

# Council Presentation for 2<sup>nd</sup> reading

## “THE RIDGE”

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Hello, and thanks for having us here today to present about our exciting new proposed development called “The Ridge” and expansion to coincide with the expansion of the golf course. The Ridge will be 76 RV lots offering Tennis courts / pickle-ball courts / basketball net combination, in ground trampolines, wifi towers, a gazebo/ landscaped area and Lakeview swing.

Pineridge Golf Resort is a family business and we are on our 10th season of owning and operating PGR. In the last ten years we have turned Pineridge Golf Resort from a ma and pa operation of around 10 employees into a full service restaurant / banquet facility / golf course and RV community with over 50 employees required to operate all facilities. We are the largest employer in the Seba Beach area with the exception of Transalta. Our development and expansion has grown the yearly tax revenue from under \$10k in taxes for the county into over 100k. Our new development would further add approximately another \$70k in tax revenue to Parkland County totalling over 170k/year.

Approximately 5 years ago we started the process to convert our land into the recently adopted Land use, BRR zoning designation. This Zoning was strategically adopted by the county to capitalize on the recreational and tourism opportunities, and RV market that other counties have capitalized on in Alberta. The first two condominium developments built at Pineridge Golf Resort are almost sold out, and it is time to build another. Our proposed development adheres to the three of the Guiding Principles for Economic Development in Parkland County taken from the Economic and Tourism strategy that was rewritten last year. These guidelines are as follows:

-Improve resident’s quality of life by enhancing recreational, cultural and social opportunities. There is nothing more recreational and social than our golf and RV resort! It is clear to us that our development improves quality of life!

-Foster rural living and rural based business. Our resort property is not only a business but also provides accommodation.

-Seek to diversify the local economy and business composition. Pineridge is a very diverse business being a golf resort, full service restaurant, Starbucks outlet, banquet facility, catering, 2 hotel rooms, and RV resort.

Local businesses have seen a benefit from our previous developments both in construction and indirect benefits. Only some are listed below:

- E.G.T. sand and Gravel
- Entwistle Sand and Gravel
- Pembina Concrete products
- Derby’s general store
- KBH Automotive
- Trickle Creek mini golf
- Outlaw Concrete
- Joey Hesinger concrete

- L&B water
- Schnell Trucking
- Caliber Drilling
- Evansburg Rona
- Evansburg Grocery Store
- Bigway foods – Wabamun
- Lakeside Liquor
- Shoreside Inn and Suites
- Baraka Gardens
- Rosies Greenhouse
- Seba Beach Farmers Market vendors
- Seba Beach Thrift Store
- Bencar Electric
- Lakeview Golf Cart Sales
- Fallis General Store
- Wabamun Home Hardware
- Billy's Birch and Burl
- Magnolia Green house
- Calahoo meats
- Josh's ice
- Scorpion Gravel
- Tri-Lakes Septic Service
- Jujo Golf Techs
- Fallis Shell

These same businesses will see the same benefit from the approval of The Ridge, and likely more. There are also unforeseen benefits in the future. For example, when we built our first two phases we took some of the proceeds and re-invested in our own business and community. We built our new clubhouse and offered a full service restaurant and banquet / wedding facility, with a starbucks outlet, all of which was not an option at Pineridge previously and has been very well received in the area.

PGR is a huge community supporter. Some of the organizations we have been involved in or contributed to are listed:

- Wabamun Watershed Council member / board member / contributor
- Lake Isle Lac St Anne Aquatic Management society
- Lakeside Curling club sponsor
- Seba beach Museum
- Wabamun Chamber of Commerce
- Stony Plain Chamber of Commerce
- Friends of Entwistle learning society
- Seba beach School Council
- Seba Beach Regatta
- Seba beach School Phys ed program
- Seba Beach senior centre

We were invited to and attended an economic development business owner's input section last year organized by Parkland County (Tom Kaup). The input from local business owners there was that tourism and recreational development should be encouraged and was a benefit to the area and perhaps the single largest economic contributor that the County should focus on for the Western rural part of the County. Pineridge Golf Resort and more specifically our first two RV lot developments have clearly been a benefit to Parkland County and The Seba Beach community.

## Some points of Clarity on The Administrative report from the first reading:

1. It is indicated on the administrative report that we are proposing an access off of RR55 at a reduced standard. I want it to be clear that RR55 is a good paved road in the current state however this road already does not meet county standards. The reason why this road does not meet standards is because Parkland County does not have standards for roads with speeds of less than 50km/hr, as other larger municipalities would have. The reason why the speed reduces below 50 km/hr on this road is because there is a hill that drops down toward the lake. Two separate engineering reports submitted suggest that RR 55 is an appropriate location for a main access to our proposed subdivision. Those reports provided have satisfied the Planning and Engineering department to be an acceptable access location, and we are willing to do improvements within the existing road right-of-way to make the road a higher standard. Alberta Transportation of course has the most established standards in the province and most municipalities look at those standards as a baseline to establish their own. Alberta transportation acknowledges existing roadway standards and has different standards for pre-existing roadways as compared new construction areas. It is very important to understand that our development is not introducing any reduced standards, it is quite the contrary. Also, we will be improving the access that was previously on this property.
2. On the administrative report it is captured that a service road will eventually be built connecting RR55 to HWY 31 which will create a limited access during the construction of the service road to our proposed development. There are 30 range roads between the meridian and our location, which will likely be 40 years before it is even considered. A routing plan will certainly happen as part of this construction as it does in every other construction job. Although it is good to look at logistics in the future, a temporary re-routing should not have an impact on the best location of an access for a development. I would assure you that for The Meadows (2) or The Summit (1) condo associations it would be preferable to accommodate a temporary access agreement due to this logistical reason as compared to a forever commitment of traffic. In any event, there will still be a good access to the area and multiple other developments will likely have happened by that time all requiring access from the service road.
3. As the administrative report mentions, two open houses were done as part of the public process. It should be of note, that an overwhelming amount of feedback was received in favour of a RR55 access instead of a HWY 31 access. Feedback was received at an 11:1 ratio in favour of RR55 as an access.

## Logistical points in favour of approving The Ridge:

1. It is important to understand that almost HALF of the development area is ALREADY zoned BRR since 2011. As part of our previous approval, PGR already owned the land in the northern part of this eastern quarter. We chose not to develop this piece as it would have been a less desirable design. Instead we waited and took almost 4 years to negotiate and acquire the southern portion of the development area in order to supply the superior and beautiful design we have submitted. We have been planning this development for 4 years, and it is by far the most well planned and designed subdivision we have ever put in front of Administration. The arrangement borders neighbouring properties with golf holes as to avoid privacy issues and increase neighbouring property values. Every lot, either backs on to the golf course or has a lake view.
2. We are very excited to become Alberta's first 12 hole golf concept which is a new dynamic of golf courses gaining momentum and followers though-out North America. The concept allows for a more flexible time window to go golfing for young executives and allows a less strenuous round of golf for the elderly and juniors. There is a link on our website to Inside Golf magazine news article on our expansion for more details.

Our development was initially well supported from Administration. We consolidated the new southern land and made application to expand the golf course holes. The golf course expansion was approved very quickly which we were very happy about as well as all the great feedback from our open houses and customers. Unfortunately, we will not expanding the Golf Course until our proposed development is approved as they are both part of the same construction process and more importantly financing.

## RR55 Main Access:

1. At the start of the planning and engineering reports that were needed to submit application for our proposed Subdivision, the approach to the main access topic was all technical. It was initially thought that the access could come from three options. The main things that were looked at was intersections, traffic counts, safety and logistical reasons. The conclusion of our engineering initial assessment was always that the main access should come from RR55 and that RR55 was the closest collector road. After that, the overwhelming feedback from our public open houses re-iterated our initial conclusions were what area residents wanted. We made application in December with a Traffic Impact Assessment concluding RR55 as our main access along with a letter from Seba Beach with their position. Administration challenged the TIA conclusions based on a technical concern primarily. Four meetings were held with administration over the last 6 months, our TIA was changed twice, and two new separate reports were submitted. Two separate engineering firms have assessed RR55 as a preferred access, the technical concern was addressed, and an internal road engineering review of the PGR property was completed and provided indicating our challenges of a westerly access. All aspects of our engineering assessments have concluded that RR 55 is the best option.

After providing the additional conclusive reports and delaying a February council meeting to appease any technical concerns of the proposed main access, administration has acknowledged RR55 as a viable but less desirable option. Administration is still recommending that Council grants rezoning with a westerly access, despite all the reports submitted.

Council should be aware that Pineridge Golf Resort is not a phased development like the two other BRR developments in this County. It was not an option at the time of approvals in 2011 since the Summit (phase 1) and The Meadows (phase 2) were not adjacent parcels. This means that each of the two prior phases or individual condo associations are not expandable and will remain their own entity unless they choose otherwise. This is not a rarity, as PGR is the same structure as Gleniffer lakes is, the oldest and largest development of this kind in Alberta.

In the last few months we have assessed the legal aspect of bringing our main access for the proposed development (The Ridge) through The Meadows as administration had recommended. Parkland County cannot implement a Meadows or Summit main access according to the Municipal Government Act in Section 655. The power to grant a subdivision approval is vested with the County's subdivision approving authority, which is Council. Any conditions the County imposes under 655 applies to PGR and must be in our power to satisfy as the developer. The Meadows is an independent third party to the new development proposal. Although there are developers rights in the bylaws of The Meadows, those rights are for PGR as the developer and not for a new condo association or separate entity. If we were to sell PGR to a different owner, the Ridge would be left without an access. An access road through each of these existing subdivisions is clearly not agreeable to them. It is also unjustified and logistically unlikely that a bypass road around these developments can be done without lawsuits from existing owners that would now back on to a road as compared to the golf course backing lot they purchased.

I would like Council to please understand that there is no good option to bring in the traffic from the west. It has been assessed over and over.

2. Our proposed access from RR55 does NOT propose a Main Access through Seba Beach! This proposal uses a Parkland County road for access which there is no question that most of the traffic will use. The difference in discussion between a Meadows access vs RR55 is that 100% of traffic will go in front of 44 rate payers sites in a development guaranteed where the road is used frequently. Compared with RR 55 where some people exiting our development may choose to go to Seba Beach and support the local businesses and farmers market there.
3. From an emergency services prospective it is quite clear that it is better to have a single main access off the closest collector road. With a westerly access, emergency vehicles would more frequently get lost. We have been made aware of ambulance's already confusing our two different existing developments at PGR. Although the local Seba Beach fire department may know to come to RR55 if it were an emergency access only, dispatchers and occupants of PGR making the call would likely not know this. This was brought up to a Parkland County fire inspector and confirmed. Emergency services and more specifically ambulances would clearly be better off with a direct route for access.

As you can see, we have assessed the RR55 vs Meadows / westerly main access from a number of perspectives. From a legal, emergency, logistical, public, engineering and safety perspective Range road 55 has always been our best option, and more recently known to be the only viable option.

We are ready to proceed and build our development in a down turned economy. Customer interest is there, our financing is available, and we have the proven drive and follow through to get it done and build on one of the Gem's of Parkland County.

Thank you.