

DRAFT APRIL 5, 2004

NOTE: REVISE WATERSHED MAP

TOWN OF DEER LAKE
MUNICIPAL PLAN 2004 - 2014
BACKGROUND REPORT

Arvo McMillan, MCIP
Planning Consultant
St. John's, NL

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DEER LAKE MUNICIPAL PLAN 2004 – 2014 BACKGROUND REPORT

1 FOREWORD

The Deer Lake Municipal Plan 2004 is a review of the municipal plan that was approved for the Deer Lake Municipal Planning Area in 1986.

The role of the Background Report is to examine the elements that will affect and justify the objectives and policies of the Municipal Plan and the implementing Development Regulations. It also explores issues that while broadly relevant to the Municipal Plan, are not dealt with under the Plan.

2 OVERVIEW AND TRENDS

Deer Lake is located in the Humber Valley at the junction of the Trans Canada Highway and the Northern Peninsula Highway – the Viking Trail. It is 50 kilometres north east of Corner Brook and 637 kilometres west of St. John's. Gros Morne National Park is located only a short distance away.

The Planning Area and Town, along with Nicholville, Spillway, St. Judes – Little Harbour and the Deer Lake Airport are shown on Figure 1. The allocation of major land groupings is shown on Figure 2.

While the Municipal Planning Area has not changed since the 1986 Plan Review, the Town of Deer Lake, 2001 population 4,769, has expanded by incorporating the communities of Spillway and Nicholville.

The other communities of the Planning Area are St. Judes and Little Harbour to the immediate west of Deer Lake (2001 population 128). St. Judes is a Local Service District with its own chairperson and council.

The Deer Lake Municipal Planning Area contains roughly 13.7 square kilometres (13.669 hectares), broadly allocated as follows: - Agriculture plus the Goose Arm Agriculture Development Area – 1,552 hectares; Airport Lands, including the Humber River Golf Club – 673 hectares; Rural Community (St. Judes and Little Harbour) – 141 hectares; Rural and Forestry – 10,285 hectares; and. Urban – 1,017 hectares.

The Town of Deer Lake, which contains both urban and rural elements, has an area of approximately 7,657 hectares.

The Urban Area includes both built-up areas and serviced or serviceable undeveloped areas within the Town proper.

Population

Trends that were identified during '86 Review, such as the declining household size and the expanding service sector, are still continuing. After a long period of relative stability, when Town's population remained around 5,500, population began to decline to the Town's 2001 level of 4,769. This is in stark contrast to the previous plan's forecasts of either 5,460 for 2001 (1986 Background Report Table 2.4.1) or 7,083 for 2000 (Table 2.4.2). Household sizes fell from 5.1 persons per household in 1971 to 2.8 in 2001. Family size in 2001 is 3.0 persons, almost the same as the Provincial average of 3.1.

Commercial and Community

Commercial and community activity remains dispersed, with important centres of activity occurring around the Town Centre (Main, Nicholsville Road, Chapel Hill Road and Farm Road), the Trans Canada Highway and Old Bonne Bay Road.

With the Town's other supermarket and numerous small businesses that spill over onto Farm Road, Wight's Road and High Street (offices, drugstores, building supplies automotive supplies and the Hodder Memorial Stadium) the old Town centre still remains an important commercial and public services area.

Because of traffic and visibility, the Trans Canada Highway has emerged as a centre of commercial activity, with a several service stations, a car dealership, a department store, a supermarket, a motel and several restaurants. It also contains the Ron Whalen Heritage Centre and Valley Crafts – the museum for the area - and the offices of the Deer Lake and Humber Valley Development Association and the Department of Development and Rural Renewal.

Another business area is developing in and around the Deer Lake Industrial Park along Old Bonne Bay Road between Hancock's Road and Wight's Road. This area is mainly commercial and light industrial in nature, with some manufacturing and the Department of Works Services and Transportation Depot and regional offices.

Residential

In a tendency noted in the '86 report, most new residential development has taken place in Nicholsville. Approximately 215 of the 320 to 330 serviced

housing lots that could be placed on the market are located in a residential area immediately south of the Upper Humber River.

Bounded by Deer Lake and the Trans Canada Highway, St. Judes remains a very low density linear rural residential community of approximately 130 persons. This community had developed along the old Trans Canada Highway.

Trans Canada Highway

Within the Planning Area the Trans Canada Highway has been improved by widening and realignment, the construction of the Nicholville Interchange (thus eliminating an at-grade intersection at Lakeside Drive and the Trans Canada), reconfiguration of the access to Deer Lake – Commerce Street – Upper Nicholville Road on the south side of the Trans Canada Highway, and the by-passing of St. Judes from the Spillway to just past Little Harbour.

The reconfiguration of second access – Access 15 - has led to concerns about pedestrian access between the communities of Nicholville and Deer Lake and driver confusion regarding the connection with Commerce Street and Nicholville Road.

Planning

Continuity is the theme: there are to be no fundamental changes from the 1986 Municipal Plan. This Municipal Plan Review reflects and reinforces the Town's commitment to orderly development and the acquisition and release of land for development. The Town's management of land reserves is a critical planning tool.

Tourism, always a factor in the regional and Deer Lake economy, has, with the Humber Resort initiative, become very high profile. This increases the interest in environmental, public recreation and heritage related issues. However, its effect on the long term growth of Deer Lake is not known, in part because the employment and services and goods supply effects of tourism, and tourism centres like the Humber Resort, are likely to be dispersed throughout the Humber Region.

3 HISTORY

The first settlers to the area came in 1864 from Cape Breton, Nova Scotia, Canada, under the leadership of George Aaron They settled on the west bank of the Humber River, not far from where it flows into Deer Lake. They were loggers and trappers, who subsequently became farmers. Their community became known as Nicholville and remained a separate community until 1994

when it and the adjoining village of Spillway became part of the Town of Deer Lake.

In 1922 the Newfoundland Power and Paper Co. Ltd. (N.P. & P.) made a decision to establish a pulp and paper mill on the west coast of the island. Originally, Deer Lake was to be the site for the proposed mill. However, due to advancements in technology making it more feasible to transmit electricity over long distances, and the mill site was changed to Corner Brook. The power plant would be built in Deer Lake.

Deer Lake itself was started as a construction camp, set up in 1922, for the building of the hydro electric power plant. By 1925 a townsite was constructed, together with a railroad terminal, freight sheds, maintenance depots, staff houses, churches, numerous businesses and a small hospital. Housing for company staff was electrically heated and serviced by water and sewer, as was the Amalgamated School and Roman Catholic School.

Homes for those in management positions were built on what is now known as (Upper) Nicholville Road. Log cabins were also built for other employees along Chapel Hill and Middle Road. With the build up of Deer Lake, the train station phased out in Lake Siding and around 1923 was moved to a location on lower Main Street.

After the completion of the power plant, the town began to spread out and new houses were built and Deer Lake became a logging town.

There were seventeen businesses in 1935. The International Pulp and Paper Company employed 300 loggers. The canal system aided in the transportation of pulpwood, causing an escalation of woods operations. The town became a divisional headquarters for woods operation for the Humber Valley and eventually for the whole of the Northern Peninsula.

In 1955, a permanent airstrip was built near Deer Lake at Junction Brook, east of the town. The people of that area were resettled at Deer Lake. The highway between Deer Lake and Corner Brook was completed in December 1967.

Deer Lake became an important maintenance center for Bonne Bay and the Northern Peninsula areas (a role it still maintains). The town was incorporated in 1951, with Phil Hodder as its first mayor.

4 PHYSICAL GEOGRAPHY

The Town of Deer Lake is situated on glacial outwash plain in the Grand Lake – White Bay River Basin. The area's relief varies from gently undulating to strongly sloping hillsides.

Overall, there are four distinct zones of topography, vegetation, soils, parent material and drainage (see Map 2 from the Background Report of the 1986 Municipal Plan).

The first zone, a flood plain, located between the Humber Canal, Humber River and Junction Brook is gently undulating and dissected by numerous valleys and streams. The area from the Trans Canada Highway to Grand Lake has scrubby black spruce, heath plants and sphagnum moss vegetation with some balsam fir and larch. The soils are mainly organic with the associated vegetation having a high nutrient requirement. The soil is generally unsuitable for agriculture. The parent material is brown and dark brown sand to gravelly sandy loam, glaciofluvial material mostly from granitic origins. Drainage is poor to very poor.

The second zone, a flood plain is bounded by the Airport, Deer Lake, Humber River and Humber Canal. The topography of this zone is undulating to gently rolling. The vegetation is balsam fir and black spruce. Ground cover consists of heath plants, club and plume mosses. The soil has a thin organic surface layer while the B horizon is composed of coarse brown alluvial and glacial fluvial sand, medium to coarse, with a few fine sand and silt bands. On the west side of the Humber River the soil is moderately stony. The parent material is glaciofluvial and alluvial sand and gravelly loamy sand deposits containing numerous granitic rocks. Drainage is good. To the north an escarpment occurs which drops below fifteen metres. Historic records show flooding occurring in the area reaching the 10 m contour. To the east the ground is heavily eroded and gullied by small streams. Further to the east the area contains organic soil. South of the Humber Canal the area restricts development by having steep slopes.

The third distinct zone occurs south of the Humber Canal. It is strongly sloping. The vegetation is primarily balsam fir and white birch with black spruce in wetter areas. The soil is approximately 60 cm deep and composed of sandy loam. Parent material is of exceedingly gravelly sandy loam till derived from granite and sandstone. Drainage, though good in the upper horizons of the soil, is imperfect internally.

The fourth distinct land type occurs on the north side of Deer Lake between the western planning area boundary and Route 430 (Northern Peninsula Highway). This area, possessing the best soils, is included in the Humber Valley Agricultural Development Area. The topography has slopes between 3 and 8%. The vegetation is balsam fir with minor amounts of white birch. The ground cover consists of plume moss and bunchberry. The soil is sandy loam with silty and shaly clay, friable, soft and slightly friable. Parent material is of moderately strong loam to clay loam till derived from greenish and dark gray shale. Drainage is good.

5 NATURAL RESOURCES

The natural resources of the Planning Area include: agricultural lands, forestry, and minerals, including aggregates, water and hydro-electricity, and Deer Lake and the Humber River.

Agricultural Resources

A considerable portion of the Planning Area north of the Humber River lies within the Agricultural designation, part of which is the Goose Arm Agricultural Development Area.

The Soils and Land Management Division of the Department of Forest Resources and Agrifoods (2003-12-15) identified several agricultural operations within the Town (none were identified in St. Judes), namely: a raspberry operation, a Christmas Tree Farm, a former fox farm owned by the Province and to be conveyed to another operator, a green house operation, a small part-time sheep and beef operation, a small and large fruit u-pick operation, and the Nichols vegetable and hay operation next to the Humber River. It is to be noted that one of the operations lies within the Environmental Protection designation, and another is partially within a Flood Risk Area.

There is a large dairy farm immediately to the west of the Planning Area off Goose Arm Road.

The Department of Forest Resources and Agrifoods intends to retain the present agricultural area within Nicholville. It is part of the larger agricultural area that encompasses Reidville and Cormack.

The retention of these areas and sites for agricultural uses serves a dual purpose, one is to protect the existing agricultural resources and their contribution to the region's economy, the other is to conserve an important part of the area's heritage and landscape. Given the availability of serviced urban land for development there is no need to allow housing or other non-farm activities in these areas.

Forest Resources

Forest Resources within the Planning Area are owned and managed by Corner Brook Pulp and Paper. These fall under Zones 15 and 16 of the Department Forest Resources and Agrifoods. There does not appear to be any commercial pulpwood logging in this area due to soil conditions and prior logging (Forest Resources). There is some cutting for domestic purposes.

Minerals

The 1986 Background Report states that “there are no known major mineral deposits other than aggregates with the Deer Lake Planning Area.” It goes on to state though, that “there are several occurrences of uranium and oil shale which will undoubtedly result in future exploration.”

The minerals land division has identified twenty-seven permitted mineral workings (November 19, 2003) in the Planning Area. These occur for the most part in two clusters – one between the Deer Lake Industrial Park and the Trans Canada Highway, and other between the Trans Canada Highway and Junction Brook.

An exploration permit was issued to Deer Lake Oil and Gas Incorporated in February 2003 to carry out exploration for petroleum resources. This permit covers almost the entire Planning Area except for Deer Lake itself.

Exploration and its possible sequel, mining activity are significant generators of wealth for the Province and up to a point, for the region. Suitable controls over such activities can ensure as much as possible, that whether it is aggregate extraction or diamond drilling that nuisance, environmental damage and land use conflict are minimized.

It should be noted that there is a seismic monitoring station buffer that overlaps the Planning Area boundary and this has an affect on activities involving blasting and heavy equipment. The Government of Canada, Department of Natural Resources should be notified when such activities are to occur.

Water - Community Water Supply and Hydro Electricity

Water is a major resource, providing as it does the essential ingredient of life, and energy for the Power Plant that supplies electricity to the Newfoundland electrical grid. Deer Lake obtains water from a large Protected Water Supply (Department of Environment and Conservation) that includes lands used by Corner Brook Pulp and Paper, and extends from the intake near the Power House to Grand Lake and almost to the Town of Pasadena.

Deer Lake and the Upper Humber River

Deer Lake and Upper Humber River together with near-shore lands are sustainable natural resources that provide both cultural-recreational and economic benefits. As being used and as can be used, these resources can enhance the quality of life for people of Deer Lake and the surrounding communities and help grow the tourist industry.

The Upper Humber and its tributaries is a major salmon river.

A significant band of land along Deer Lake and the Upper Humber and its tributaries should be retained in its natural state, and where necessary, rehabilitated, so that it can provide shelter for plants and animals and mitigate the effects of flooding by bank stabilization and runoff control.

6 FLOOD RISK AREAS

Under the Canada – Newfoundland Flood Damage Reduction Program, flood risk areas were identified and incorporated into the 1986 Municipal Plan as a result of an amendment. These flood risk areas are retained. Properties within the Floodway are essentially not to be developed, and properties within the Floodway Fringe are only to be developed after suitable flood proofing measures have been undertaken.

The areas of greatest risk are around the mouth of the Upper Humber and the Beach. Part of the Deer Lake Recreational Vehicle (RV) Park lies within the Floodway Zone of the Flood Risk Area.

7 COMMUNITY AND CULTURAL RESOURCES

This part of the Background Report groups community and cultural resources that are important to the quality of life for Deer Lake and its Planning Area. These include archaeological and heritage sites, trails, both existing and proposed, and major community facilities, including the Hodder Memorial Stadium.

Archaeology and Heritage

The Provincial Archaeology Office has indicated “evidence of cultures such as Maritime Archaic Indian, Paleoeskimo and Recent Indian have been confirmed in the Deer Lake/Upper Humber Area. To date there are six (6) known archaeological sites in this area and there is potential for others to be discovered.” In addition there is a Maritime Archaic Indian site that has been explored on the Deer Lake Beach near the mouth of the Upper Humber River and the site of the Deer Lake RV Park.

Much of the original heritage still remains in Deer Lake, the main elements of which are in Deer Lake related to the original paper company (a) the Power House, the Staff House, and company houses (semi-detached dwellings) on Upper Nicholasville Road; log cabins, along Middle Road, and one which is still in its original state on Chapel Hill; (d) the Forge, now a playground on Canal and Middle Roads; and (e) Aitken’s Garden. Then there is also the original Nichols farmstead off Meadow Lane which could be developed as a farm museum.

Heritage

The core of the old Townsite still retains many features of historic Deer Lake, including some of the early log cabins, that takes in Main Street, Nicholsville Road, and Middle Road and Chapel Hill Road. An attempt should be made to identify and preserve buildings and the setting of old Deer Lake while ensuring that it develops in an attractive manner. This could include an extension of the Main Street streetscape program.

Trails

Deer Lake's trail network provides recreational and economic development opportunities for the Town's and region's inhabitants. These trails are a mixture of snowmobile and hiking trails which weave through developed and undeveloped areas. They provide access to the rest of the Island, the Northern Peninsula, Grand Lake, and the shores of Deer Lake and the Upper Humber River.

The trail systems are the Newfoundland T'Railway Provincial Park; the Deer Lake Trails, the Grand Lake/Humber Canal Trails, and the Appalachian Trail. In certain cases, travel along roads is necessary.

The Newfoundland T'Railway Provincial Park is a hard surface multi-purpose trail along that links communities across the Island and is part of the Trans Canada Trail system. The T'Railway follows the old track through the centre of Deer Lake and it links with the Great Northern Peninsula, the Viking Snowmobile Trail, by a Trans Canada Highway underpass at Glide Brook.

The Deer Lake Trail includes the Deer Lake Beach Trail which provides links to Nicholsville, the Upper Humber River, Deer Lake and Deer Lake heritage sites and areas. An element of the Trail runs behind the businesses on Commerce Street (Trans Canada Highway south side) in a wetland. This part of the trail is incorporated into a snow-mobile trail maintained by the Junction Trail Blazers.

Other trails head toward Grand Lake. Main Dam Road and Glide Lake Road double as access roads and trails. Main Dam Road is gated by Corner Brook Pulp and Paper. New hiking trails are being planned for this area.

The as yet undeveloped Appalachian Trail was inaugurated in Channel Port Au Basques on July 3, 2003. It will run along the northern side of Deer Lake, pass by the Humber Valley Resort, come through Nicholsville around the Goose Arm Road and connect to the Great Northern Peninsula, as well as the Deer Lake Trail system.

The Town's Civic Improvement Committee is active in the development of trails. It hopes to have a loop trail connecting the Spillway to the RV Park along the Lake and the Upper Humber River to the golf course, part of which may have to divert along roads, and then follow the snowmobile trail back to Nicholville Road to connect near the Royal Canadian Legion Club.

A policy based on extensive consultation, should be developed on the use of the trails, particularly where:

- (a) there is likely to be conflict between motorized and non-motorized user groups;
- (b) new trails are being developed;
- (c) trails occur in built-up areas;
- (d) snowmobile and ATV trails occur in environmentally sensitive areas, such as in the wetlands behind Commerce Street (Duck Ponds trail).

Hodder Memorial Stadium

The Hodder Memorial Stadium is owned and operated by the Town of Deer Lake and is a regional facility serving the neighboring communities. A quality facility, it has a fully paved parking lot, and offers food and bar service as the occasion requires. In addition, it caters to fairs, conventions, and other special events, while operating year round. In addition to a skating surface, the facility contains an indoor swimming pool and a 6 lane bowling alley. Improvements are underway to increase the seating and locker space.

Playgrounds and Sports Fields

Town staff operate and maintain the municipal playgrounds at Bennett's Avenue, Gatehouse Road and Goose Arm Road. There is a soccer pitch on Bennett's Avenue as well as one near the Deer Lake Power House on Nicholville Road. The latter is the home of the Humber Valley Strawberry festival. There is also a softball field and baseball diamond on Bennett's Avenue.

8 TOURISM SERVICES

Deer Lake provides all season tourist services, which include:

- Seventy-nine rooms of hotel and motel space with restaurants and lounges in two facilities – one on the Trans Canada Highway, and the other next to the old track near Main Street on Nicholville Road;
- five bed and breakfast establishments;

- a thirty-two space recreational vehicle (RV) park near the Humber at Deer Lake beach, with a proposal to add ten more spaces in 2004, and an approved fifty space RV park north of the Humber River on the Northern Peninsula Highway. There are plans to add ten sites to this facility for the 2004 season;
- a multi-use recreational development off Goose Arm Road is in the planning stages – this will contain forty-five chalets along with a marina and other facilities (Environmental Assessment Registration Document, Humber River Estates Resort Development, February 23, 2004);
- adjacent to the Deer Lake Airport, the Humber River Golf Club which is a nine hole course with a driving range and plans for expansion to eighteen holes;
- the Junction Trail Blazers Snowmobile Club, a community minded organization with facilities next to the golf course which is responsible for organizing events around snowmobiling and maintaining a portion of the snowmobile trail system in this region;
- the Deer Lake Municipal Park, a beach front family park features campsites, washroom, shower facilities, RV pump-out, and canteen services;
- the Upper Humber Rod & Gun Club located at the western end of Goose Arm Road, overlooking Deer Lake which offers a shooting and trap range, and plays host annually to major sporting events.

The development of the Humber Resort, with its anticipated thousand chalets, two golf courses and two dining facilities and marina is having a very positive effect on Deer Lake Airport. It has stimulated the planning of the Humber River Estates, and possibly, Timberland Resort – a proposed golf course, housing development and tourist accommodations development in Pasadena.

9 WATER SUPPLY AND SEWAGE, SOLID WASTE DISPOSAL

Water Supply and Sewerage

The Town of Deer Lake enjoys very good municipal water supply and sewage disposal services. The Town obtains its water from an intake at Western Forebay on the Humber Canal. This water is chlorinated then run through two filter mats and then given UV treatment. The Town of Reidville is tied into

Deer Lake's water system. Sewerage is given secondary treatment at a lagoon off near the Trans Canada Highway, Old Bonne Bay Road and Welton Drive. Slightly over 99 percent of the Town is fully serviced.

The community of St. Judes has its own water supply, and approximately 30 homes are connected to this service.

The Town's water supply area is the Humber Canal Protected Water Supply Area designated under the Water Resources Act of the Province. The boundaries of the Protected Water Supply Area extend outside the Deer Lake Municipal Planning Area and overlap the built-up part of the Town. The boundary of the Protected Water Supply is to be modified insofar it takes in land outside the drainage basin to the west and north of Main Dam Road.

Limit of Servicing Agreement

The Limit of Servicing Agreement between the Town and the Minister of Municipal and Provincial Affairs 1992 and 1996 is a plan showing areas within which the water, sewer and road services that may be eligible for Government Guaranteed Bank Loans for construction and/or upgrading. The cost of any construction or upgrading of services or roads outside the limits is borne entirely by the developer and/or the Town.

With some minor exceptions, almost the all of the built-up part of the Town is covered by the Agreement.

Solid Waste Disposal

Deer Lake's solid waste disposal facility serves Deer Lake, St. Judes, Pynn's Brook and Cormack. The facility is located just inside the northern boundary of the Town and is a combination incinerator/landfill. The incinerator has a life-expectancy of about 5 years. It is protected by a 1.6 kilometre buffer within which residential development must be referred to the Department of Environment for review prior to the issuance of a permit.

Recycling is run by SEDLER a non-profit group, and this recycling program is purely voluntary.

What happens to the Deer Lake facility over the long term will be affected by the final outcome of the work done under the broad auspices of the Provincial Solid Waste Management Strategy for the Western Region Solid Waste Management Committee. The Western Region study was completed in mid 2003 and its proposals have been submitted to the Provincial Government and the Multi-Materials Stewardship Board for further assessment and action.

The study, carried out by Jacques Whitford Limited, in association with Nova Consultants, identified a number of potential regional sites, including two in the Deer Lake area – one at Crooked Feeder Brook some 15 kilometres east of Deer Lake, and another at Big Falls Brook (Mary Ann Brook) some 20 kilometres east of Deer Lake. The capital cost for such a facility, with regional transfer stations, is approximately \$40,000,000. The Provincial goal is to have a fully up to date solid waste management system with a recycling component for the entire Island by 2010.

It is assumed that the present solid waste disposal site will be kept operational for the next five years. If it appears that the Western Region Facility is to be delayed, physical improvements to the present site and an effective recycling program to its life will be needed.

Capital Works Program

The Town of Deer Lake's 2004 – 2008 Municipal Capital Works Program under the Canada/Newfoundland Infrastructure Program calls for the Hodder Memorial Stadium upgrade and various, relatively small, projects that would result in the replacement of an asbestos water line, some sewer line replacement, a lift station, relocation of a booster pumping station and upgrading and paving of certain streets.

10 COMMERCIAL AND RESIDENTIAL DEVELOPMENT AND CONSTRUCTION

Commercial, Industrial and Public

The Town of Deer Lake Web Site identifies roughly two hundred and twenty five businesses providing a wide array of services and products from bed and breakfasts to manufacturing of wood and steel products. A number of Provincial Government departments have offices and facilities in Deer Lake. Automotive and machinery related businesses feature heavily in the mix.

New commercial, industrial and public buildings construction has been steady in Deer Lake at between one to five new developments per year from 1992 to 2003, with no permits issued for the years 1997 and 2002. However the values of permits for individual buildings have varied greatly. One building was valued at 1.8 million dollars. In all, twenty four new developments have been issued permits in that period. (Town of Deer Lake)

Residential

The estimated number of dwellings in March 2002 was 1,819. There were also 140 apartments, and 37 mobile homes in the mobile home park. (Deer

Lake Web Page) There were 50 single dwelling lots available for immediate development in March 2002.

The number of permits issued for new dwellings from 1992 to 2003 varied from 9 in 1997 to 31 in 1992. The number of permits issued in recent years has varied greatly – from a low of 10 in 2001 to a high of 19 in 2003. A total of 195 new dwelling permits were issued during the preceding eleven years.

Residential development is proceeding at a strong pace. During the 1981-84 period an average of 21 single dwellings were constructed per year. The 1986 Background Report projection of 1864 dwelling units for the year 2000 is remarkably close to what has actually occurred.

Seniors' Housing

There are two senior's housing developments in Deer Lake, both of which are privately owned and managed. One, known as the Seniors' Cottages on Old Bonne Bay Road, contains 20 units in 5 buildings. Its clients are physically mobile. The other is the Humber Valley Complex on Nicholsville Road. This development, which backs on to Deer Lake, comprises two personal care homes and six cottages. The two personal care homes have a capacity for thirty persons each.

Social Housing

There are 52 social housing dwelling units owned and managed by the Newfoundland and Labrador Housing Corporation in Deer Lake. These occur in relatively small pockets throughout the Town.

There is very little turnover. Demand is constant and the waiting list fluctuates. There is a cluster of ground floor accessible units on Mayor and High Streets which are reserved for people who have difficulty getting around.

11 DEVELOPMENT POTENTIAL

Overall, there is considerable land available for all types of urban development within the Town of Deer Lake. The Town of Deer Lake itself is a major land owner of residential and commercial and industrial lands. It acquires land from the Crown, and releases it as needed. The Town's land bank of serviced residential and commercial – industrial land comprises about 9 hectares of commercial-industrial lands, and 25.5 hectares of residential land.

The Town tries to keep a reserve equivalent to 50 serviced building lots available for immediate development at any given time. At appropriate times these properties are sold to private developers for development.

The Newfoundland and Labrador Housing Corporation holds a little over 19 hectares of land in the Deer Lake Industrial Park.

Commercial and Industrial

In the Deer Lake Industrial Park (Newfoundland and Labrador Housing Corporation) off Old Bonne Bay Road there are 32 acres (12.95 hectares) of serviced land available for development and 15 unserviced acres (6.07 hectares) available for future expansion. (Deer Lake Web Page) There are approximately nine hectares of undeveloped commercial – light industrial land in the area bounded by Old Bonne Bay Road, Hancock's Road Fifth Avenue Extension and Reid's Lane. This land is owned by the Town.

There is also in excess of 16.5 hectares of highway commercial land behind the Deer Lake Motel on the Trans Canada Highway, which hasn't yet been developed. Another block of highway commercial land, roughly 22.25 hectares in size is located to the immediate east of the Northern Peninsula Highway. This site is bounded by the Trans Canada Highway, the Northern Peninsula Highway, the Upper Humber River and the Humber River Golf Club. This block is split into two by a stream running into the Upper Humber River.

Residential

Including the 50 lot short-term inventory, there are four large blocks of land available for future housing development in Deer Lake.

One block is located off North Main Street, and is bounded by North Main, Airport Avenue and the backs of houses fronting on High Street. This site was designed to accommodate 101 single dwelling lots in 1989, none of which have been developed.

Another site in the same general area is located on the north side of High Street, between Hancock and Old Bonne Bay Road. It was designed in 1993 to accommodate 40 single dwelling lots.

Designed in 1992 to accommodate 215 single dwelling lots, there is an ongoing development in Nicholville located south of the Upper Humber River. Thirty lots have been already been developed,

There is also a parcel of 1.7 hectares adjacent Squire's Place in Spillway available for future housing.

Without allowing for infill development, there is capacity for another 320 to 330 fully serviced single dwelling lots in subdivisions. This inventory of housing land will suffice for seventeen years at a rate of nineteen new single dwellings per year.

12 SCHOOLS

At present there are two schools in Deer Lake, Xavier and Elwood. Xavier is a middle school, with grades 6 to 9 with a 2003 enrolment of 372 and a projected enrolment of 317 by the year 2007. Elwood contains both a primary (grades K to 5) and a high school (grades 10 to 12). The primary school has an enrolment of 432 in 2003, with a projected enrolment of 344 by 2007. The high school's enrolment is 329 in 2003, and its enrolment is projected to decline to 291 by 2007.

Enrolments in the District 3 School Board have declined from 8,999 in 1997 to 7,252 in September 2003. The number of schools has dropped by ten – from 36 in 1997 to 26 in 2003. (Source: District 3 School Board, Corner Brook)

Deer Lake Elementary was closed in 2002, and its disposition is now a subject of discussion between the Pentecostal Assembly and the School Board.

13 POPULATION

In 2001, the Town of Deer Lake population was 4,769, a decline of almost 500 from the 1996 population of 5,222. The balance of the Planning Area, namely, St. Judes fell from 155 to 128 persons in that interval. The 1991 population for Deer Lake had been 5,161, and the St. Judes population had been 171. (Statistics Canada)

The “prime market area” – Deer Lake, Division 5, Subdivision E (essentially St. Judes), Reidville, Cormack and Howley – had experienced a parallel decline, dropping from 6,972 to 6,338 persons.

A “medium” projection prepared by the Economics and Statistics Branch of the Department of Finance, Newfoundland and Labrador, for Zone 8 – the Humber Economic Development Board - also shows a decline. The population of Zone 8 is projected to fall from from a base of 46,386 in 1991 to 39,930 in 2016. A significant decline is also forecast for the Western Health Care Corporation area over the same period.

Between 1996 and 2001, the population of Deer Lake became older. The percentage of people 15 and over went from 78.7% to 82.1%. Despite a slight decrease in number – 650 to 635 – the percentage of people 65 and over went from 12.4% to 13.3%. The overall percentage of people in the 25 to 54 age group rose from 42% to 42.7%, and within that group however, the percentage of people in the 20 to 24 age group dropped from 7.2% to 5.6%, and the number of individuals in that group had dropped from 380 to 270, a decline of 28.9%. The overall population had declined by 8.7% in the 1996 to 2001 period.

Despite the decline in population, the number and value of dwellings went up in the period 1996 to 2001. The number of private dwellings was 1,821 in 2001 and 1,710 in 1996. Of the private dwellings, 1,300 were owner-occupied in 2001, and 1,260 in 1996. The average value of owned occupied dwellings rose from \$65,207 in 1996 to \$74,454 in 2001 (Statistics Canada).

Projection

While development will continue at previous levels, the population is projected to remain roughly stable. The ample supply of serviced land held in reserve ensures that there will not be a requirement for any new major development areas during the life of this plan.

The population decline trends shown in the forecasts for the Humber Economic Development Board and Western Health Care Board Zones are extremely difficult to reverse.

14 STRATEGIC ECONOMIC PLANNING

The Background Report concludes with a look at three strategic plans, in particular, the Deer Lake Strategic Economic Plan, which have had some impact on planning in Deer Lake: (a) the Deer Lake Strategic Economic Plan, released on April 30, 1998; (b) the Humber Economic Development Board Inc Workplan 2003 – 2004; and, (c) the Deer Lake Regional Airport Economic Impact Study, July 2003.

The Deer Lake Strategic Economic Development Plan, tourism development component (“tourism cluster”), is particularly relevant to the Municipal Plan insofar it deals with issues such as the balance between environment and tourism development, the development of trails, Main Street improvements, heritage issues, and the development of Deer Lake and the Humber River for recreational purposes.

The Humber Economic Development Board Inc Workplan, while interesting and important in the overall regional context, is too general to have any

impact on the Municipal Plan. However, it does contain a reference to the Appalachian Trail which goes through Deer Lake.

The Deer Lake Regional Airport Economic Impact Study provides information about the importance of the Airport to the Town and Region. The Airport lands are limited and the only non-airport uses are the golf club and snowmobile race track and club-house. There is no potential for other commercial and industrial uses on these lands.

The noise exposure forecast 1993 shows that development off the Airport lands is not restricted by the noise exposure forecast contours.

14.1 Deer Lake Strategic Economic Development Plan 1998

The Deer Lake Strategic Economic Development Plan was prepared by the Economic Planning Committee of Deer Lake. The committee which prepared this report was drawn from a variety of groups, including the school system, the Airport Authority, the Grand Lake Centre of Economic Development, the Humber Economic Development Board Inc, business, Deer Lake Chamber of Commerce, recreation, Provincial government (Department of Development and Rural Renewal, and the Town of Deer Lake.

The mission statement for the Strategic Economic Plan was as follows:

“ ... to encourage and facilitate continuing business investment, income creation and sustainable development in the Deer Lake area. This will be accomplished with a balanced program of development strategies that stimulate and support a climate conducive to greater growth and prosperity. This will result in increased employment opportunities and an improved standard of living for residents.”

Furthermore:

“The committee identified five clusters that hold strong potential for economic development and growth in Deer Lake and the surrounding area, namely Tourism, Natural Resources, Government Services, Information Technology, and Manufacturing & Commercial.”

One of the outcomes of the Committee’s work was the creation of the Economic Development Committee of Council.

Along with the more general economic development issues, the mandate of this committee includes two out nine topics that are of particular interest in a municipal plan:

3. *Provide input to the Town of Deer Lake on matters of industrial and commercial land requirements and zoning, transportation, water and sewer services, taxation, industrial park development and sales policy.*
4. *Propose programs for the further beautification of the community and the development of amenities to attract new investments.*

Certain Goals, Objectives and Strategies of the Tourism Cluster are particularly relevant to the Municipal Plan.

GOALS

- To improve and add to the existing infrastructure to make the Town more attractive to residents and visitors. (**Tourism Goal 1.0**)
- To support the preservation of the Town's and the surrounding area's heritage and recognize it as an important tourist attraction. (**Tourism Goal 2.0**)
- To increase the Town's efforts to increase the number and quality of development in the recreational tourism sector to encourage the creation and expansion of small businesses. (**Tourism Goal 4.0**)
- To work toward increasing the number of tourist attractions that are based on the area's natural resources. (**Tourism Goal 5.0**).

OBJECTIVES

- Continue to support the efforts of the Grand Lake Centre of Economic Development (GLCED) and the Community Improvements Committee (CIC) to develop a system of walking trails and green spaces within the town (Objective 1.1)
- Encourage the development of a public or private campground that has the capacity for large recreational vehicles. (*Approval given by Town 2003 for a private RV Park on the Northern Peninsula Highway*) (Objective 1.2)
- Support the Humber River Golf Club in its plans to expand from nine to eighteen holes. (Objective 1.3)
- Support improvements in existing accommodations establishments, in terms of quality, appearance and capacity and support efforts to increase the amount of space available to host conferences, such as hotel expansions or the establishment of a conference centre. (Objectives 1.4 and 1.5)
- Continue to support the efforts of the CIC – and continue to work with the local chambers of Commerce and businesses on Main Street to complete the revitalization of the Main Street area. (*Significant improvements have been made, include brick pavers*) (Objective 1.6)

- Lend support to the Roy Whalen Heritage Museum and Archives through various means to ensure its continued existence. (Objective 2.1)
- Capitalize on the Town's industrial and agricultural history as tourist attractions. (Objective 2.2)
- Support efforts to have the Black Ash Site declared an Ecological Reserve, and support enhancements such as interpretive signs and walking trails to the site. (Objective 2.3)
- Support the efforts of the GLCED (*Grand Lake Centre of Economic Development*) develop and construct a public marina and/or boat launch on Deer Lake. (Objective 4.1)
- Support entrepreneurs in creating businesses based on water recreation activities, such as water craft rentals, diving, windsurfing and waterskiing. (Objective 4.2)
- Work with the Humber economic Development Board (HEDB Inc), the Humber River Model River, the Grand Lake Centre of Economic Development (GLCED) and other interested organizations to develop a better tourism industry around activities on the Humber River. (Objective 5.1)

STRATEGIES

- Complete the "Ducks Pond Trail" located behind Commerce Street which connects the restaurants and businesses there with the Wight's Road area. (1.1.1)
- Complete the "Spillway Brook Trail" which follows the Brook, passes the falls and joins an existing trail leading into Aiken's Square near the dam. (1.1.2)
- Complete the "Humber River Trail", which follows the River up the transmission line. (1.1.3)
- Support the efforts and work in conjunction with the Newfoundland T' Railway Council in the development of the Provincial Linear Park, specifically the section that passes through the town along Main Street. (1.1.4)
- Assist the CIC to help council determine areas in the town that are in need of improvement. (1.6.1)
- Support the CIC in its efforts to remove car wrecks and dilapidated buildings in the Town. (1.6.2)
- Encourage community involvement for keeping the community clean. Encourage "frontage ownership". (1.6.3)
- Assist in the promotion of the annual spring cleanup of the town and the beach front. (1.6.4)
- Work with youth groups and other service groups within the town to keep the town clean. (1.6.5)

- Assist and support the CIC in the development of a long term plan for beautification of the town, including plans for flower gardens, rest areas and green spaces. (1.6.6)
- Assist and support the CIC in promoting the planting of trees by residents of the town and becoming a member of Trees Canada. (1.6.7)
- Actively promote the concept of a “Tidy Town” (1.6.8)
- Support the CIC in efforts to secure funding from Council for town improvements. (1.6.9)
- Consult with the Main Street Revitalization Group (MSRG) to make improvements to the road, sidewalks, lighting systems, and parking which complements the chosen revitalization theme. (1.6.10)
- Consult with MSRG and the Newfoundland T’ Railway Council to ensure the rail bed is developed in a way that complements the improvements to the Main Street area. (1.6.11)
- Approach the Deer Lake Power Company about offering guided tours of the facility, including the powerhouse, canal, Forebay and the dam, complete with a history of the company and description of the process of generation electricity. (2.2.1)
- Assist in the investigation and subsequent development of a Technology Heritage Museum which could include such displays as the steam crane used to transfer logs into the spillway, a horse drawn grader and other interesting exhibits. (2.2.2)
- Assist and/or support re-creations of historical activities such as re-enacting the use of dog teams to deliver mail to the logging camps. (2.2.3)
- Assist and/or support the Heritage Society or other groups in the preservation and/or restoration of one of the original log cabins. (2.2.4)
- Encourage development of learning vacations based on historical activities, such as farming in Reidville and Cormack, logging in the Deer Lake area or along similar themes. (2.2.5)
- Lobby the Department of Government, Services and Lands to turn over to the Town the land necessary to develop a marina. (4.1.1)
- Continue to assist and support the development and construction of a Salmon Interpretation Centre. (5.1.1)
- Support and lobby the provincial and federal governments to upgrade and pave the road leading into Sir Richard Squires Memorial Park (Big Falls). (5.1.2)
- Support and lobby to further develop and enhance recreational fishing on the Humber River, while limiting the amount of infrastructure development on the river banks, so as to preserve the pristine environment. (5.1.3)
- Assist in the investigation of developing tourist attractions in the Upper Humber Wetlands Complex, such as canoe trips, bird watching,

- photography, in line with the restrictions placed on entering the complex. (5.1.4)
- Assist and investigate developing canoe trips and package trips up and down the Upper Humber River. (5.1.5)
- Support and encourage local businesses to identify opportunities related to the development of groomed snowmobile trails. (5.5.1)
- Encourage the development of opportunities in cross country skiing, such as ski clubs, groomed trails and competitions. (5.5.2)

14.2 Deer Lake Regional Airport – Economic Impact Study 2003

The Deer Lake Airport Economic Impact Study begins by outlining the Airport's economic impact on the area, then examines the airport's strategic role in supporting economic development at the local and regional level, and ends by reviewing the strategic issues facing the Deer Lake Airport. While

Under the heading of Airport Transport Services it is noted that the Airport handles Provincial Airlines, Air Canada Jazz, Air Labrador, Canjet and Air Canada which provide service to Labrador, Stephenville, St. John's, Halifax and Toronto in some 106 flights per week. These scheduled carriers also provide cargo services. A charter operator – Newfoundland and Labrador Air Transportation operates from the Airport. This company's major focus is servicing sport hunting and fishing outfitters. It supplies aviation fuel and general aviation services.

Passenger traffic has increased markedly in the last three years. The annual number of passengers increased from 131,000 in 2001 to 150,556 in 2002. Because of larger aircraft, the number of aircraft movements has decreased from 17,391 in 2000 to 16,122 in 2002.

Services at the Airport include 7,500 square foot terminal that not only hosts offices and airline counters, but also a cafeteria and a news and gift outlet. There are shuttle services to Corner Brook and Pasadena. Four car rental companies also operate out of the Terminal.

Other major activities include a flying school, a forest firefighting base, a base for the forestry spraying program and on the adjacent airport lands, a golf course and a snowmobile race track.

Direct employment at the Airport is the equivalent of 117 full-time jobs. The direct economic output of the Airport is estimated be \$23,000,000 per year. Property tax revenue of the Airport is estimated to be \$16,000.

The strategic social and economic role of the Airport is considered to in the resource sector, tourism, knowledge base industries and government and

administration. Also, the Airport has a crucial role in the delivery of health care services, enhancement of quality of life, and support for major events.

15 SOURCES AND CONTACTS

This report makes extensive use of materials from the Town of Deer Lake Web Page, which has been generally kept up to date, with some topics current than others. Materials directly used from this web page include economy, population, housing, tourism, recreation and culture and streets.

Another major source of information is the Background Report to the 1986 Municipal Plan. It is directly cited for materials on geography and geology. The '86 report is used for the analysis of population and housing characteristics –supplemented by data from Statistics Canada for the relevant periods.

The Town of Deer Lake supplied the Town of Deer Lake Strategic Economic Development Plan, much of which is cited in this Report, Certain other materials were also supplied by the Town.

The Deer Lake Airport Authority provided the Deer Lake Regional Airport Economic Impact Study.

Meetings with individuals and groups in the Town of Deer Lake, together with materials obtained from a number of groups, in particular the Junction Trail Blazers Snowmobile Club made a very significant contribution to this Report.

Through the Departments of Environment, Forest Resources and Agrifoods (agricultural and forestry divisions), Government Services and Lands, Municipal and Provincial Affairs, and Works Services and Transportation, the Provincial Government provided information vital to the preparation of this Report.

Note: This portion of the Background Report will be updated upon completion of the Municipal Plan.