/Federal share of \$8,333 and an increase of \$24,167 in the City's share (Mill Rate Stabilization Reserve).

COMMUNITY SERVICES PROJECTS

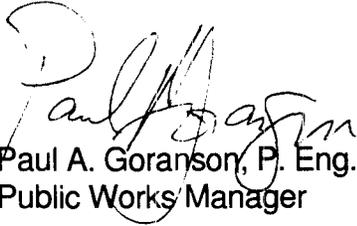
The Recreation, Parks & Culture Department's infrastructure projects were approved totaling \$485,000. All projects have now been completed; however, two projects (Arena/Curling Rink parking lot and the Dawe Arena project) have both had to increase in scope in order to complete necessary infrastructure repairs and an emergency replacement. The Arena/Curling Rink project was under-funded by \$48,000 because unexpected additional asphalt, concrete curb, and drainage work was necessary. The refrigeration chiller in the Dawe Arena failed and could not be repaired. The facility was shut down and was not available for public use for four days. Replacement of the chiller in the first week of November resulted in an unexpected increase in cost of \$46,000 to this project.

The two projects have a cumulative increase in scope requiring \$94,000 of additional funding. Most of the additional funding can come from the remaining unallocated Provincial/Federal grant funds together with the corresponding one-third City share from the Mill Rate Reserve. However, we anticipate a net shortfall of approximately \$25,722, which we propose to fund from the Recreation, Parks & Culture Department's 1997 Operating Budget. As outlined in Table A, the total proposed changes in funding sources for the Community Services projects are an increase in the Provincial/Federal share of \$36,945 and an increase of \$58,555 in the City share (i.e. \$32,833 increase to the Mill Rate Stabilization Reserve and \$25,722 from the Recreation, Parks & Culture Department's 1997 Operating Budget).

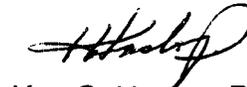
City Clerk
Page 3
November 7, 1997

Recommendation

Council is respectfully requested to approve the revised project budgets and funding sources as indicated in Table A, attached.



Paul A. Goranson, P. Eng.
Public Works Manager



Ken G. Haslop, P. Eng.
Engineering Services Manager



Don Batchelor
Recreation, Parks, and Culture Manager



Doug Norris
Treasury Services Manager

TCW/emr

Att.

- c. Director of Development Services
- c. Director of Corporate Services
- c. Director of Community Services
- c. Public Works Office Supervisor
- c. Engineering Accountant
- c. Community Services Financial Officer

TABLE A - 1997 CANADA / ALBERTA INFRASTRUCTURE PROGRAM - PROPOSED FUNDING REVISIONS

Project	Original Estimate	Original Funding Sources - As Approved by Council March 24, 1997				Revised Estimate	Proposed Funding Source Revisions				
		Province Federal	WW Utility Reserve	Water Utility Reserve	Mill Rate Reserve		Provincial Federal	WW Utility Reserve	Water Utility Reserve	Mill Rate Reserve	Rec, Parks & Culture
PUBLIC WORKS											
Roadway Rehabilitation Program	\$550,000	\$366,685			\$183,353	\$500,000	\$323,500			\$176,500	
Storm Sewer Rehabilitation Program	\$125,000	\$83,337			\$41,625	\$200,000	\$129,400			\$70,600	
Water Main Rehabilitation Program	\$430,000	\$286,681		\$143,319		\$570,000	\$367,496		\$202,504		
Sanitary Main Rehabilitation Program	\$193,000	\$128,673	\$64,327								
Total Public Works	\$1,298,000	\$865,376	\$64,327	\$143,319	\$224,978	\$1,270,000	\$820,396	\$0	\$202,504	\$247,100	\$0
ENGINEERING											
Oriole Park Storm Outfall	\$550,000	\$366,667			\$183,333	\$580,000	\$375,000			\$205,000	
City Hall Exterior Steps	\$75,000	\$50,000			\$25,000	\$77,500	\$50,000			\$27,500	
Total Engineering	\$625,000	\$416,667	\$0	\$0	\$208,333	\$657,500	\$425,000	\$0	\$0	\$232,500	\$0
COMMUNITY SERVICES											
Grandview Community Shelter	\$140,000	\$93,333			\$46,667	\$140,000	\$93,333			\$46,667	
Arena/Curling Club Parking Lots	\$150,000	\$100,000			\$50,000	\$198,000	\$132,000			\$66,000	
Waskasoo Park Trail Repairs	\$50,000	\$33,333			\$16,667	\$50,000	\$33,333			\$16,667	
G H Dawe Arena	\$95,000	\$63,333			\$31,667	\$141,000	\$68,278			\$47,000	\$25,722
Museum Humidifier and Ducts	\$50,000	\$33,333			\$16,667	\$51,500	\$33,333			\$18,167	
Total Community Services	\$485,000	\$323,333	\$0	\$0	\$161,667	\$580,500	\$360,278	\$0	\$0	\$194,500	\$25,722
UNALLOCATED FEDERAL/PROVINCIAL GRANT		\$298					\$0				
TOTAL PROGRAM	\$2,408,000	\$1,605,674	\$64,327	\$143,319	\$594,978	\$2,508,000	\$1,605,674	\$0	\$202,504	\$674,100	\$25,722

* Revised estimate includes applicable GST, which is not cost shareable

Comments:

I concur with the recommendations of the Administration. This redesignation utilizes the remaining grant eligibility and completes the projects committed to.

"Lowell R. Hodgson"
Acting City Manager

FILE

Council Decision - November 17, 1997 Meeting

DATE: November 18, 1997

TO: Public Works Manager
Engineering Services Manager
Recreation, Parks & Culture Manager
Treasury Services Manager

FROM: City Clerk

RE: **1997 CANADA ALBERTA INFRASTRUCTURE WORKS PROGRAM
PROPOSED FUNDING CHANGES**

Reference Report:

Joint report from the Public Works Manager, Engineering Services Manager, Recreation, Parks & Culture Manager and Treasury Services Manager dated November 7, 1997

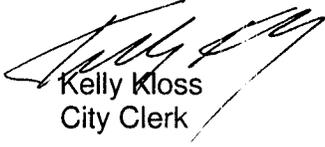
Resolution:

"RESOLVED that Council of The City of Red Deer, having considered the joint report from the Public Works Manager, Engineering Services Manager, Recreation, Parks and Culture Manager and Treasury Services Manager dated November 7, 1997, re: 1997 Canada Alberta Infrastructure Works Program Proposed Funding Changes, hereby approves the revised project budgets and funding sources as indicated in Table "A", attached hereto and forming part of this resolution, and as presented to Council November 17, 1997."

Report Back to Council Required: Yes, during budget deliberations. Councillor Hull has requested a breakdown on projects originally in the 5 Year Capital Plan, however brought forward because of the Infrastructure Works Program.

Comments/Further Action:

Thank you for your report. I have attached a copy of Table "A" as presented to Council and referred to above, for your information.


Kelly Kloss
City Clerk

/clr
attchs.

c Director of Corporate Services
Director of Community Services
Director of Development Services

TABLE A - 1997 CANADA / ALBERTA INFRASTRUCTURE PROGRAM - PROPOSED FUNDING REVISIONS

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ENGINEERING											
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City Hall Exterior Steps	\$75,000	\$50,000			\$25,000	\$77,500	\$50,000			\$27,500	
Total Engineering	\$625,000	\$416,667	\$0	\$0	\$208,333	\$657,500	\$425,000	\$0	\$0	\$232,500	\$0
COMMUNITY SERVICES											
Grandview Community Shelter	\$140,000	\$93,333			\$46,667	\$140,000	\$93,333			\$46,667	
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Waskasoo Park Trail Repairs	\$50,000	\$33,333			\$16,667	\$50,000	\$33,333			\$16,667	
G H Dawe Arena	\$95,000	\$63,333			\$31,667	\$141,000	\$68,278			\$47,000	\$25,722
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UNALLOCATED FEDERAL/PROVINCIAL GRANT		\$298					\$0				
TOTAL PROGRAM	\$2,408,000	\$1,605,674	\$64,327	\$143,319	\$594,978	\$2,508,000	\$1,605,674	\$0	\$202,504	\$674,100	\$25,722

* Revised estimate includes applicable GST, which is not cost shareable

27

FILE



**PARKLAND
COMMUNITY
PLANNING
SERVICES**

Suite 500, 4808 Ross Street
Red Deer, Alberta T4N 1X5
Phone: (403) 343-3394
FAX: (403) 346-1570
e-mail: pcps@telusplanet.net

Date: November 7, 1997

To: Kelly Kloss, City Clerk

From: Frank Wong, Planning Assistant

Re: Land Use Bylaw Amendment 3156/EE-97
Part of Lot 3, Block 1, Plan 892 0476
NW 1/4 Sec. 19-38-27-4
Oriole Park West
Conwood Construction Ltd.

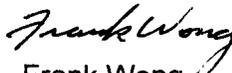
Conwood Construction Ltd. presently have title to Lot 3, Block 1, Plan 892 0476 and which was partially designated into land use districts in early 1995. Recent changes such as the relocation of the area's storm detention pond and the owners' desire to create commercial sites ranging from 1.5 ac to 3.0 ac has prompted this land use bylaw amendment. They wish to redesignate land from P1 Parks and Recreation District to C4 Commercial (Major Arterial) District and A1 Future Urban Development District; from R2 Residential (Medium Density) District to C4 District and back to A1 Future Urban Development District; and from C4 District to P1 Parks and Recreation District.

The proposed redesignation complies with the recently approved Oriole Park West Outline Plan (attached).

Recommendation

Planning staff recommends that City Council proceed with first reading of the Land Use Bylaw Amendment 3156/EE-97.

Sincerely,

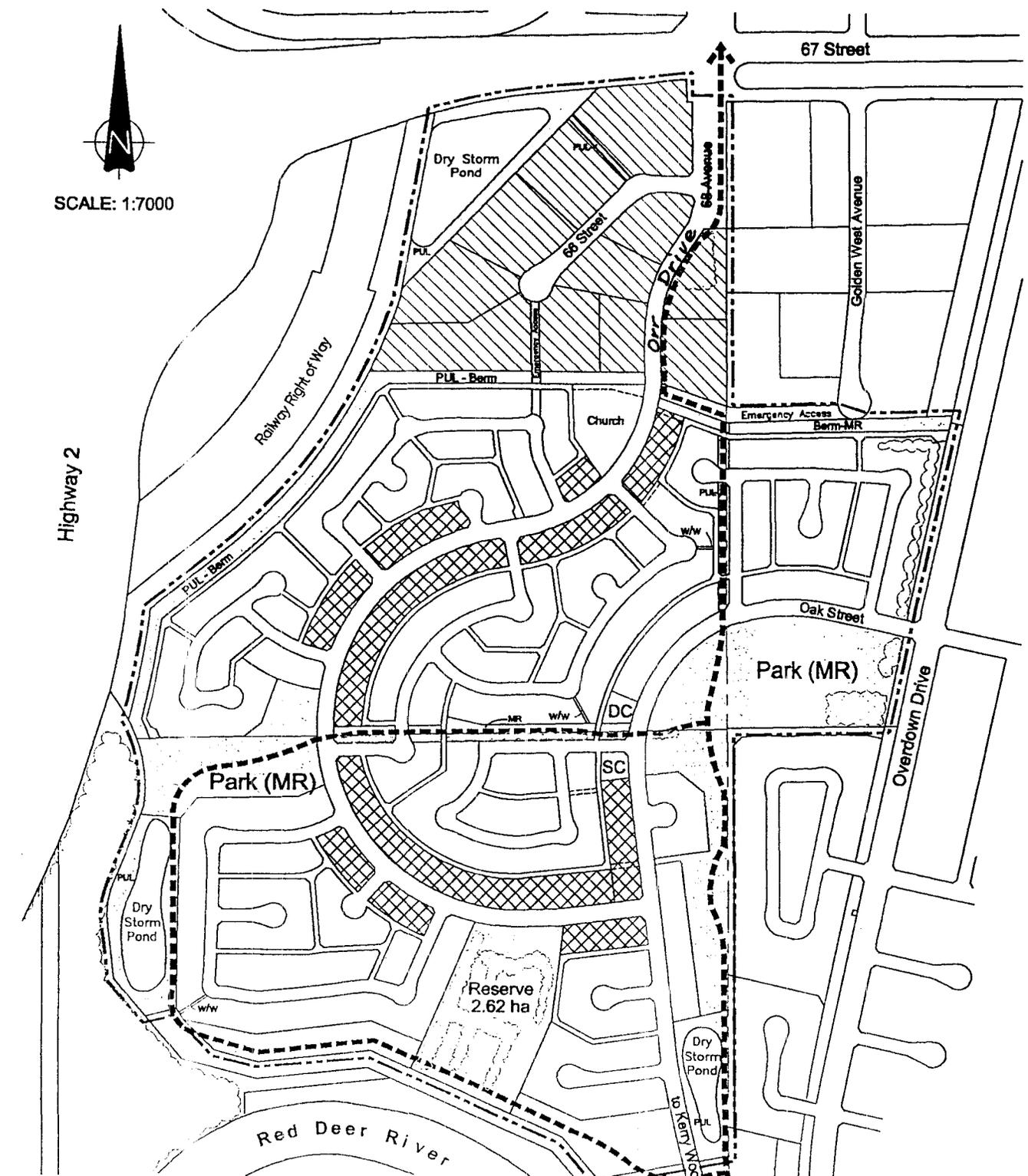

Frank Wong,
Planning Assistant

Attachment

Oriole Park West Outline Plan

SCALE: 1:7000

Highway 2



- Outline Plan Boundary
- Single Family
- ▣ Single Family / Semi Detached
- ▨ Commercial
- Open Space
- ▨ Trees to be retained
- DC Day Care Facility
- SC Social Care Facility
- Major pedestrian / bike trails
- w/w Walkway

Note: A multi-family development is an alternative use for the church site

September 1997

Development Concept

mapping by:

 PARKLAND COMMUNITY PLANNING SERVICES

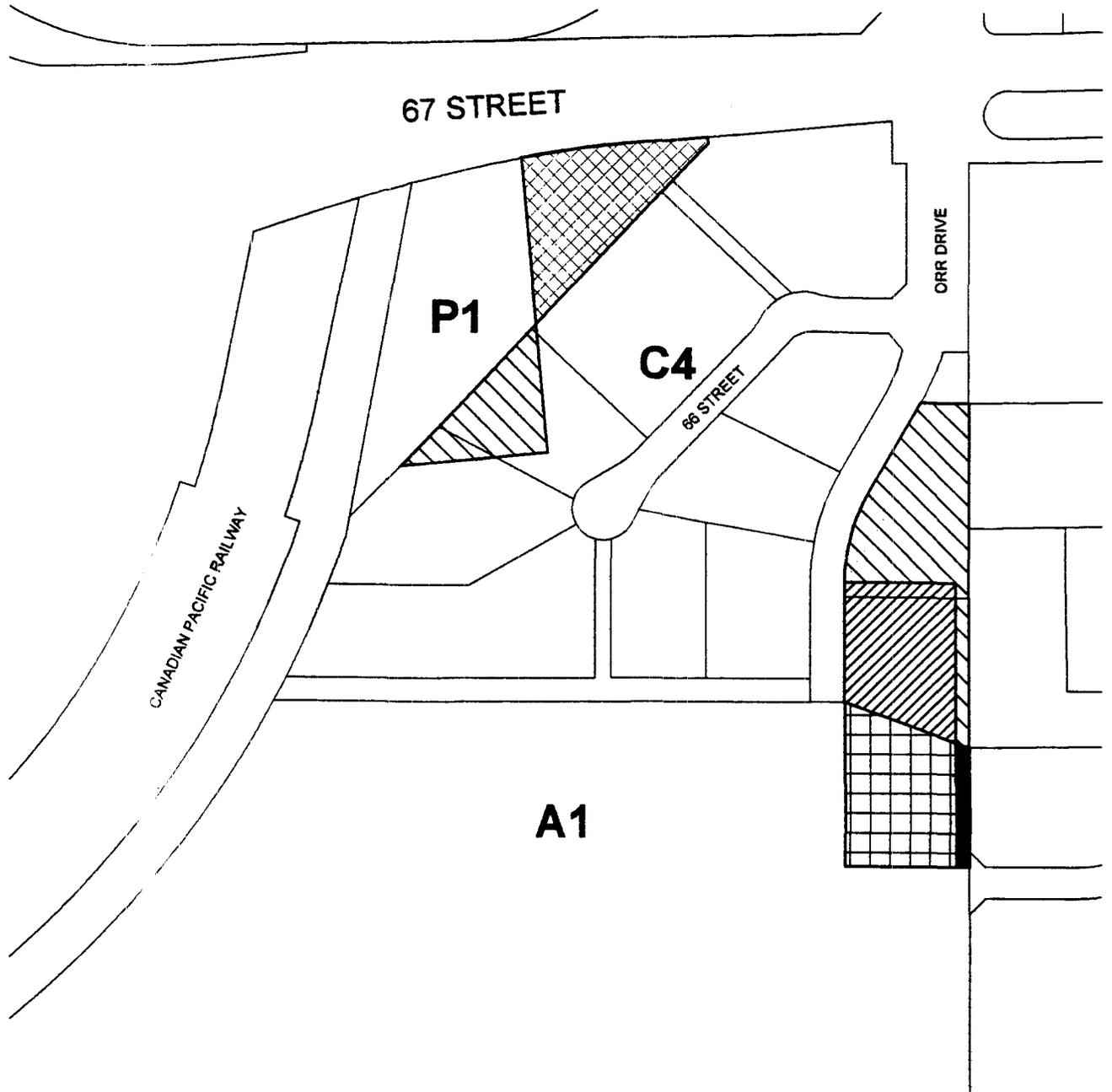
Plan prepared by:

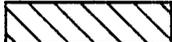
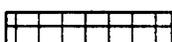
 Lovatt
 Planning Consultants

Figure 3

The City of Red Deer

PROPOSED LAND USE BYLAW AMENDMENT



- Change from:**
- P1 to C4** 
 - R2 to C4** 
 - R2 to A1** 
 - C4 to P1** 
 - P1 to A1** 

- AFFECTED DISTRICTS:**
- A1 - Future Urban Development**
 - C4 - Commercial (Major Arterial)**
 - R2 - Residential (Medium Density)**
 - P1 - Parks & Recreation**

Comments:

I concur with the recommendation of the Planning Assistant to proceed with 1st Reading of Land Use Bylaw Amendment 3156/EE-97.

**"Lowell R. Hodgson"
Acting City Manager**

FILE

Council Decision - November 17, 1997 Meeting

DATE: November 18, 1997

TO: Principal Planner

FROM: City Clerk

RE: **LAND USE BYLAW AMENDMENT 3156/EE-97 / PART OF LOT 3, BLOCK 1, PLAN 892-0476 / NW ¼ 19-38-27-4 / ORIOLE PARK WEST / CONWOOD CONSTRUCTION LTD. (MR. ULI WUNSCH)**

Reference Report: Parkland Community Planning Services, dated November 7, 1997

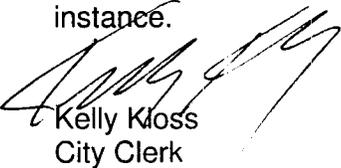
Bylaw Passed: Land Use Bylaw Amendment 3156/EE-97 given 1st Reading. A copy is attached.

Report Back to Council Required: Yes, Public Hearing to be held December 15, 1997 at 7:00 p.m.

Comments/Further Action:

Land Use Bylaw Amendment 3156/EE-97 provides for the redesignation of land from P1 Parks and Recreation District to C4 Commercial (Major Arterial) District and A1 Future Urban Development District; from R2 Residential (Medium Density) District to C4 District and back to A1 Future Urban Development District; and from C4 District to P1 Parks and Recreation District. The proposed redesignation complies with the recently approved Oriole Park West Outline Plan.

This office will now proceed with the advertising for a Public Hearing. Our office has advised Conwood Construction Ltd., via fax, that they will be responsible for the advertising costs in this instance.


Kelly Kloss
City Clerk

/clr
attchs.

c Director of Development Services
Director of Community Services
E. L. & P. Manager
Fire Chief
City Assessor
Land and Economic Development Manager
Council and Committee Secretary, S. Ladwig

FILE

Office of the City Clerk

November 18, 1997

Conwood Construction Ltd.
Suite 204, 7803 - 50 Avenue
Red Deer, AB T4P 1M8

Fax No. 347-1970
Phone:

Att: Mr. Uli Wunsch

Dear Mr. Wunsch:

**RE: LAND USE BYLAW AMENDMENT 3156/EE-97 / PART OF LOT 3, BLOCK 1,
PLAN 892-0476 / NW 1/4 19-38-27-4 / ORIOLE PARK WEST / CONWOOD
CONSTRUCTION LTD.**

At the City of Red Deer's Council Meeting held November 17, 1997, first reading was given to Land Use Bylaw Amendment 3156/EE-97, a copy of which is attached hereto.

Land Use Bylaw Amendment 3156/EE-97 provides for the redesignation of land from P1 Parks and Recreation District to C4 Commercial (Major Arterial) District and A1 Future Urban Development District; from R2 Residential (Medium Density) District to C4 District and back to A1 Future Urban Development District; and from C4 District to P1 Parks and Recreation District. The proposed redesignation complies with the recently approved Oriole Park West Outline Plan.

This office will now proceed with the advertising for a Public Hearing to be held on Monday, December 15, 1997 at 7:00 p.m., or as soon thereafter as Council may determine, in the Council Chambers of City Hall.

In accordance with the Land Use Bylaw, you are required to deposit with the City Clerk, prior to public advertising, an amount equal to the estimated cost of advertising, which in this instance is \$600. We require this deposit by no later than 10:00 a.m., Wednesday, November 26, 1997, in order to proceed with the advertising. Once the actual cost of advertising is known, you will either be invoiced for or refunded the difference.

... / 2

Box 5008
Red Deer, Alberta
T4N 3T4

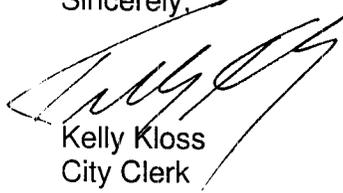
The City of Red Deer



Conwood Construction Ltd.
November 18, 1997
Page 2

If you have any questions or require additional information, please do not hesitate to call me.

Sincerely,

A handwritten signature in black ink, appearing to read 'Kelly Kloss', written over a horizontal line.

Kelly Kloss
City Clerk

/clr
attchs.

- c Director of Development Services
- Director of Community Services
- Land and Economic Development Manager
- E. L. & P. Manager
- Fire Chief
- City Assessor
- Principal Planner
- Council and Committee Secretary, S. Ladwig

Office of the City Clerk

FILE

November 18, 1997

Conwood Construction Ltd.
Suite 204, 7803 - 50 Avenue
Red Deer, AB T4P 1M8

Fax No. 347-1970
Phone:

Attn: Mr. Uli Wunsch

Dear Mr. Wunsch:

**RE: LAND USE BYLAW AMENDMENT 3156/EE-97 / PART OF LOT 3, BLOCK 1,
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... / 2

4914 48th Avenue, Red Deer, AB Canada T4N 3T4
Tel: (403) 346-8122 Fax: (403) 346-6195 E-mail: cityclerk@city.red-deer.ab.ca Web: http://www.city.red-deer.ab.ca

TRANSMISSION REPORT

**THIS DOCUMENT WAS CONFIRMED
(REDUCED SAMPLE ABOVE - SEE DETAILS BELOW)**

**** COUNT ****

**TOTAL PAGES SCANNED : 4
TOTAL PAGES CONFIRMED : 4**

*** SEND ***

No.	REMOTE STATION	START TIME	DURATION	#PAGES	MODE	RESULTS
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TOTAL 0:01'18" 4

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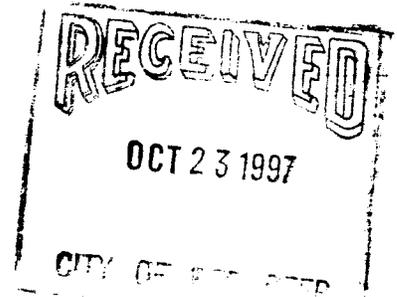
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 PD : POLLED BY REMOTE SF : STORE & FORWARD R1 : RELAY INITIATE RS : RELAY STATION
 MB : SEND TO MAIL BOX PG : POLLING A REMOTE MP : MULTI-POLLING RM : RECEIVE TO MEMORY

The City of Red Deer

1 of 4

Sept 25/97

City Clerk
4914-48 Ave
Box 5008
Red Deer, Alta
T4N 3T4.



RE: ^{MAJOR} Sound Barrier Wall on the
North side of 67st (Across from the
Fire Hall

Dear Sir/Madam,

This letter is well over due. I haven't had time to sit down and write this letter until, I had to go to the hospital for surgery. As I am laying in bed trying to rest and get better, the only thing I can hear is the pumping & tumbling noises, loud mufflers, tractor trailers of all sorts, kids with there loud stereo music coming from the cars, as well as the fire hail across the street at all hours.

Our situation is that much worse because of the lights at 59 st & 67 Ave. When the light turns green - its pedal to the metal. Can you imagine how much noise this creates. It doesn't matter what time of day or the days of the week, this noise is constant.

We pay heavy taxes, to be belatedly to those
 indiscriminate rates, when other tax payers are
 living in comfortable quiet areas. I do
 believe we should be compensated in our
 taxes for having to put up with this atmosphere
 raised for the last 5 years, because of the
 added negligence or not putting up a
 sound manner were stated.
 "Why we were have to complain before something
 is done"??

I can't even get on my feet and have
 a conversation because of this horrific noise.
 Could you please explain why these trucks
 drivers don't wear 11A to get out of town. Half
 of these trucks are coming from the deep
 hole to get at 67A, which is the only
 road we are appropriate out on Hwy 11A.
 section light on widening the turn, half the
 section widening paved out there and take
 a lot of weight of 67A.
 I am doing this, the city's plans are
 very much alike the fast growth of Keller.
 We also talked about a barrier road 8 years
 ago, and at that time decided to plant some
 trees, that might have been 10-15 years
 ago, but today with the rapid growth of
 the area, there are completely
 inadequate. Let there be no more
 and block the back alley with them in the winter.

As I am writing, I realize also like
 to mention some other problem areas
 in Red Deer, as when I am writing
 I am a course person and travel all
 areas of Red Deer.

1) Blind West Cue (NORTH) - there is no
 exit at the end of the road going to
 the east - very much needed. We have to
 back track and try to get out onto 67th
 again - is very dangerous. There should
 be a set of lights because of the high
 volume of traffic.

2) 65 West + 67th should have lights,
 as long as they are synchronized
 with Taylor + 67th lights.
 (65 West + 67th is a very dangerous
 intersection)

3) Abbots Bay Commercial Area
 45th + 54th Ave - there lights need
 to be synchronized with Taylor and
 45th very badly or at least put a
 double flashing lane, from 45th going
 east into Taylor. This area gets
 very congested in rush hour.
 4) 67th needs parking, for the amount
 of traffic on this street, it is in
 very poor condition.

Sometimes, I think, The city goes by the book. The city ^(MAYOR) needs to take a drive throughout the city and taking a look for problem roads and areas. When in taking a look, common sense tells you some areas need attending to now, not when the book says so.

In closing, I would ^{like to} invite any city member to come and sit, stand or lay in my back yard, to understand why the necessity of a sound barrier wall is needed to keep our sanity,

Sincerely
Betty Weimer

#19 Newcombe Cres

RES: 343-0595
(WK- 350-1875
when I go back after
recovery)

DATE: November 7, 1997
TO: City Clerk
FROM: Engineering Services Manager
RE: **BETTY WEIMER - TRAFFIC NOISE ON 67 STREET AND
OTHER ITEMS**

We have reviewed the letter dated September 25, 1997, and note that Ms. Weimer is concerned about a number of traffic related issues in various areas of the City. In order for Council to consider each item, we will supply our comments in the order presented in her letter.

1. Excessive Traffic Noise on 67 Street, between 59 Avenue and 52 Avenue

It is not surprising that the noise levels have increased over the years as the traffic volumes and likely the percentage of heavy vehicles have and continue to increase as the City grows. Sixty-seventh Street is an important primary highway connector through the City, between Highway 2 to the west and Highway 11 to the east. We draw Council's attention to the attached letter from Mr. C. F. Lynch, a Pines Subdivision resident with a similar concern. Our recommendation remains the same as for the Lynch complaint. At the time of twinning the 67 Street River Bridge and roadway, a noise study, complete with recommended remedial action and cost, should be undertaken. Depending on the outcome of the study, the noise attenuation effort should be included as part of this project. We are recommending, as part of the 1998 Major Capital Budget, that Council consider this major twinning project starting in 1998 with completion in the fall of 1999.

2. Golden West Avenue has no Exit Road to the East

This has been a long-standing problem since this subdivision was constructed in the early 1960's. In 1995, by way of a local improvement program, water and sanitary sewer was constructed in Golden West Avenue and 67 Avenue, including a connecting temporary roadway. The final roadway system in this area is dependent upon the private developer of the lands north of the Golden West Subdivision. The temporary and future roadways are illustrated on the attached plan. At the present time the City is waiting for a construction timetable from the developer.

3. New Traffic Signal at 65 Avenue and 67 Street

It is apparent from the attached signal warrant table, that a new set of signals would be beneficial at the 65 Avenue and 67 Street intersection. We are recommending that this signal be installed in 1998 as part of the Major Capital Budget that Council will be considering in January 1998.

City Clerk
 Page 2
 November 7, 1997

4. Taylor Drive and 45 Street Intersection Light Synchronize or Add Dual Left Turns

The two sets of signals on 45 Street, one at Taylor Drive and the other at 54 Avenue (entrance into Cronquist Business Park), are very close together due to retrofitting the Taylor Drive Corridor into an existing area. Due to this spacing, it is very difficult to provide better progression between the two signals. This is something that our Traffic Section has studied in detail and will continue to monitor.

With regard to the dual left turns for the eastbound to northbound traffic, this maybe an option, but we expect the demand to be only during the noon and p.m. peak hours. It is our opinion that additional investigative expense is not warranted at this time, nor is the expense of roadway alteration. If however, Council wishes the Administration to investigate further, a future report can be prepared outlining what can be done and forwarded to Council complete with an estimate of costs.

5. 67 Street Repaving

Ms. Weimer does not indicate the exact area of 67 Street she is concerned with; however, we expect that it is the portion between Taylor Drive and 52 Avenue. Our record plans indicate that the last pavement overlay occurred as follows:

- | | | |
|----|------------------------------------|--|
| a. | Between Taylor Drive and 59 Avenue | Eastbound lanes - 1992
Westbound lanes - 1991 |
| b. | Between 59 Avenue and 52 Avenue | Eastbound and Westbound lanes - 1981 |
| c. | Between 52 Avenue and Gaetz Avenue | Eastbound and Westbound lanes - 1988 |

We review overlay projects annually with the Public Works Department and currently have the section of 67 Street, between 59 Avenue and Gaetz Avenue (items b and c), scheduled for 1999.

SUMMARY

This report is respectfully submitted for the information of Council in considering the concerns expressed by Betty Weimer.


 Ken G. Haslop, P. Eng.
 Engineering Services Manager

KGH/emr

c. Public Works Manager
 c. City Planner

15 Sep 97

DISTRIBUTION LIST

TO CITY HALL

I WISH to complain ABOUT the NOISE my residence is being BOMBARDED with, since the city has designated 67ST, PAST the SOUTH SIDE OF PINE as a commercial truck and HAZMAT route, since approx 1 1/2 years ago. The NOISE to my residence has been HORRIFIC! THE NOISE BARRIER SITED between 67ST AND my residence is completely INADEQUATE, as the truck exhaust stacks are sometimes 4 feet ABOVE the barrier, and the south and east of my residence is CONTINUALLY being BOMBARDED by truck BLASTS, SQUELLING AIR BRAKES, constant gearing up & down from trucks PASSING THROUGH the lights. THE 67ST road THROUGH the lights has greatly deteriorated in the PAST year, and when heavy trucks and semi-trailers trucks hit these depressions in the road, when carrying a light load, CAUSING A SERIES OF CRASHES, SIMILAR to CLAPS OF THUNDER, and heavy commercial trucks PASSING my HOUSE OFTEN USE their ENGINE RETARDANTS, BOTH day AND NIGHT.

Noise levels to be measured and recorded during the upgrade of 67st from 2 lane to 4 lane.

THE ENTRANCE & EXIT to 67ST THROUGH PAMELY ST HAS ALSO become very NOISY, AS many OF the CARS use this AS A SHORT cut THROUGH PINE, AND AS A MINI DRAG strip

TO Be RETAINED ON FILE

THE NOISE AND VEHICLE EXHAUST SMELL HAS become SO TERRIBLE, WE CANNOT USE AND ENJOY OUR BACK YARD, INDEED WE CANNOT HEAR OURSELVES TALK IN THE YARD.

In agreement

~~AND AS A MINI DRAG STRIP~~ THE SIGN ON THE ENTRANCE TO PAMELY STATES "LOCAL TRAFFIC ONLY" WHAT A JOKE, AS UP TO 70% OF TRAFFIC USE THIS AS A SHORT CUT, AND EVEN HEAVY COMMERCIAL TRUCKS AND SEMIS ARE USING IT NOW. FROM WHAT I HAVE OBSERVED, LAW ENFORCEMENT IS VIRTUALLY NOT EXISTENT, TO ENFORCE SPEED REGULATIONS ON PAMELY. THERE IS A CONTINUOUS LINE OF CARS AND HEAVY TRUCKS ON THE EAST END OF PAMELY, ADJACENT TO MY RESIDENCE WAITING TO TURN LEFT TO 67ST, THIS CAUSE CONSIDERABLE NOISE AND AIR POLLUTION, AND IS VERY ANNOYING AS I KNOW 70% ARE USING THIS ROUTE AS A SHORT CUT.

Post
No heavy
trucks
Enforcement

WE PURCHASED ~~THE~~ OUR RESIDENCE APPROX 7 YEARS AGO, AND IT WAS AN EYE SORE TO THE ENTRANCE TO PINES, AND MY WIFE AND I, SPENT CONSIDERABLE TIME AND MONEY TO UPGRADE THE OUTSIDE OF OUR RESIDENCE. LIVING HERE IN PINES WAS GREAT, UNTIL LAST SPRING, WHEN COMMERCIAL TRUCKS BEGAN TO USE 67ST, PAST OUR RESIDENCE, ON A CONTINUOUS BASIS. I CONTACTED CITY HALL, BOTH TRAFFIC ~~AND~~ AND ENGINEERING SECTION LAST SPRING WITH HOPES THAT AN EFFORT WOULD BE MADE TO DEBEN THIS NOISE, TO NO AVAIL.

Matter
of
Shortcuts
through
Pines
via
Pamely
address
many
trucks
with
the
community
over
the
yrs
with
no
mutual
acceptable
solution

I WAS CONTACTED BY THE CITY ENGINEERING, WHILE ADMITTING THE NOISE WAS EXTREME, BUT NOTHING WOULD

3.

TO BE RETAINED ON FILE

Due to the TRAFFIC NOISE, my WIFE AND I decided to sell our home, AT BELOW VALUE with "REMAX" REAL ESTATE. Prospective buyers liked the house + Property, but NO OFFERS were tentered DUE to the NOISE!

I REALIZE THAT CITY COUNCIL HAS TO MAKE DECISIONS FOR THE BENEFIT OF THE CITY, HOWEVER SAFE GUARDS TO NOISE SHOULD HAVE BEEN IMPLEMENTED PRIOR TO DESIGNATING THIS AS A COMMERCIAL TRUCK + HAZMAT ROUTE. NOW my WIFE AND I, ARE LIVING IN A HOME, WHERE WE SPENT OUR LIFE SAVINGS ON, WHICH WE CAN'T SELL, UNLESS AT A CONSIDERABLE LOSS, AND THAT WE CAN'T EVEN OPEN OUR WINDOWS AT NIGHT, IN HOT WEATHER, BECAUSE OF THE NOISE, AND INDEED EVEN WITH THE WINDOWS CLOSED, THE NOISE IS VEXING.

67 st
was
designated
as a
truck &
hazardous
route
from the
day it
opened
in Sept
1988.

WE DON'T EXPECT MIRACLES; BUT WE ARE URGENTLY REQUESTING CITY COUNCIL to come up with some SOLUTIONS to this DEPRESSING PROBLEM. PLS CONTACT

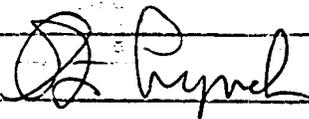
US AT :

CF LYNCH

4 PEARSON CRES

TYP 1L9

347-0249



DISTRIBUTION LIST

MAYOR GAIL SURKAN
CITY COMMISSIONERS
ENGINEERING DEPARTMENT
TRAFFIC SECTION

JOHNSTONE PARK

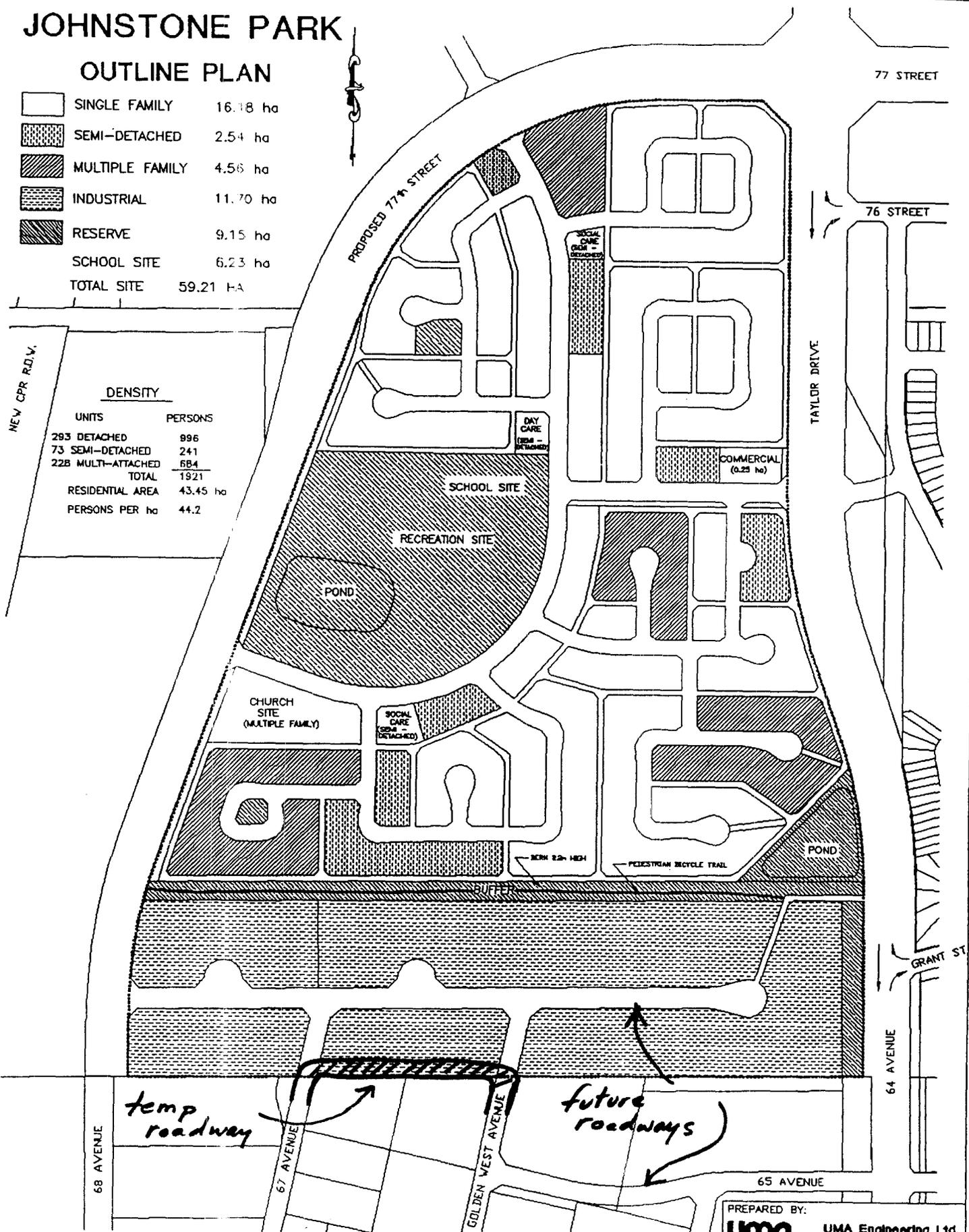
OUTLINE PLAN

	SINGLE FAMILY	16.18 ha
	SEMI-DETACHED	2.54 ha
	MULTIPLE FAMILY	4.56 ha
	INDUSTRIAL	11.70 ha
	RESERVE	9.15 ha
	SCHOOL SITE	6.23 ha
	TOTAL SITE	59.21 HA

DENSITY

UNITS	PERSONS
293 DETACHED	896
73 SEMI-DETACHED	241
22B MULTI-ATTACHED	684
TOTAL	1921
RESIDENTIAL AREA	43.45 ha
PERSONS PER ha	44.2

NEW CPR RD.V.



N.T.S.

PREPARED BY:



UMA Engineering Ltd.
Engineers and Planners

AUG. 13, 1997

The City Of Red Deer
Traffic Section

TRAFFIC SIGNAL WARRANT ANALYSIS 1991- 1997					
Location	Year Warrant Completed	Accident History Priority Points	Proximity of Adjacent Signal Priority Points	Approach Vehicular And Pedestrian Volume Priority Points	Total Priority Points
WARRANT CRITERIA					100
67 Str. / 65 Av.	1997	n/a	24	57	81
67 St. / Golden West Av.	1997	n/a	30	46	76
67 St. / Nagel Avenue	1997	n/a	42	33	75
Rollis St. / 30 Av.	1997	n/a	31	43	74
Dunlop St. / 30 Av.	1997	15	23	24	62
Dawson St. / 30 Av.	1997	n/a	41	15	56
63 St. / 59 Av.	1991	17	19	17	53
Hwy 11A / Taylor Dr.	1997	Conducted by Alberta Trans & Utilities			48
67 Str. / 65 Av.	1991	-7	23	26	42
67 Str. / 65 Av.	1993	-21	26	27	32
39 St. / 38A Av.	1993	-30	24	5	-1

Comments:

The Engineering Services Manager addresses the issues of Mrs. Weimer:

1. With respect to the 67 Street traffic noise issues, we are recommending this be considered at the time of the twinning of the 67 Street Bridge project.
2. The Golden West Avenue issue is dependent on a private developer and thus we are not in a position to satisfy this request.
3. The traffic signal at 65 Avenue and 67 Street is a budget item to be considered in January 1998.
4. Light synchronization at Taylor Drive and 48 Street is a matter receiving ongoing monitoring.
5. 67 Street paving overlays is a matter to be presented to Council in January, again as part of our 3 Year Budget and Business Plan.

**"Lowell R. Hodgson"
Acting City Manager**

FILE

Office of the City Clerk

November 19, 1997

Mrs. Betty Weimer
19 Newcombe Crescent
Red Deer, AB T4P 1T9

Dear Mrs. Weimer:

RE: TRAFFIC NOISE ON 67 STREET "ET AL"

At the City of Red Deer's Council Meeting held Monday, November 17, 1997, consideration was given to your correspondence dated September 25, 1997, regarding the above. At that meeting, the following resolution was passed:

"RESOLVED that Council of The City of Red Deer, having considered correspondence from Betty Weimer dated September 25, 1997, re: Traffic Noise on 67 Street and Additional Requests: Golden West Avenue - No Exit Road to East; New Traffic Signal at 65 Avenue & 67 Street; Taylor Drive and 45 Street Light Synchronization & Intersection Signals; 67 Street Repaving, hereby agrees as follows:

1. That the issues with respect to the traffic noise on 67 Street be considered at the time of the twinning of the 67 Street Bridge Project;
2. That no action be taken with respect to Golden West Avenue as The City is not in a position to take any action at this time;
3. That the issue of the traffic signal at 65 Avenue and 67 Street be considered during budget deliberations in January 1998;
4. That light synchronization at Taylor Drive and 48 Street is a matter receiving ongoing monitoring and no further additional action be taken at this time;
5. 67 Street paving overlays shall be considered in January 1998 as part of The City's Three Year Budget and Business Plan,

and as presented to Council November 17, 1997."

... / 2



Mrs. Betty Weimer
November 19, 1997
Page 2

Thank you for taking the time to bring your concerns to Council's attention. Please do not hesitate to contact the Engineering Services Manager, Mr. Ken Haslop, or myself should you require further information or clarification on the above.

Sincerely,



Kelly Kloss
City Clerk

/clr

c Director of Community Services
 Director of Corporate Services
 Engineering Services Manager

DATE: October 27, 1997
TO: DIRECTOR OF COMMUNITY SERVICES
DIRECTOR OF CORPORATE SERVICES
X DIRECTOR OF DEVELOPMENT SERVICES
CITY ASSESSOR
E. L. & P. MANAGER
ENGINEERING DEPARTMENT MANAGER
FIRE CHIEF (EMERGENCY SERVICES)
INFORMATION TECHNOLOGY SERVICES MANAGER
INSPECTIONS AND LICENSING MANAGER
LAND AND ECONOMIC DEVELOPMENT MANAGER
PERSONNEL MANAGER
X PUBLIC WORKS MANAGER
R.C.M.P. - ATTENTION: WENDY
RECREATION, PARKS & CULTURE MANAGER
SOCIAL PLANNING MANAGER
TRANSIT MANAGER
TREASURY SERVICES MANAGER
PRINCIPAL PLANNER
CITY SOLICITOR

BACKUP INFORMATION
NOT SUBMITTED TO COUNCIL

FROM: CITY CLERK
RE: Betty Weimer - Sound Barrier North side of 67 Street Across from
Firehall #2

Please submit comments on the attached to this office by November 10, 1997 for the
Council Agenda of Monday, November 17, 1997.

"Kelly Kloss
City Clerk



Box 5008
Red Deer, Alberta
T4N 3T4

The City of Red Deer

Office of the City Clerk

October 27, 1997

BACKUP INFORMATION
NOT SUBMITTED TO COUNCIL

Betty Weimer
19 Newcombe Crescent
Red Deer, AB T4P 1T9

Dear Ms. Weimer:

I am in receipt of your letter dated September 25, 1997 re: Sound Barrier North Side of 67 Street - Across from Firehall #2. Your letter will be placed on the Red Deer City Council Agenda of Monday, November 17, 1997.

Your request has been circulated to City Administration for comments. A copy of the administrative comments will be available to you prior to the Council Meeting and can be picked up at our office on the second floor of City Hall on Friday, November 14, 1997.

If you wish to be present and/or speak at the Council Meeting, please telephone our office on Friday, November 14, 1997, and we will advise you of the approximate time that Council will be discussing this item. Please note that the park side entrance is temporarily closed, and upon arrival at City Hall, enter the east side entrance and proceed to the Council Chambers on the second floor.

Council Meetings are open to the general public and are televised live on Shaw Cable, Channel 3. Council Meetings commence at 4:30 p.m., adjourn for the supper hour at 6:00 p.m., and reconvene at 7:00 p.m. Council agendas are available to the public and media from the City Clerk's Department.

If you have any questions or require further assistance, please do not hesitate to contact me.

Sincerely,

Kelly Kloss
City Clerk

KK/jt

BYLAW NO. 3156/DD-97

Being a Bylaw to amend Bylaw No. 3156/96, the Land Use Bylaw of the City of Red Deer.

NOW THEREFORE THE MUNICIPAL COUNCIL OF THE CITY OF RED DEER, IN THE PROVINCE OF ALBERTA, DULY ASSEMBLED, ENACTS AS FOLLOWS:

- 1 The "Land Use District Map F7" contained in Schedule B of the Land Use Bylaw is hereby amended in accordance with the Use District Map No. 24/97 attached hereto and forming part of the Bylaw.

READ A FIRST TIME IN OPEN COUNCIL this 20 day of October A.D. 1997.

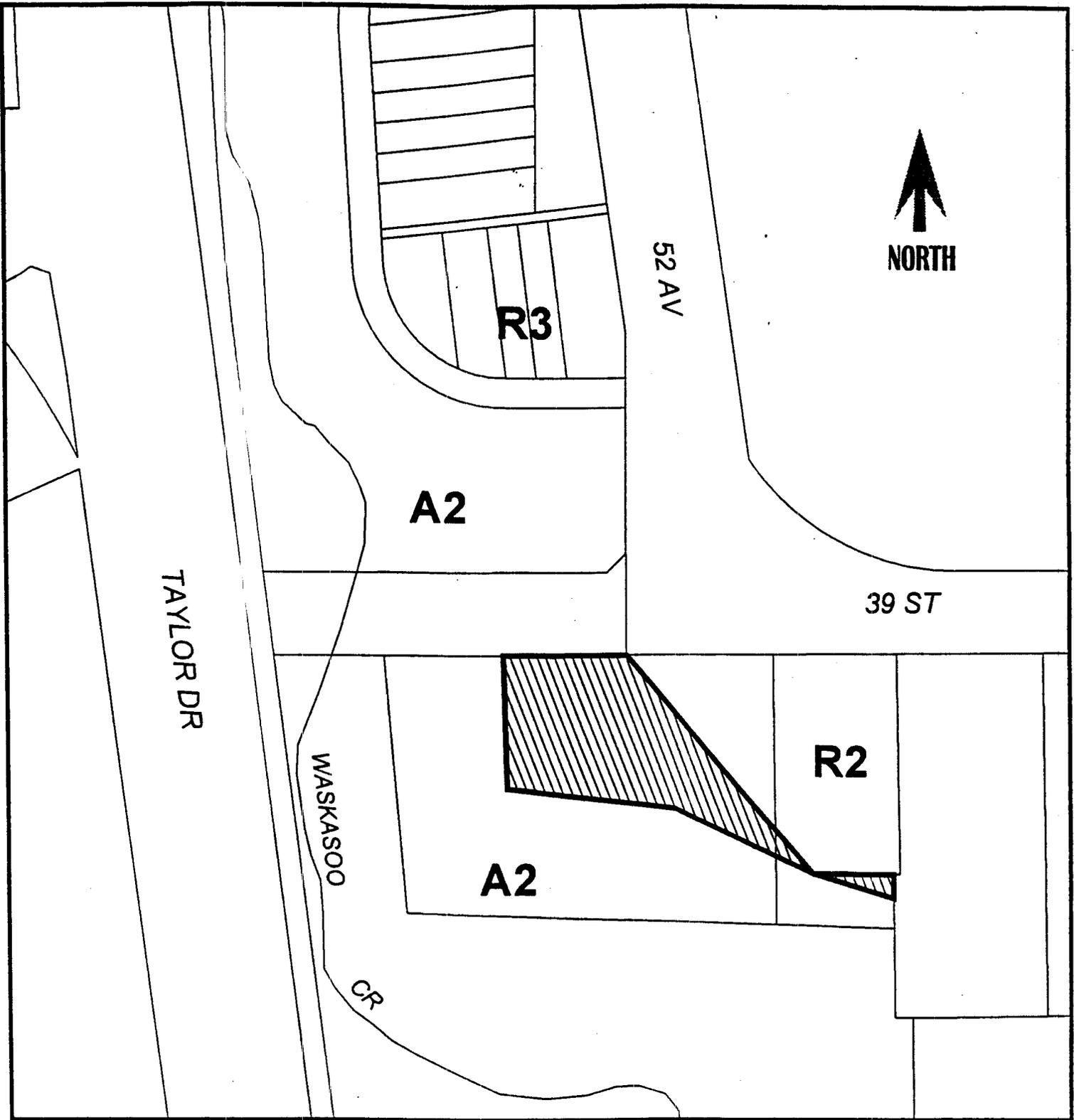
READ A SECOND TIME IN OPEN COUNCIL this day of A.D. 1997.

READ A THIRD TIME IN OPEN COUNCIL this day of A.D. 1997.

AND SIGNED BY THE MAYOR AND CITY CLERK this day of A.D. 1997.

MAYOR

CITY CLERK



Change from: A2 to R2



WHERE AS:

A2 - ENVIRONMENTAL PROTECTION DISTRICT

R2 - RESIDENTIAL (MEDIUM DENISTY) DISTRICT

MAP NO. 24 / 97

BYLAW NO. 3156 / DD - 97

Item No. 2

BYLAW NO. 3156/EE-97

Being a Bylaw to amend Bylaw No. 3156/96, the Land Use Bylaw of the City of Red Deer.

NOW THEREFORE THE MUNICIPAL COUNCIL OF THE CITY OF RED DEER, IN THE PROVINCE OF ALBERTA, DULY ASSEMBLED, ENACTS AS FOLLOWS:

- 1 The "Land Use District Map C11" contained in Schedule B of the Land Use Bylaw is hereby amended in accordance with the Land Use District Map No. 25/97 attached hereto and forming part of the Bylaw.

READ A FIRST TIME IN OPEN COUNCIL this day of A.D. 1997.

READ A SECOND TIME IN OPEN COUNCIL this day of A.D. 1997.

READ A THIRD TIME IN OPEN COUNCIL this day of A.D. 1997.

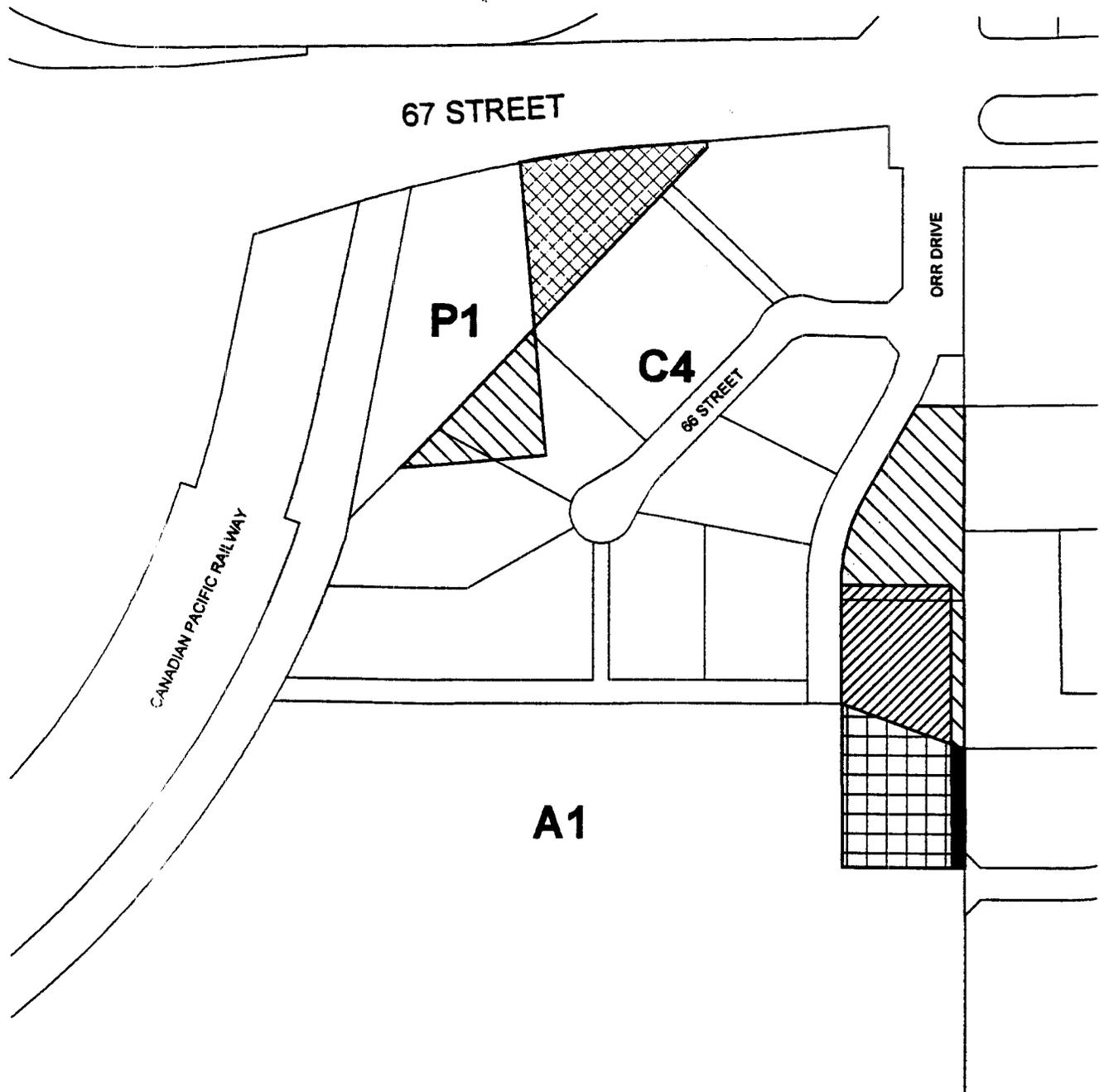
AND SIGNED BY THE MAYOR AND CITY CLERK this day of A.D. 1997.

MAYOR

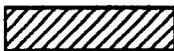
CITY CLERK

The City of Red Deer

PROPOSED LAND USE BYLAW AMENDMENT



Change from:

P1 to C4	
R2 to C4	
R2 to A1	
C4 to P1	
P1 to A1	

- AFFECTED DISTRICTS:**
- A1 - Future Urban Development
 - C4 - Commercial (Major Arterial)
 - R2 - Residential (Medium Density)
 - P1 - Parks & Recreation

MAP NO. 25 / 97
 BYLAW NO. 3156 / EE - 97

ADDITIONAL AGENDA

FOR THE **REGULAR MEETING OF RED DEER CITY COUNCIL**

TO BE HELD IN THE COUNCIL CHAMBERS, CITY HALL

MONDAY, NOVEMBER 17, 1997

COMMENCING AT **4:30 P.M.**

1. Chairman, Utility Billing System Committee - Re: Recommendation on the Canadian Utilities Limited Proposal for Providing Utility Billing and Meter Reading Services to The City of Red Deer

.. 1

2. *Windsor Cultural & Natural History Society,
Appointed & Delegates Committee Representative*

DATE: November 12, 1997

TO: City Clerk

FROM: Chairman, Utility Billing System Committee

**RE: RECOMMENDATION ON THE CANADIAN UTILITIES LIMITED
PROPOSAL FOR PROVIDING UTILITY BILLING AND METER
READING SERVICES TO THE CITY OF RED DEER**

It has been recognized for a number of years the existing City utility billing computer program would have to be replaced for two reasons:

- it is at a significant risk of failure to accept dates above 1999. This is a common problem with computer programs throughout the business community.
- the computer program is resident on an older technology computer.

Options

There were three options identified to resolve at least the year 2000 concern:

1. Change the existing utility billing computer program.
2. Purchase a new utility billing computer program and operate it on a current technology computer.
3. Contract out the meter reading and utility billing functions.

The first two options were investigated to identify the probable level of cost of each option. The second option was determined to be the preferred option of the two because the first option was:

- more expensive
- did not allow the City to use current computer technology to improve staff efficiency and service to the Public.

Contracting Out Option

It was decided during the process of looking at the first two options to investigate the third option - to contract out meter reading and utility billing services. This option offered the potential for cost savings because:

- meter readers for Northwestern Utilities limited (NUL) were reading gas meters at most of the same locations as City meter readers read power and water meters.
- the cost of purchasing and operating utility billing systems and providing customer service would be shared with another company.

To investigate this option a number of City staff from front line clerical staff to the Director and Department Head level were involved in developing a detailed Request For Proposal (RFP) to provide the following services to the City for a five year period:

- meter reading
- calculating, printing and mailing utility bills
- providing service to utility customers
- receiving and depositing utility payments
- providing computer systems for City staff to maintain inventories of power and water meters and record related meter maintenance activities.

The City staff spent many hours in developing the RFP. The RFP was an excellent, well laid out document that identified the City's requirements in detail. The staff involved are to be commended for the excellent job they did and the extra effort they provided.

It was decided to request submissions from two companies for the RFP. The two companies were:

- TransAlta Corporation
- Canadian Utilities Limited (CUL). They are the parent company of Northwestern Utilities Limited (NUL).

The two firms were selected because they :

- were large, well financed, respected and Alberta based companies with a considerable Central Alberta presence and a good corporate history
- had existing utility billing and meter reading functions

The closing date for RFP responses was Wednesday, November 5th. Only CUL submitted a proposal as requested.

The CUL proposal is for a charge of \$2.90 per utility bill. If we include:

- a provision for amortization of one time start-up costs and
- staff costs to administer the contract but
- reduce the proposal for office hours to be comparable to existing hours because the \$2.90 is based on including 7 day/24 hour call center service,

then the cost per bill increases to \$3.10. This cost results in an annual reduction of \$254,000 or 20% from the existing 1997 City budget costs of \$1,260,000 or \$3.89 per bill. In addition to the savings of 20%, there would be an increase in the level of customer service.

If we compare the cost of the second option, to purchase a new utility billing system computer program, with the CUL proposal cost; the projected annual saving of the CUL proposal would be \$269,000. So whether we compare our existing costs or the cost of the option to purchase a new utility billing system computer program with the cost of the CUL proposal, annual savings of at least \$254,000 are projected by accepting the CUL proposal.

CUL has offered an option that would result in annual cost savings in addition to the \$254,000:

<u>Description</u>	<u>Additional Annual Cost Savings</u>
<ul style="list-style-type: none"> • Eliminate the requirement to have the customer's signature on service orders 	\$90,000

It is recommended the requirement to have customer signatures on service orders be discontinued. This would result in an additional saving of \$90,000. If a provision of \$42,000 is made for a possible increase in uncollectable accounts, it would reduce the projected savings to \$48,000. Adding the \$48,000 to the previously calculated annual savings of \$254,000 would increase the annual savings to \$302,000.

NUL experienced a level of uncollectable utility accounts for 1996 at 0.32% of billing revenue. This was only slightly higher than Red Deer's 0.23%. In the three years prior to 1996, NUL experienced uncollectable amounts ranging from 0.17% to 0.24%. Assuming the 1996 NUL experience would be the same for doing City utility accounts, the increase in annual uncollectable accounts would be \$42,000 per year. This would reduce the projected annual savings to \$302,000 as indicated in the previous paragraph.

It is also recommended a provision of \$25,000 be included in the costs to provide for extended call center hours to 8:00 pm to provide an extra level of service to utility customers. Including this provision would reduce the annual savings to \$277,000.

A more detailed calculation of the savings appears on Appendix "A". It shows the projected total annual savings of \$277,000 represents a saving of 22% or \$0.85 per utility bill compared with the 1997 City budget costs.

The annual savings identified are based on a per bill charge to the City by CUL for providing the contract services. As the number of customer accounts increases, the contract payment would increase proportionately. The unit charge per bill would not increase, however, over the life of the contract. The City would be responsible for cost increases for the following:

- postage rate increases
- bill and envelope costs

The City would have been responsible for the two cost increases above if the service had continued to be supplied by City staff.

In addition to the savings identified, acceptance of the CUL proposal would allow the City to cancel the estimated purchase cost of \$150,000 to replace the City's existing high speed burster/insertor/stuffer for City utility and tax bills. This purchase was expected to be needed within the next few years. The City would contract with CUL to provide the printing and mailing service for the tax bills in addition to the utility bills.

The increases in the level of service included in the proposal, based on the changes as recommended, are summarized below:

Service Description	Current Service	Canadian Utilities Limited Proposal
Customer Service Center	City Hall from 8:00 am to 4:30 pm, Monday to Friday	Office located at 5439-47st. with office hours of 8:00 am to 4:30 pm, Monday to Friday plus a call center with operating hours after 4:30 pm that is accessed by using a Red Deer local number. It is anticipated the call center would operate to 8:00 pm.
Service office location for natural gas and City utility customers	Separate	Same location (one stop service)
Mailing of natural gas and City Utility service bills in one envelope to customer	No	Yes
Mailing of natural gas and City utility service bills by customer	Separate envelopes	Same envelope
Customer calls can be handled in a number of languages	No	Yes, by the call center
A return envelope is included with the bill to the customer	No	Yes

The City has been sensitive to the impact on staff in those City operations that would be contracted out. Permanent City staff have been guaranteed they will not lose employment with the City as a result of accepting the CUL proposal. The City has also been doing preliminary planning and the principle to be used is that the City must minimize the impact on its employees and must provide the employees with as many options as possible. If Council approve the report recommendations, the City will be meeting with the Union and individual employees to achieve this principle. There are 12 Utility Billing and 4 meter reader positions that would be affected.

CUL is an investor owned Alberta company in business for 75 years. They had 1996 revenues of \$1.8 billion, assets of \$4 billion, earnings of \$171 million and employ 4,500 employees. It is part of the ATCO group involved in the generation, transmission and distribution of electricity, independent power production; natural gas production, transmission and distribution; facilities management and logistics; and natural gas gathering, processing, storage and supply. The company has a number of subsidiaries including Northwestern Utilities Limited (NUL) and Alberta Power and bill over 1,000,000 customers monthly.

CUL would provide many of the contracted services such as meter reading and the Red Deer customer service office through the facilities of NUL. NUL has provided natural gas service to Red Deer residents for 50 years. They are an excellent corporate citizen in Red Deer and:

- in 1997 paid \$462,000 In property and business taxes
- employ 36 to 50 employees in Red Deer, depending on the season
- have 20,270 natural gas customers in Red Deer

The proposal by CUL has identified high levels of service to be provided to our utility customers. Their performance would be monitored by City staff and through customer surveys. A recent Edmonton newspaper article praised the CUL call center for its responsiveness in comparison to other call centers surveyed

CUL proposes to start billing Red Deer utility customers on September 30, 1998. The utility bills would be issued in the name of Canadian Utilities Limited or a name acceptable to the City. CUL has also agreed to look at the possibility of billing natural gas and City utility services on the same utility bill for the further convenience of utility customers.

There will be a significant impact in terms of change to our utility customers by accepting the CUL proposal. CUL has recognized this and is proposing an extensive communication campaign to advise our utility customers of the change and how it affects them. There is always the possibility of startup problems whenever a significant change occurs to a large, complex system. City staff will, however, be working closely with CUL to minimize the impact on our utility customers.

It would be misleading Council to complete this report without saying there is still a lot of work ahead of us. City staff will have to put in many weeks of effort over the next year to make this a reality.

Summary

Based on the projected annual savings of \$277,000; the City should save almost \$1.4 million over the five year term of the contract. In addition, the level of customer service would be increased.

Recommendation

It is recommended the City accept the proposal by CUL to provide meter reading and utility billing services to the City of Red Deer, including the options recommended in this report, for a five year period subject to negotiation of an agreement satisfactory to the Director of Corporate Services.



A. Wilcock, B. Comm., C.A.
Director of Corporate Services

**COMPARISON OF THE CANADIAN UTILITIES LIMITED PROPOSAL
WITH THE 1997 BUDGETED CITY COSTS**

Description	Annual	Total Annual	Per Bill	% Saving
1997 Budget for the Existing City Systems:				
Utility Billing	\$619,000			
Meter Reading	208,000			
City Clerk (postage, envelopes)	131,000			
Information Technology Services	302,000	\$1,260,000	\$3.89	
Projected first year cost for Canadian Utilities Limited proposal:				
One time start up costs OF \$400,000 (amortized over five years)	94,000			
Staff costs to administer the contract	30,000			
Contract payment	947,000			
	1,071,000			
Less: Reduce proposal to current office hours	(65,000)	1,006,000	3.10	
Projected annual savings compared with the existing system		\$254,000	\$0.78	20%
Add: Additional option for savings:				
Eliminate requirement for signature on forms	90,000			
Less: possible increase in uncollectible accounts	(42,000)	48,000	0.15	4%
		\$302,000	\$0.93	24%
Less: Estimated cost to extend call centre hours to around 8:00 pm		(25,000)	(0.08)	-2%
Projected annual savings for the CUL proposal as recommended		\$277,000	\$0.85	22%
			\$3.03	

Comments:

This matter was presented to the Senior Management Team on November 13, 1997. At that meeting, the Senior Management Team passed a resolution supporting the recommendation by the Utility Billing System Committee that the City accept the proposal by Canadian Utilities Limited.

We commend the Utility Billing System Committee members for the outstanding job they have done in preparing the terms of reference which guided this proposal and in analyzing the results. Should Council agree to proceed with a proposal, we will continue to fully involve the staff in planning and carrying out its implementation.

"G. D. Surkan"
Mayor

"H. M. C. Day"
City Manager

CITY OF RED DEER

Request for Proposals: Utility Billing and Meter Reading

CUPE 417 REPORT

Preamble _____

In October '97 the City of Red Deer put out a Request For proposals for Utility Billing and Meter Reading, with the intention of replacing its existing billing system before 1999.

In seeking the solution that best meets Red Deer's Utility Billing requirements, the City is exploring outsourcing as an alternative, identifying Canadian Utilities and TransAlta Utilities as two potential contractors of choice. The main criteria in choosing these two contractors is their familiarity with the billing process and their strong local presence within Central Alberta.

CUPE 417's Contribution _____

CUPE 417, as representatives of the personnel that currently provide utility billing services and as active members of the Red Deer community, present the following contribution to the decision-making process regarding the Request For Proposals.

Our perspective recognizes the unique features of Red Deer as the heartland of the province and, while examining the economic details of the proposed changes, pays particular attention to the overall net value to the community as a whole.

A Realistic Benchmark _____

We believe a realistic benchmark for evaluating the feasibility of outsourcing is needed. By examining the Utility Billing process through the lens of the Vision 2020 Program adopted by City Of Red Deer Council, and by examining both the benefits of the current system and the hidden costs associated with outsourcing, it is our intention to highlight the cost-effectiveness of the present system.

The Criteria _____

We have identified four main areas of concern regarding the RFP for Utility Billing and Meter Reading. They are:

- Year 2000 Compliancy in the Unisys 2200 Mainframe currently used for utility billing
- Hidden costs involved in outsourcing
- Cost-effectiveness in maintaining in-house services.
- Consistency and integrity with the City of Red Deer's Community Vision within the Strategic Plan of the VISION 2020 Program

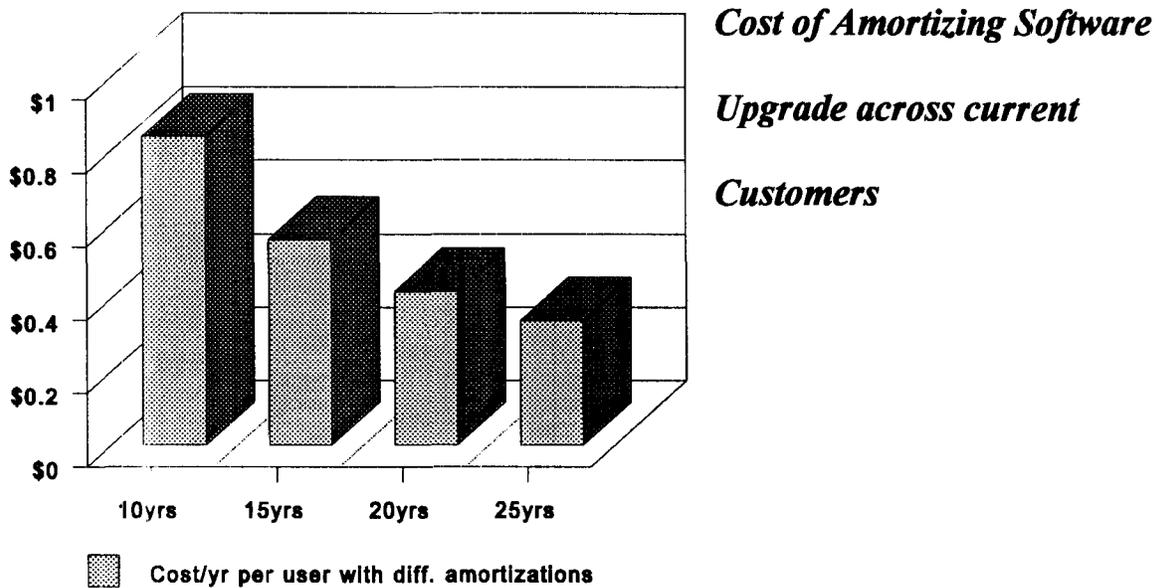
The Year 2000 Compliancy Problem – Who pays? _____

The Year 2000 compliancy problem is one of the rationales for the RFP. Modifications are necessary to allow the Software to make the transition from the year 1999 to the year 2000. This is a global problem faced by all computer-dependent institutions. In the end someone has to pay and inevitably, the consumer will be the one to foot the bill.

The options for dealing with this problem are to upgrade the present system, invest in a new system, or outsource the entire department, passing the problem on to the contractor. Other North American users of the utility-billing software system in use in Red Deer--for example the City of Scottsdale and Medicine Hat--have recognized the cost-effectiveness of upgrading the current system. Red Deer's sister Utility System in Medicine Hat has already begun to upgrade its Utility Billing system to year 2000 compatibility. With 22,000 billing accounts and the same hardware/software configuration as Red Deer, modifications to the Medicine Hat System are expected to cost \$220,000 US. Correspondence with the organization upgrading Medicine Hat's system indicates that the cost to upgrade Red Deer's system is approximately \$180,000 US.

Red Deer's current computer software has excess capacity. Given the projected annual growth of 2.5% in Red Deer, as stated in the RFP, the current system will be able to handle expected population increases well into the next century.

While the current system may last for another 25 years, amortizing the market cost of upgrading at \$243,000 CDN over a conservative estimate of 10 years, the cost to the current 29,000 customers for upgrading would still amount to less than one dollar per year.



Current Utility billing data is maintained on a mainframe system owned by BC Tree Fruits. They have indicated they are willing to continue to provide mainframe space for a similar fee to what they are currently charging.

Bearing in mind that upgrading costs will inevitably be built into Utility fees and borne by the user, and on the basis of the above information, *we suggest that the most cost-effective solution to the year 2000 problem is to modify the current computer software at a probable per customer cost of less than one dollar a year.*

The hidden Costs of Contracting Out_____

Cash-strapped governments at all levels have the unenviable task of stream-lining operations. There is a danger, however, in narrowing the focus too much and seeing efficiencies where in fact they do not exist. Contracting out is one of those seeming panaceas that often backfire on managers looking for a quick and simple solution. Contracting out usually backfires for two reasons:

1. In substituting one set of costs for another, an idealistic assumption is made that the new set of costs -- because they are newer -- are automatically better, or lower. This optimism usually results in the decision-makers failing to pin-point hidden costs.
2. The relationship between costs and quality is not closely examined at the outset and losses occur due to lowered quality.

It is often the case that once the hidden costs are discovered and taken into account, the true costs are proven to be equivalent or even higher than the old ones, and in most cases quality suffers and service deteriorates.

True Costs

The true cost of Utility Billing must take into account:

- staffing costs
- occupancy costs
- costs of quality

1. Staffing Costs

Staffing costs for Utility Billing and Meter Reading, including 21% for benefits, are currently \$634,000 (see Below).

The dangerous assumption here is that these staffing costs, when outsourced, will be eliminated or minimalized. Behind this assumption lies the hidden costs that are revealed when we observe how they are shifted to other areas. For example, costs incurred in shifting from in-house to outsourcing may include:

- the cost of preparing the Request For proposals and administering the bidding process
- the cost of evaluating the bids, including fact-checking, research, and budgetary scrutiny
- the cost of selecting a contractor, negotiating and writing the contract, legal costs, administration of the contract
- monthly on-going billing costs through in-house accounting department, justifying amounts, etc

- the cost of interfacing the outsourced activities with the remaining in-house activities; maintaining software/hardware compatibility; making adjustments to program changes in both in-house and outsourced data bases.

Also, as many down-sizing corporations are now discovering, the costs of displacing staff can often negate perceived payroll savings. The City of Red Deer and CUPE have a collective agreement which states that "No employee presently employed by the City within the scope of this agreement shall lose their employment with the City, during the lifetime of this agreement, as a direct result of contracting out."

If Utility Billing and Meter Reading are outsourced, the costs of re-training and re-deploying displaced staff may be considerable.

2. Occupancy Costs

An optimistic view of outsourcing may lead us to the conclusion that there would be considerable savings in the costs of space currently used by the billing department, which is located in the Red Deer Municipal building along with other municipal services. But because the City owns the building the cost of this space is minimal and in the event of outsourcing, the space would most likely be used by another municipal department rather than rented out.

3. the Costs of Quality

The group of costs are the most hidden of the true costs, and because they are abstract are often ignored.

According to a Productivity Management Survey conducted by KMPG Peat Marwick, both customers and managers rank *Quality* as one of the most important attributes of a product or service. More and more, management is realizing that there are real costs associated with providing-- or not providing-- quality service.

There are three generic types of quality costs that relevant to the current decision, particularly in light of the City of Red Deer's Mission Statement and strategic plan, which place a strong emphasis on "the quality of life in the community" and aims to "provide effective and accessible municipal government" with an emphasis "cost-effective delivery service".

The three quality costs are:

1. Prevention/Appraisal Costs
2. External Failure Costs
3. Cost of Non-personalized service

Prevention/Appraisal Costs are incurred in detecting and preventing the provision of substandard services. This would include monitoring, inspection and compliance costs associated with utility billing.

Prevention and appraisal costs are presently handled in harmony with the collective agreement, as an integral part of normal internal procedures, at no extra cost. In the event of outsourcing,

however, these services will be provided off-site (no longer at the municipal building) and supervision and inspection will be incurred by the City. *To ensure quality of service these costs may exceed those currently incurred with in-house provision of services.*

External Failure Costs are incurred when a nonconforming service is detected after its provision to customers. This would include the costs of correcting the problem, including the time of management in investigating the problem, and possibly the need for further contracting in remedying the service deficiency.

With the current system, external failure costs are minimal. Customer complaints regarding billing can be handled immediately. Rather than having to dial a 1-800 number and push buttons through a morass of voice-mail instructions, customers come into the Municipal office and speak with a clerk face to face.

Cost of non-personalized Service is incurred through a higher percentage of unpaid accounts. Municipal governments throughout Alberta indicate that 1-800 service is a poor substitute for personalized interaction. Anecdotal evidence and our own experience tells us that customer satisfaction is higher when customers have the option of receiving personalized service. Unpaid and delinquent accounts, on the other hand, are a reflection of dissatisfaction with service, or at least arise from a sense of distance or aloofness regarding nonpersonal communication.

Increasing the bad debt percentage ultimately costs the City money. A mere 10% increase in the bad debt ratio, for example, from .22% to .242 would cost the city \$11,000 per year.

Outsourcing doesn't necessarily mean less costs but rather *different costs*. As the following table indicates, when all the relevant costs are considered it becomes apparent that outsourcing involves significant costs that need to be factored into any decision.

A Comparison of Costs

	IN-HOUSE SERVICE	OUTSOURCING
Salaries etc	-current salaries and benefits	-contract cost plus monthly administration/accounting cost
Prevention/Appraisal costs	-handled within collective agreement	-additional off-site monitoring costs
External Failure Costs	-minimal under current system	-management time spent investigating and correcting problems
Cost of Non-personalized service	-not applicable to current system	-increase in unpaid accounts and bad debt expense -customer dissatisfaction

Accountability, Responsiveness, and Flow

Accountability and responsiveness are important factors in maintaining efficiency within a billing department. Outsourcing may damage the natural integrity that now exists between the Utility and the Red Deer citizen. The billing department is accountable to the City and the City Councillors are accountable to the citizens. Introducing an off-site contractor into that flow may make it impossible to ensure that citizen concerns are dealt with quickly, fairly, and efficiently.

When face-to-face service is eliminated, when customer flexibility is minimalized and when a city council's power over maintaining quality of service is co-opted, we can be sure the costs, though "hidden", will be borne one way or another by the community itself, rather than the contractor.

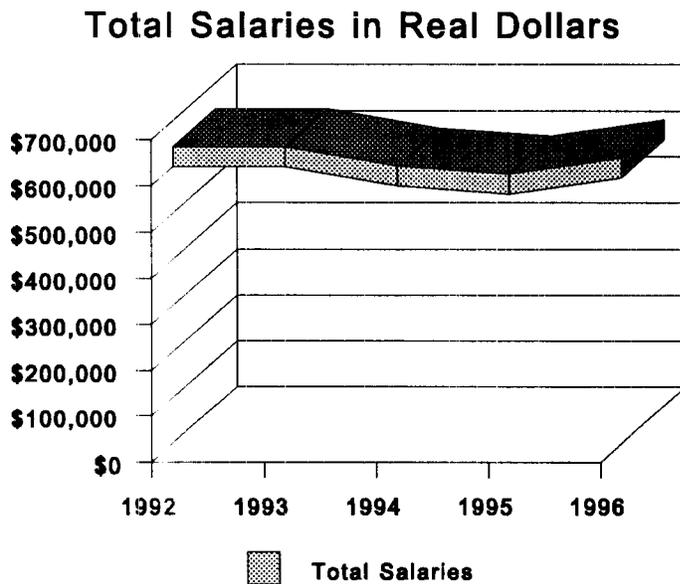
Cost-effectiveness of In-house Services _____

Cost-effectiveness can be measured in various ways. For example one may look at changes in total cost over time to determine whether efficiency improvements have occurred, or alternatively one may examine key "performance indicators" to see how well the utility billing department does vis-a-vis other utility and billing departments.

Because the data is hard to come by and comparisons with other utility departments is complicated by the differing sizes of those departments, we have examined changes over time as a more credible benchmark.

Taking the Consumer Price Index from '92 to '96 into account in order to accurately reflect inflation and thus converting nominal dollars into real dollars, the following graphs indicate that

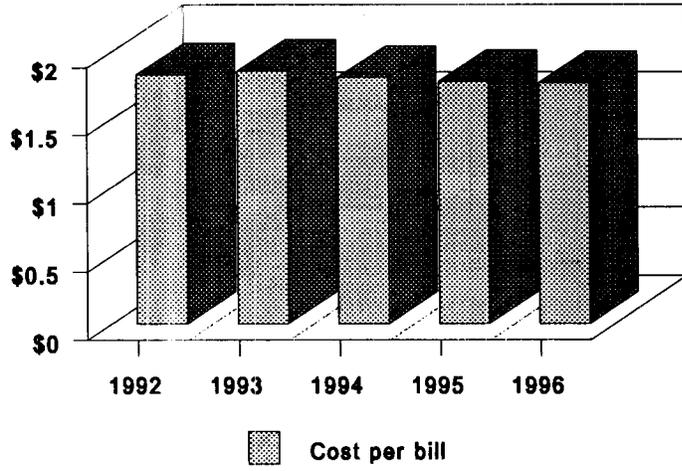
over time the real costs for Utility billing have indeed gone down.



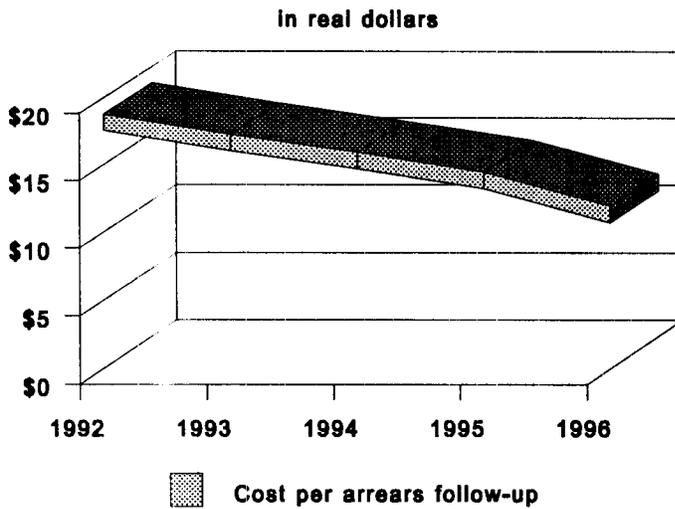
Likewise an examination of the "cost per bill" or the cost of arrears follow-up shows a downward trend. This means that efficiency and cost-effectiveness within the department have in fact increased over the last 4 years (see Appendix 1 for nominal data).

"Cost per Bill"

in real dollars



Cost per arrear Follow-up



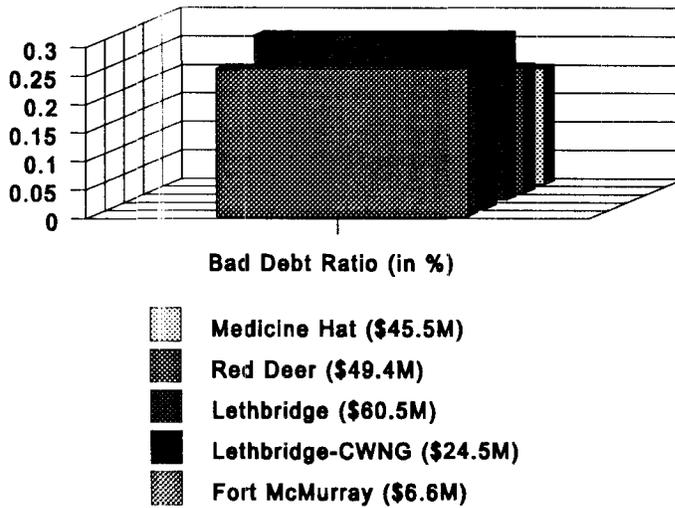
In real dollar terms, total salaries have decreased by 4%, cost per bill by 3.5% and cost per follow-up by 37.5% over the last four years.

The cost of bad debt

One area where it is possible to compare relative efficiencies is in the area of bad debt ratios which provide an indication of both the efficiency of the collection process and the “connectedness” of the department to Red Deer citizens. As we saw in the section above, having a collections department with a human face rather than a 1-800 number enhances the integrity of the billing service and encourages people to pay their bills more promptly.

As the following table indicates, when comparing billing areas of similar total revenues, collections in Red Deer compare very favourably:

Bad Debt Comparisons



Source: Alberta Municipal Utilities Conference (1994)--utility revenues are in brackets

As illustrated previously, Red Deer Utilities and its Billing Department have been improving its efficiencies in cost per bill and cost per arrears follow-up. The current level of efficiency as measured by its bad debt ratio (.22%) compares favourably to other municipalities of similar size--ie. Medicine Hat at .204% and Lethbridge at .29%.

Projecting this cost-effectiveness into the future, the City might expect the cost per bill and the cost per arrears follow-up to decrease, in real dollars, from \$1.83 to \$1.674 and from \$18.19 to \$5.199 respectively by the year 2000 (see Appendix 2 for more details on our calculations).

While the efficiency gains in the area of arrears follow-up may not be as dramatic as projected, *we believe that the efficiency gains projected in the area of cost per bill are realistic and achievable.*

Additional Savings

Although current operations are efficient, further cost savings are possible with minimal changes. For example modifications to the “paper flow” and the account closing/opening procedures would reduce the amount of filing and hence improve efficiency. *It is CUPE 417's belief that such cost-savings strategies should be investigated prior to considering contracting-out.*

Consistency with the City of Red Deer's Community Vision _____

“City of Red Deer Mission Statement”

“To provide an effective and accessible municipal government which responds to the needs of the community through collaboration, innovation and communication”

Far from being the simplistic articulation of motherhood issues written in apple-pie-and-ice-cream language, an effective mission statement is able to provide direction when major decisions are being made by elected community representatives.

The proposed changes to utility billing are precisely the sort of situation on which a mission statement is intended to shed light. The democratic process used in hammering out a community vision ensures that the Strategic Plan is where economic, political and human values finally come

together in clear action.

Red Deer-- the heartland of central Alberta

In examining the Community Vision adopted by City Council in 1991, we find language such as "careful community planning", "strong volunteer ethic", "healthy community"-- all strongly human-centred concepts. Red Deer prides itself on its heartland location halfway between the province's two largest urban centres. It maintains a small-town people-centred feel. Service and quality of life are mainstays.

Since 1991 growth has averaged 1% or less. As local industry follows the provincial economic trend, the next several years may see a return of population growth to its historical average of 2-3% per year. While Red Deer has no desire to be an Edmonton or Calgary, it certainly doesn't discourage growth either-- but it does rankle at the trappings of big-city thinking and big-city styles of providing services.

Let's look more closely at the Mission Statement, examining the key concepts through which the needs of the community are to be met.

Community needs

Collaboration means people working together. It is individual people who collaborate; Information systems network and electronically interface, they do not talk to one-another.

Innovation calls for imagination and courage. High-tech dependent centralized automated systems, while effective for some purposes, do not automatically fit all purposes or jurisdictions. Using them to actually replace service is becoming the norm, much to the chagrin of citizens and those managers who must be answerable to them. To buck this trend, to use the technology appropriately to community advantage, represents true innovation.

Communication. In terms of accessible municipal government, communication means person-person dialogue, the technocrats notwithstanding. It does not mean more expensive hardware used as a shield to protect municipal representatives from the people they have been elected to serve.

Keep the jobs at home

There is little doubt that outsourcing to Canadian Utilities or TransAlta would mean that billings would be centralized in either Calgary or Edmonton.

At present the \$634,000 spent on salaries and benefits remains in the Red Deer community. As economists have told us the multiplier effect pertaining to in-community salaries is usually greater than 2, *resulting in economic benefits of maintaining jobs in-house to the Red Deer community in excess of \$1.2M per year.*

The Utility Billings Department is one of the most visible faces of municipal government. A large number of people stop in to pay their bills in person; they ask questions about moving, about various payment schedules; they voice their concerns, they gossip, they talk about the weather. They are good for business. And in a community such as Red Deer the service providers feel immediately accountable to their neighbours and friends.

The billings department is one of the most tangible contacts that citizens have with their municipal government.

The true nature of service

Increasingly citizens feel cynical and disheartened towards government services. While the negativity is in the end directed towards politicians and civil servants, the root cause may be found in the simple mechanisms of making administrative decisions such as the RFP now facing City Councillors.

An in-house billings department may be a goodwill ambassador for municipal services, demonstrating both cost-effectiveness and personableness; or it may be an expensive hardware-driven impersonal external mechanism undermining the true nature of service. In deciding which it will be, it is incumbent upon the councillors to look to the Community Strategic Plan for direction.

Conclusion: The challenge to Red Deer City Council

Red Deer City Councillors are facing a challenge. They must maintain power over ensuring quality and affordability of service in the Utility Billing department.

Their stated criteria in looking at Canadian Utilities and TransAlta Utilities as two potential contractors is their familiarity with the billing process and their strong local presence. Needless to say, these two potential contractors cannot be as familiar with the billing process as the in-house billing department itself, nor can their presence be any more local than that of the City department.

As we have demonstrated, there are several reasons to consider maintaining the in-house service:

- The year 2000 compliancy problem can be resolved internally for less than a dollar per year per customer.
- The hidden costs of outsourcing, especially prevention/appraisal costs and external failure costs may be significantly high.
- Cost-effectiveness within the department as measured by "cost per billing" is increasing and may be projected to decline to \$1.674 by the year 2000.
- Increased bad debt ratios with outsourcing would likely increase due to depersonalized service.
- Outsourcing will result in a decrease in quality of life for Red Deer bill-payers and an

increased distancing between citizen and municipal government.

In conclusion, it is CUPE 417's hope that in meeting Red Deer's community needs as outlined in VISION 2020, City Councillors will resist the temptation to be manipulated by more-is-better technocrats, and make an independent innovative decision that serves the community as a whole.

We have demonstrated in this report that efficiency and quality of service can be better served by maintaining in-house Utility Billing services for the City of Red Deer.

Submitted by

Dean Neu
On Behalf of CUPE
Deb Mann, President

Appendix 1
Nominal and Real Salary Data

	<i>Total Salaries</i>	<i>Cost per Bill(e)</i>	<i>Cost per Follow-up (e)</i>	<i>Consumer Price Index</i>	<i>CPI Adjust-ment</i>	<i>"Real" Salaries</i>	<i>"Real" per Bill Cost</i>	<i>"Real" per follow-up cost</i>
1992	\$622,555	\$1.83	\$18.19	128.1	1	\$622,555	\$1.83	\$18.19
1993	\$634,179	\$1.89	\$16.97	130.4	1.018	\$622,993	\$1.857	\$16.661
1994	\$592,861	\$1.85	\$15.63	130.7	1.020	\$581,067	\$1.813	\$15.319
1995	\$587,258	\$1.85	\$14.45	133.5	1.042	\$563,504	\$1.775	\$13.866
1996	\$634,417	\$1.87	\$12.02	135.6	1.059	\$599,280	\$1.767	\$11.355
% change						-3.7%	-3.5%	-37.6%

e= budget estimates from 1994-96 Operating budgets

Sources:

-Salary and billings data is taken from 1994-1997 operating budgets

-CPI information taken from Statistics Canada

Appendix 2
Cost Projections

The data contained in the Appendix 1 provided the basis for a regression estimate of future costs.

Total Salaries:

Regression Equation:	$Y = 21,723,214 - 10594.4x$
R-squared (goodness-of-fit statistic)	.41
1997 Prediction	\$566,198
1998 prediction	\$555,604
1999 prediction	\$545,009
2000 prediction	\$534,415

Cost per Bill:

Regression Equation:	$Y = 43.354 - .02084x$
R-squared (goodness-of-fit statistic)	.77
1997 Prediction	\$1.737
1998 prediction	\$1.716
1999 prediction	\$1.695
2000 prediction	\$1.674

*Appendix 2 Continued**Cost per Arrears Follow-up:*

Regression Equation:	$Y = 3298.199 - 1.6465x$
R-squared (goodness-of-fit statistic)	.98
1997 Prediction	\$10.139
1998 prediction	\$ 8.492
1999 prediction	\$ 6.846
2000 prediction	\$5.199

FILE

DATE: November 19, 1997

TO: Director of Corporate Services
(Chairman, Utility Billing System Committee)

FROM: City Clerk

RE: **RECOMMENDATION ON THE CANADIAN UTILITIES LIMITED PROPOSAL
FOR PROVIDING UTILITY BILLING AND METER READING SERVICES
TO THE CITY OF RED DEER**

At the City of Red Deer's Council Meeting held Monday, November 17, 1997, consideration was given to the above noted report dated November 12, 1997. At that meeting, the following resolution was passed:

"RESOLVED that Council of The City of Red Deer, having considered report from the Chairman of the Utility Billing System Committee dated November 12, 1997, re: Recommendation on the Canadian Utilities Limited Proposal for Providing Utility Billing and Meter Reading Services to The City of Red Deer, hereby accepts the proposal by Canadian Utilities Limited to provide meter reading and utility billing services to the City of Red Deer, including the options recommended in the report as noted above, for a five year period subject to negotiation of an agreement satisfactory to the Director of Corporate Services, and as presented to Council November 17, 1997."

Although there was a representative from Canadian Utilities Limited at the meeting, I trust you will be informing them of Council's formal decision in this regard.

Please do not hesitate to contact me if I can be of assistance.



Kelly Kloss
City Clerk

/clr

c Mayor
Councillors
City Manager
Director of Community Services
Director of Development Services
Personnel Manager
Treasury Services Manager
Utility Billing Supervisor, T. Bergman
C.U.P.E. President, D. Mann

FILE

Office of the City Clerk

November 19, 1997

Ms. Deb Mann, President
Canadian Union of Public Employees,
Local 417

Deb
Dear Ms. Mann:

**RE: RECOMMENDATION ON THE CANADIAN UTILITIES LIMITED PROPOSAL FOR
PROVIDING UTILITY BILLING AND METER READING SERVICES TO THE CITY
OF RED DEER**

At the City of Red Deer's Council Meeting held Monday, November 17, 1997, consideration was given to the above. At that meeting, the following resolution was passed:

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On behalf of Council I wish to thank you for participating as a committee member in the review and analysis of the utility billing and meter reading services for the City of Red Deer.

For your information, I have attached copies of the correspondence forwarded to the Director of Corporate Services and the Personnel Manager regarding Council's formal decision in this regard.

... / 2

Box 5008
Red Deer, Alberta
T4N 3T4

The City of Red Deer



Ms. Deb Mann, President
November 19, 1997
Page 2

Please do not hesitate to contact me should you require further information or clarification.

Sincerely,



Kelly Kloss
City Clerk

/clr
attchs.

c Mayor
Councillors
City Manager
Director of Community Services
Director of Corporate Services
Director of Development Services
Treasury Services Manager
Utility Billing Supervisor, T. Bergman
Personnel Manager

FILE

DATE: November 19, 1997
TO: Personnel Manager
FROM: City Clerk
RE: **RECOMMENDATION ON THE CANADIAN UTILITIES LIMITED PROPOSAL FOR PROVIDING UTILITY BILLING AND METER READING SERVICES TO THE CITY OF RED DEER**

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It is my understanding that you will be appointing a group of various staff to form a *transition team* in order to ensure a smooth transition from the present system to utilizing the services of Canadian Utilities Limited.

Please do not hesitate to contact me if I can be of any assistance to you.



Kelly Kloss
City Clerk

/clr

c Mayor
Councillors
City Manager
Director of Community Services
Director of Corporate Services
Director of Development Services
Treasury Services Manager
Utility Billing Supervisor, T. Bergman
C.U.P.E. President, D. Mann

FILE

DATE: November 18, 1997
TO: Wendy Martindale,
Executive Director
FROM: City Clerk
RE: **APPOINTMENT OF ARCHIVES COMMITTEE REPRESENTATIVE TO THE
NORMANDEAU CULTURAL AND NATURAL HISTORY SOCIETY**

At the City of Red Deer's Council Meeting held Monday, November 17, 1997 consideration was given to your correspondence dated November 7, 1997, concerning your request for ratification of the appointment of Mr. Becker as the Archives Committee representative to the Normandeau Cultural and Natural History Society. At that meeting, the following resolution was passed:

"RESOLVED that Council of The City of Red Deer, having considered report from Wendy Martindale, Director of Museums, dated November 7, 1997 re: Appointment of Archives Committee Representative to the Normandeau Cultural and Natural History Society, hereby agrees to ratify the appointment of Mr. Gordon Becker as the Archives Committee representative to the Normandeau Cultural and Natural History Society for a term to expire October 1999."

Our office will now be updating the Committee Directory in this regard.



Kelly Kloss
City Clerk

/clr

c Committee Directory (Frieda McDougall)