



**ST. JOHN'S
NEWFOUNDLAND
METROPOLITAN
AREA
PROFILE**

Prepared by



**Regional
Economic
Expansion**

**Expansion
Économique
Régionale**

in co-operation with



ST. JOHN'S BOARD OF TRADE

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Newfoundland and Labrador
Department of Tourism

Newfoundland and Labrador
Department of Industrial Development

Ted Mills Studio, St. John's

Newfoundland Light and Power Co. Ltd.

Department of Regional Economic Expansion

ST. JOHN'S, NEWFOUNDLAND METROPOLITAN AREA PROFILE

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The Province of Newfoundland and Labrador
Department of Industrial Development
Department of Manpower and Industrial Relations

Statistics Canada
Department of Manpower and Immigration
City of St. John's
Canadian National Railways
Newfoundland Telephone Co. Ltd.
Newfoundland Light and Power Co. Ltd.
Educational Offices of the Avalon Peninsula
Labour Offices of the St. John's Metropolitan Area



Additional information on the St. John's Metropolitan Area may be obtained by contacting:

St. John's Board of Trade
P.O. Box 5127
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St. John's, Newfoundland
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S T. J O H N ' S
N E W F O U N D L A N D
M E T R O P O L I T A N
A R E A P R O F I L E

S E C T I O N I
G E N E R A L
I N F O R M A T I O N

Location of Community

The city of St. John's is the oldest and most easterly city in Canada. It is situated on the east side of the Avalon Peninsula in the Province of Newfoundland, at 47° 37' N latitude and 52° 45' W longitude. The surrounding coastline of the province is dominated by fjords, rugged headlands and offshore islands while the inland terrain is composed of forests, bogs, barren lands, lakes, ponds and some farmland.

Geology - shale to solid bedrock (2' to 30' over-burden; elevation of 300' with a mean of 211')

The Trans Canada is the major highway running 565 miles from St. John's to Port aux Basques and, along with an extensive system of secondary highways, links St. John's to the rest of the province.

Canadian National operates the only railway in the province and has its most easterly terminal in St. John's.

Proximity to Major Centers (Road Miles)

St. John's to Halifax	835
St. John's to Montreal	1485
St. John's to New York	1655

NOTE: This does not include a ferry crossing from the province to mainland (Nova Scotia).

Definition of Market Area

The St. John's market area consists of the Burin, Bonavista, and Avalon Peninsulas. Within the 120 mile radius, which encircles the market area, there is a population of 282,000. The metropolitan area has 132,000 people and St. John's proper has 88,100. These figures are taken from the 1971 census.

St. John's, being the main servicing and distribution center, and being larger than other centers, extends its influence throughout the southeastern part of the island, if not the whole province.

Climate

The climate is moderate and is influenced by the surrounding ocean. Fog is common in the southern and eastern coastal regions and is caused by the meeting of the Gulf Stream with the cold Labrador Current. Arctic ice blockades the sections of ocean just north of St. John's from mid-winter to late spring.

First frost	October 9th
Last frost	June 6th
Frost free period	124 days
Average days with measurable rain ...	152
Average days with measurable snow ...	57

See table T1-1 for synopsis of prevailing climate.

Brief History of the Community

A visitor to St. John's today sees a thriving city that is rapidly spreading to the north and west but if one could go back to the day of John Cabot, he would see the following events.

In 1497, on the evening of St. John's Day, John Cabot entered the harbour. From then on the ships of Western Europe came to fish, and St. John's became a rendezvous for them all.

In 1527, Captain John Rut of the British Navy wrote home to King Henry VIII. It was the first letter to be sent from North America to Europe. It was delivered by an English ship that was returning to England with a load of cod fish.

In 1528, King Henry VIII commanded a West Country merchant named Bute to form a colony in Newfoundland. Bute built the first permanent residence on the island at St. John's, thus the founding of the town can be said to date from 1528.

In 1585, Sir Bernard Drake made St. John's his headquarters from which he set out to capture Spanish and Portugese ships.

On August 5th, 1583, Sir Humphrey Gilbert landed on King's Beach and in the name of Queen Elizabeth I, claimed the island as a British possession.

In 1633, "Rule by Fishing Admiral" was sanctioned. The captain of the first ship to arrive in a harbour became the ruling admiral of that harbour for the season.

St. John's was attacked several times by enemy forces from both land and sea. A Dutch squadron under the famous DeRuyter took the town in 1665 and plundered it.

In 1673, a second attempt was made but this time the town was saved by an English merchant, Captain Christopher Martin who landed six cannons from his vessel and constructed an earthen breastwork and battery near Chain Rock. With only 23 men, Martin beat off an attack by 3 Dutch warships.

In 1689, Fort William was completed. It stood where the present Newfoundland Hotel now stands. A second fort, known as Fort St. George, was situated at the east end of the harbour and was connected by a subterranean passage with Fort William. A third fortification, named the Castle, was built on the south side of the narrows.

In 1696 and again in 1709, the town was captured by the French troops from Placentia. The town was burned and the forts were destroyed on both occasions.

In 1762, the town was captured for the last time but was quickly retaken by British troops dispatched from Halifax under Colonel William Amherst.

In 1866, the first successful transatlantic cable was landed at Hearts Content.

In 1871, garrisons were withdrawn from St. John's and the fortifications were dismantled by order of the British Government.

In 1901, the first transatlantic wireless signal was received by Marconi at St. John's.

In 1919, June 14, Alcock and Brown departed from St. John's for the first successful aeroplane flight across the Atlantic.

In 1949, March 31, Newfoundland and Labrador joined the Dominion of Canada as the tenth province.

In 1974, from April 1st to October 15th St. John's, along with the rest of Newfoundland, celebrated the 25th anniversary of Confederation.

T1-1

Location: St. John's, Nfld.

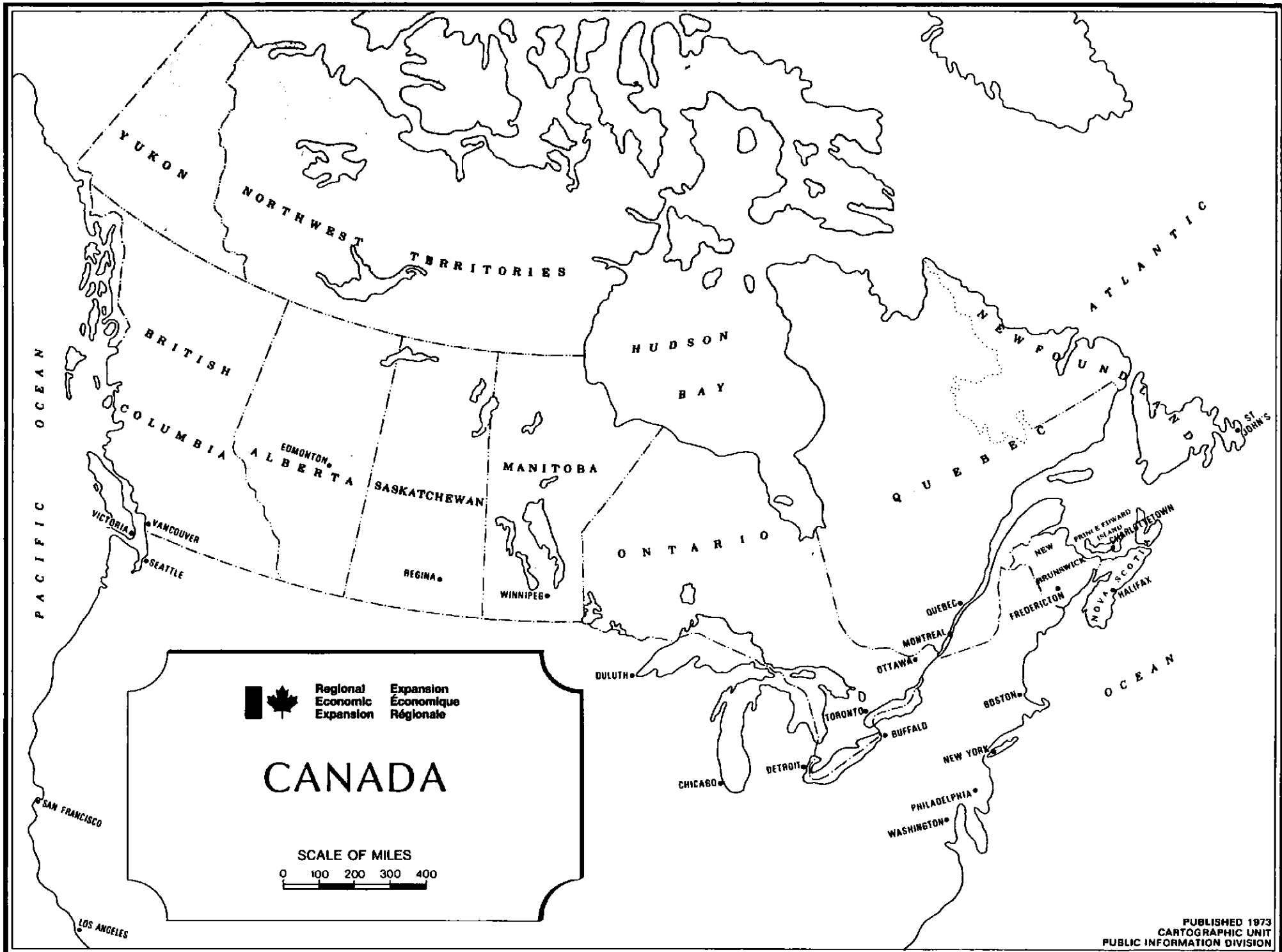
SYNOPSIS OF PREVAILING CLIMATE

MONTH	TEMPERATURE (°F)			PRECIPITATION (inches)			RELATIVE HUMIDITY %	MEAN HRS. OF BRIGHT SUNSHINE	WIND	
	MEAN DAILY	MEAN OF DAILY MAXIMUM	MEAN OF DAILY MINIMUM	MEAN MONTHLY RAIN	MEAN MONTHLY SNOW ¹	MEAN TOTAL (WATER)			MOST PREVALENT DIRECTION	AVERAGE SPEED (MPH)
JAN.	26.1	31.8	20.4	2.28	27.2	5.00	85	57	W	18.5
FEB.	24.5	30.5	18.5	2.65	25.9	5.24	86	75	W	17.5
MAR.	28.5	34.0	23.0	2.76	22.4	5.00	88	93	W	16.7
APR.	35.9	42.0	29.7	3.13	5.8	3.71	83	116	WSW	16.1
MAY	43.2	50.9	35.4	3.36	2.6	3.62	78	152	WSW	14.3
JUNE	52.4	61.0	43.7	2.96	0.0	2.96	78	176	WSW	13.5
JULY	61.1	70.3	51.9	2.86	0.0	2.86	78	212	WSW	13.0
AUG.	61.1	68.6	53.5	4.46	0.0	4.46	81	176	WSW	12.9
SEPT.	54.8	62.3	47.3	3.78	0.0	3.78	80	149	WSW	14.2
OCT.	45.7	52.8	38.6	4.87	0.6	4.93	83	117	WSW	14.9
NOV.	38.3	44.2	32.3	4.75	5.4	5.29	86	59	WSW	16.0
DEC.	30.5	35.9	25.0	3.71	26.2	6.33	85	53	W	16.6

¹Ten inches of snow equal to one inch of water

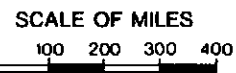
Source: Department of Transport - Meteorological Branch.



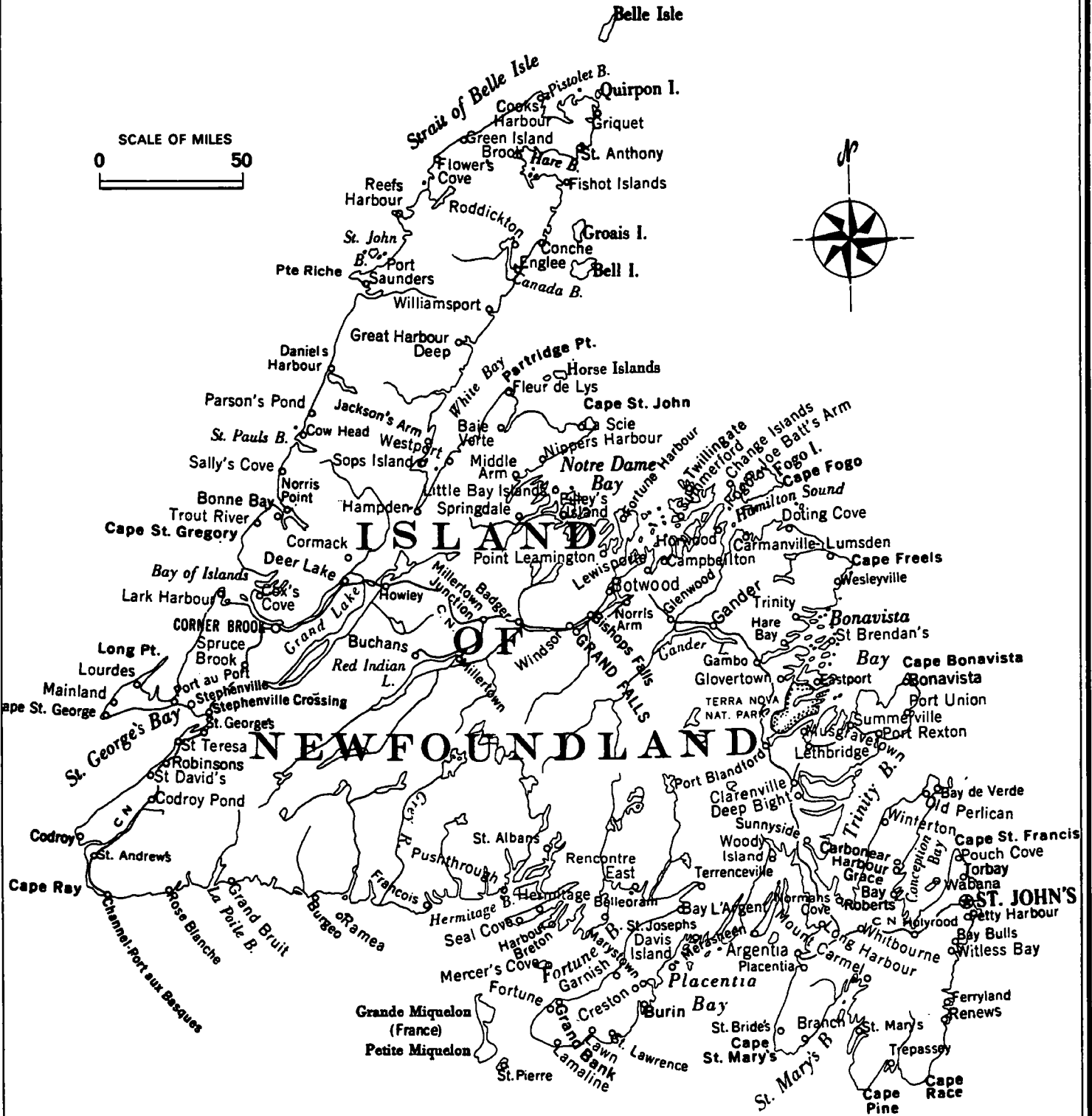
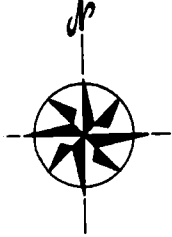
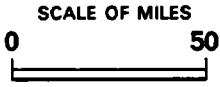


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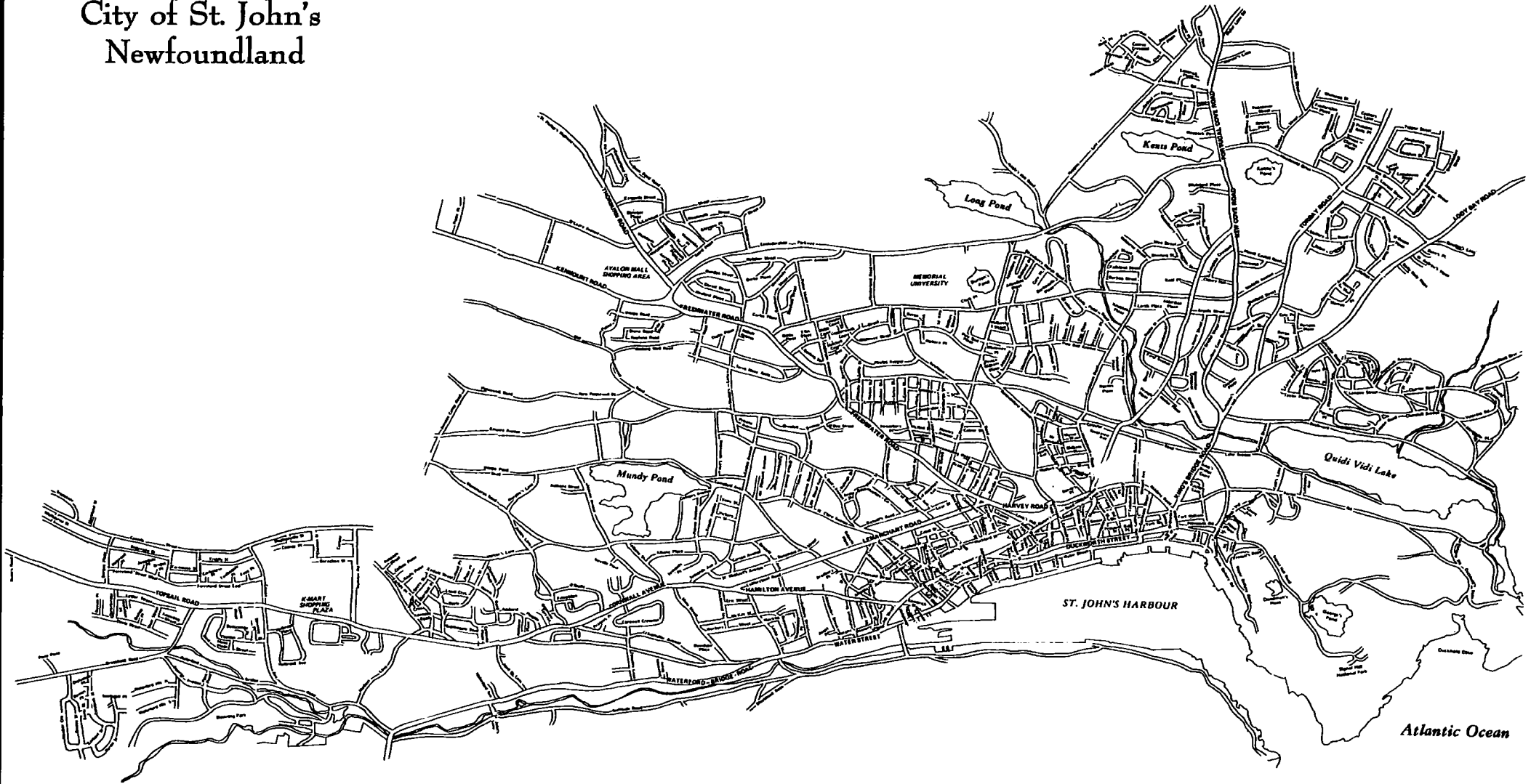
CANADA



NEWFOUNDLAND



City of St. John's
Newfoundland



S T. J O H N ' S
 N E W F O U N D L A N D
 M E T R O P O L I T A N
 A R E A P R O F I L E

S E C T I O N I I
 H U M A N
 R E S O U R C E S

LEVEL OF EDUCATION OF THE POPULATION (1971 CENSUS)

	<u>St. John's Proper</u>	<u>St. John's Metropolitan</u>
Less than Grade 9	34,680	56,170
Grades 9-10 - no other training	14,455	22,035
- with other training	1,835	2,830
Grade 11 - " " "	12,070	16,120
- " " "	6,795	9,150
Grades 12-13- " " "	620	735
- " " "	480	565
Some University - no other training	4,615	5,790
- with other training	1,380	1,730
University Degree- " " "	2,920	3,320
- " " "	315	370

SOURCE: STATISTICS CANADA

POPULATION BY 1971 CENSUS
DISTRIBUTION BY SPECIFIED AGE GROUP AND SEX

<u>AGE</u>	<u>ST. JOHN'S PROPER</u>		<u>ST. JOHN'S METROPOLITAN</u>		<u>ST. JOHN'S MARKET AREA</u>	
	<u>MALE</u>	<u>FEMALE</u>	<u>MALE</u>	<u>FEMALE</u>	<u>MALE</u>	<u>FEMALE</u>
0-4	4,000	3,965	6,695	6,475	13,305	14,790
5-9	4,855	4,630	7,765	7,510	17,355	¹⁶ 61 ,805
10-14	4,695	4,475	7,370	7,080	17,125	16,535
15-19	4,620	5,165	7,075	7,465	16,140	16,000
20-24	4,470	4,835	6,270	6,755	12,255	12,285
25-34	5,805	5,720	8,905	8,710	16,625	16,175
35-44	4,360	4,460	6,525	6,580	13,330	19,920
45-54	4,220	4,340	6,195	5,020	13,545	12,745
55-64	3,370	3,675	4,745	4,965	11,205	10,435
65-69	965	1,220	1,370	1,625	3,490	3,655
70*	1,525	2,730	2,220	3,495	5,975	7,605
Total by Sex	42,910	45,195	65,140	66,675	142,350	139,950
TOTAL	88,105		131,815		282,400	

SOURCE: STATISTICS CANADA

INCOME DATA METROPOLITAN ST. JOHN'S

	<u>1971</u>	<u>1973</u>
Personal Disposable Income	\$ 308.8 M	\$ 378.4 M
Per Capita	\$2,340	\$2,820

<u>TAXATION STATISTICS</u>	<u>1970</u>	<u>1971</u>
Under 2,000	10,009	13,121
\$2,000 - \$3,000	5,370	5,468
3,000 - 4,000	6,185	5,751
4,000 - 6,000	4,557	5,602
5,000 - 7,000	5,606	7,490
7,000 - 10,000	5,606	7,490
10,000 - 15,000	2,669	3,500
15,000 - 20,000	584	930
Over \$20,000	666	875
Total No. returns	42,955	51,572
Total income (\$000)	221,169	274,035
Average income (\$)	5,149	5,313
Total Tax (\$000)	35,797	43,921
Average Tax (\$)	1,012	1,161

SOURCE: Financial Post Survey of Markets 1972,
1973-74.

PROJECTIONS INTO FUTURE

POPULATION PROJECTIONS

	ST. JOHN'S PROPER	ST. JOHN'S METROPOLITAN	ST. JOHN'S MARKET AREA
1971	88,105	131,815	282,400
1976	99,505*	142,000	295,480*
1981	110,440*	156,000	310,010*

LABOUR FORCE PROJECTIONS

	ST. JOHN'S PROPER	ST. JOHN'S METROPOLITAN	ST. JOHN'S MARKET AREA
1971	34,685	49,335	86,940
1976	36,817'	61,120	88,644'
1981	40,863'	56,160'	93,003'

* obtained from trend line projections

000 approximated from information on trend lines

' these figures were found by finding the actual percentage of the appropriate population projections.

INDUSTRIAL DISTRIBUTION OF LABOUR FORCE

METROPOLITAN ST. JOHN'S 1971 CENSUS

<u>INDUSTRY</u>	<u>MALE</u>	<u>FEMALE</u>	<u>TOTAL</u>
All Industries	30,830	17,235	48,065
Agriculture	340	60	400
Forestry	40	10	50
Fishing & Trapping	195	25	220
Mining	160	25	185
Manufacturing	2,830	515	3,345
Construction	3,260	165	3,420
Transportation	4,475	745	5,215
Trade	6,300	3,240	9,540
<u>Finance Insurance:</u>			
Real Estate	840	730	1,570
<u>Community Business:</u>			
Personal Service	4,410	6,770	11,175
Public Administration and Defence	4,075	1,205	5,280
Industrial Unspecified or Undefined	2,400	2,005	4,405

SOURCE: STATISTICS CANADA

OCCUPATIONAL BREAKDOWN OF
ST. JOHN'S MARKET AREA (1971 CENSUS)

	<u>MALE</u>	<u>FEMALE</u>	<u>TOTAL</u>
Managerial, Administrative and related occup.	2,710	605	3,315
Teaching and Related Occup.	1,750	2,240	3,390
Occupations in Medicine & Health	960	3,025	3,985
Technological, Social, Religious & Artistic	2,800	360	3,160
Clerical and Related Occup.	4,650	6,610	11,260
Sales Occupations	5,135	3,105	8,235
Service Occupations	5,045	4,565	9,610
Farming, Horticulture & Animal Husbandry	945	175	1,120
Other primary occupations	3,660	55	3,715
Processing Occupations	4,010	955	4,965
Machining, Fabricating, Assembly and Repair	4,290	220	4,510
Construction Trades Occup.	8,825	45	8,870
Transport Equipment Operating Occup.	5,025	45	5,070
Occupations not elsewhere classified	4,015	280	4,290
Occupation not stated	4,625	3,365	7,990
Total in all Occupations	58,925	25,650	84,575

SOURCE: STATISTICS CANADA

LABOUR FORCE STATISTICS (1971 CENSUS)

Particulars	St. John's Proper			St. John's Metropolitan Area			St. John's Market Area		
	Males	Females	Total	Males	Females	Total	Males	Females	Total
15 years & over	29,330	32,300	61,530	43,360	45,700	89,060	92,625	91,780	184,405
In labour force	21,445	13,240	34,685	31,640	17,695	49,335	60,485	26,460	86,940
Employed	19,560	12,360	31,920	28,795	16,460	45,255	54,115	24,500	78,615
Unemployed	1,885	880	2,765	2,850	1,235	4,085	6,370	1,960	8,320
Not in labour force	7,885	18,960	26,845	11,720	28,105	39,825	32,145	65,310	97,460

SOURCE: STATISTICS CANADA

BREAK-DOWN AND CLASSIFICATION OF
BUSINESS IN ST. JOHN'S METROPOLITAN AREA (1973)

Accountants & Firms	25	Electric Appliance retail	13
Adjustors (Insurance)	10	Electric Contractor	31
Advertising (Consultants)	4	Engineers Consult.	26
Agents & Agencies	7	Equip Rental	10
Airline & Related Services	3	Excavating Contractors	15
Apartment Rentals	10	Farms	3
Architects	16	Financing	11
Auto Body Repairs	17	Fish Brokers Buyers & Dealers	11
Auto Parts & Supplies	8	Fish Processors	8
Auto Renting & Leasing	8	Florists	9
Auto Repairs	12	Food retail	126
Auto Sales	23	Food Wholesale	12
Bakeries	5	Footware Retail	5
Banks	6	Footware Wholesale	4
Barbers	8	Funeral Directors	3
Beauty Salons	40	Furniture Retail	18
Beer, Ale & Beverages	10	Garage & Service Stations	74
Book Stores	5	General retail	19
Breweries	3	Glass	5
Brick Products	5	Hardware Retail	8
Building Contractors	22	Hotels & Motels	12
Building Materials	21	Industrial equip & supplies	11
Bus Line	4	Insurance Agents & Brokers	54
Business Consultants	1	Insurance (life)	10
Butchers	8	Interior design consultants	3
Caterers	5	Investment Dealers	11
Clothing retail	24	Janitorial Services	4
Collection Service	4	Jewellery	11
Commission Agents	3	Laundromat	18
Communications	2	Lawyers & Firms	79
Comm. Consultant	1	Lumber Dealers	5
Computer Services	2	Machine Shops	3
Confectionary retail	13	Manufacture Agents & Distributors	43
Confectionary wholesale	5	Marine Supplies	7
Constr. consultant	1	Masonry Contractors	7
Data processing consult	2	Mechanical Contractors	5
Contractors General	62	Mobile Home (sales)	3
Contractor Supplies	2	Mortgage Financing	7
Convent Consult.	1	Movie Theaters	5
Co-operative Society	4	Movers & Shippers	4
Credit Reporting	3	Night Clubs	26
Customs Brokers	3	Office Equipment & Supplies	22
Daily Newspapers	2	Oil Burner Sales & Service	8
Dairy Products	4	Oil Distributors	15
Dec. Contractors	3	Painting Contractors	11
Department Stores	12	Paving Contractors	6
Design Consultants	2	Pharmacies	29
Distributors	7	Photographers	6
Doctors	87	Plumbing and Heating Contractors	29
Drug Supplies Wholesale	4	Plumbing and Heating Supplies	8
Dry Cleaning	10		
Dry Goods retail	5		
Electric Appliance repair	4		

Poultry Processing	1	Sporting Goods Retail	4
Printers Commercial	14	Surveyors (land)	9
Private Clubs & Organizations	8	Taverns	8
Public Relations Consultants	5	Taxi	49
Real estate	32	Transport Service	3
Restaurants	66	Trucking	24
Sheet Metal contractors	5	Trust Companies	5
Shipping Companies and Agencies	9		
Snack Bars	15		

LABOUR ORGANIZATIONS ST. JOHN'S - 1974

All labour organizations are active and represented in the St. John's Metropolitan Area.

A complete listing is available upon request from:

Provincial Department of Manpower and Industrial Relations
Day - Nite Neon Building
Pippy Place
St. John's
722-0711

WORK STOPPAGES, ST. JOHN'S MARKET AREA

	1972		1973	
	<u>Workers</u>	<u>Man Days</u>	<u>Workers</u>	<u>Man Days</u>
Illegal	5539	24,793	12,861	73,719
Legal	1157	47,481	1,485	376,040

PROVINCIAL LABOUR LEGISLATION

Labour standards in Newfoundland are regulated by the following legislation:

1. Minimum Wage Act:

Minimum Wage Boards are established under the Act and may call meetings between employers and employee representatives and upon studying employment and economic conditions, may make representation to the Lieutenant-Governor in Council concerning changes in rates which the Board deems necessary.

II. The Workmen's Wages Act:

This Act states that wages must be paid in money and not goods, limits the interval between pay days and ensures that improper deductions are not made. It also prevents employers from dictating how a worker may spend his money.

III. The Hours of Work Act:

This Act makes provision for the observance of certain holidays by shops on dates designated by the Lieutenant-Governor in Council. These holidays are 12 in number. The Act also enables municipalities to proclaim a holiday to be observed in their area. It also regulates the employment and working conditions of shop assistants. The Act makes provisions for time off on holidays, meal hour relief, and sanitary convenience. It also limits the items which may be sold on Sundays and holidays.

For these assistants in shops, the Act provides that:

- (a) in any one week they work no more than 40 hours in the aggregate
- (b) in any one day they work no more than 8 hours with no more than 5 consecutive hours without a rest period of at least 1 hour.

IV. The Annual Vacations with Pay Act:

This Act states that any employee, who has worked for at least 90% of the regular working hours in a one year period is entitled to an annual vacation of two weeks which must be given within 10 months of the time it is earned. The vacation may be given in one period of two weeks or in two periods of one week each. The pay for this period is calculated at 4% of the employees wages exclusive of overtime and gratuitous bonus. Where an employee has not worked 90% of the time in a 12 month period but has been employed for 7 consecutive days he is not entitled to annual vacation. He is, however, entitled to the 4% of his earnings which should be paid within one month or two pay periods, whichever is sooner, after the employee ceases work.

Should an employee use his vacation to work for another employer, he may be ordered on complaint to return his vacation pay.

V. The Employment (Notice of Termination) Act:

This Act required both employers and employees to give notice of termination of employment where employment has been for at least a month's duration.

An employer may, however, terminate employment without notice

if he pays the employee the sum equal to his earnings during the notice period. Once notice is given an employee must remain at the job for the notice period.

HUMAN RIGHTS CODE

An Act was passed to prevent discrimination, especially against workers, based on religion, religious creed, sex, political opinion, color, or ethnic, national or social origin.

The views of the business world where discrimination for the above reasons is prohibited by the code are summarized as follows:

- (i) No person shall be denied enjoyment of accommodations, services or facilities available in any place to which the public is customarily admitted.
- (ii) No person shall be denied occupancy of commercial space or discriminated against by any special terms of occupancy.
- (iii) No employer or persons acting on his behalf may refuse to employ or continue to employ any person except where sex is a bona fide employment qualification. Neither shall the employer publish an advertisement for a job which contains a degree of discrimination. Neither shall a trade union discriminate in its membership.
- (iv) No employer or person acting on his behalf shall pay a female less than a male doing the same work in the same establishment.
- (v) No person shall publish, display or broadcast any notice, sign, symbol, emblem or other representation indicating discrimination or the intent to discriminate against a person.
- (vi) No person, employer, or trade union shall evict, charge, suspend, expel or otherwise discriminate against any person who gives evidence of discrimination against him, or anyone else.

NOTE: For further information contact:

Government of Newfoundland & Labrador
Department of Industrial Relations
Day Nite Neon Building

Pippy Place
St. John's, Newfoundland

GENERAL WAGE RATES

	<u>May 1 1974</u>	<u>Nov. 1 1974</u>	<u>Expiry Date</u>
Electricians	6.53	7.28	30 April 1975

.....

	<u>April 1 1974</u>	<u>Oct. 1 1974</u>	<u>April 1 1975</u>	<u>Oct. 1 1975</u>	<u>Jan. 1 1976</u>	<u>April 1 1976</u>
Carpenters	4.95	5.40	5.90	6.40	6.70	7.00

Expiry Date
May 31, 1976

.....

Riggers

	<u>June 1 1974</u>	<u>Nov. 1 1974</u>	<u>June 1 1975</u>	<u>Nov. 1 1975</u>	<u>Expiry Date</u>
Iron Workers	6.25	6.95	7.70	8.30	May 30, 1976

Rodman

5.55	6.15	6.70	7.35
------	------	------	------

.....

	<u>May 1 1974</u>	<u>Nov. 1974</u>	<u>Expiry Date</u>
Plumbers	7.05	7.60	April 30, 1975

.....

	<u>April 1 1974</u>	<u>Oct. 1 1974</u>	<u>Expiry Date</u>
Labourers	3.80	4.10	March 31, 1975

.....

	<u>May 15</u> <u>1974</u>	<u>Nov. 15</u> <u>1974</u>	<u>Expiry Date</u>	
Sheet-Metal	5.90	6.50	May 14, 1975	

.....

	<u>May 9</u> <u>1974</u>	<u>Oct. 1</u> <u>1974</u>	<u>April 1</u> <u>1975</u>	<u>Oct. 1</u> <u>1975</u>	<u>Expiry Date</u>
Painter	4.35	4.85	6.25	5.95	March 31, 1976

.....

	<u>April 1</u> <u>1974</u>	<u>Oct. 1</u> <u>1974</u>	<u>Jan. 1</u> <u>1975</u>	<u>Expiry Date</u>
Brick-Layer & Masons	5.35	5.75	5.85	March 31, 1975

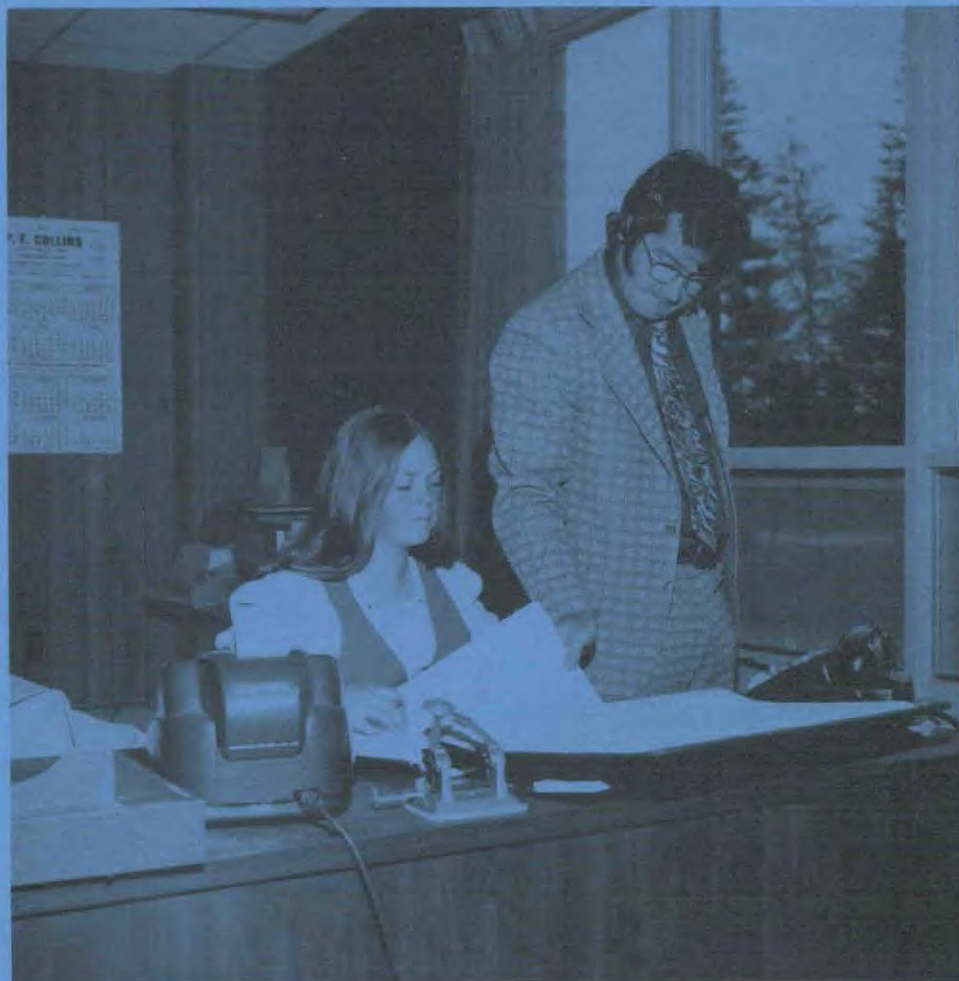
.....

	<u>Nov. 1</u> <u>1974</u>	<u>May 1</u> <u>1975</u>
Auto Mechanics	4.95	5.25

.....

MINIMUM WAGE RATES

As of 1 July 1974, the minimum wage rate for the Province of Newfoundland for males and females over 16 years of age is \$2.00 per hour. The rate goes to \$2.20 per hour on 1 January 1975.



S T. J O H N ' S
N E W F O U N D L A N D
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S E C T I O N I I I
G O V E R N M E N T

GOVERNMENT CENTER

City of St. John's

The city of St. John's like all other municipal districts in the province, is required to hold a municipal election every four years. The last election was held in 1973.

Elected Officials are:

Her Worship the Mayor
Deputy Mayor
Councillor
Councillor
Councillor
Councillor
Councillor
Councillor
Councillor

Dorothy Wyatt
John J. Murphy
David G. Riche
David R. Barrett
Ray O'Neil
James Fagan
Brian E. Higgins
Eric Gullage
Millar Ayre

Senior Officials are:

City Clerk
Assistant City Clerk
City Engineer
Assistant City Engineer
City Solicitor
City Medical Officer
City Controller

R.J. Greene
W.P. Kendell
E.W. Mercer
G.W. Moores
G.F. Lang
Dr. C.A. Morris
J.B. Edgar

NOTE: for all of the above phone (709) 726-8820
City Hall, P.O. Box 908, St. John's, Nfld.

Taxes, Fees for Licences and Permits, and Other Service Charges
in Force in the City of St. John's, 1974

City or Property Tax⁽¹⁾)
Ground Landlord's Tax -) 24% of assessed rental value⁽²⁾
Vacant Land Tax)

- Business Tax - 21% of 50, 100 or 200 percent of assessed rental value of real property occupied, depending on type of business
- Fuel Oil Tax - 2 cents per gallon. All ships are exempt; there is no similar tax on coal or propane
- Water Tax - Residential:
\$19 per annum if assessed rental value less than \$400
\$22 per annum if assessed rental value between \$400 - \$600
\$25 per annum if assessed rental value more than \$600
- Industrial and commercial meter rates:
Up to 2 million gallons monthly - 40 cents per 1000 gallons
Over 2 million gallons monthly - 20 cents per 1000 gallons
- Hydro Revenue Tax⁽³⁾ - 2% of sales revenue
- Telephone Tax - \$1.00 per main phone line, included in rate and paid by Telephone Company
- Entertainment Tax - 10% of admission price (educational and charitable purposes can be exempted)
- Dog Licences - \$2 per annum for males or spayed females, \$25 per annum for females
- Amusement Licence - Juke box \$25 per annum; bowling lanes, billard table, pin ball machine \$10 per annum

Construction and trade permits:

New Building less than \$3,000	\$4.00
Each additional \$1,000 to \$100,000	2.00/1,000
All excess	1.60/1,000
Enlargement & alteration less than \$500	2.00
Each additional \$500	1.00/\$500

Garages		2.00
Advertising		.80/sq. ft.
Oil Burners installation		4.00/unit
Motor installation		2.00/unit
Renewal of permits after 6 months		1.00
Demolition permit		2.00
Electrical service		3.00 pipe & meter outside
1-5 outlets		4.40
each additional outlet		.40
Electric Heat		.40 for first 10 kilowatts
each additional kilowatt		.40
Plumbing		
each fixture installed		2.00
smoke test on system		12.00 each
Business Licence fees for tradesmen, such as	-	
	-	Auctioneers \$25 per annum
	-	Plumbers-journey man-master \$ 5 per annum
	-	Electricians- journeyman- master \$20 per annum
	-	Sheet metal workers \$ 5 per annum
	-	Taxi drivers \$ 5 per annum
	-	Taxi owners \$20 per annum
	-	Junk dealers \$25 per annum
	-	Boarding houses \$25 per annum
	-	Theatre Canteens \$10 per annum
New Subdivisions	-	The cost of services are included in the price of the selling price of the lots by the developer
New Services & Renewals of Services	-	Property owners are to pay, on an approximate cost basis, for the in- stallation of water line from the street line to the building and for the installation of the sewer line from the main to the building

- Capital Assessments
- The cost of improvements in, or new installations of, curbs, gutters and sidewalks are assessed to owners of abutting properties; the City's practice is to charge the abutter one half the cost with the City paying the other half. The share of full cost of water and sewer main installations are also assessed to property owners on a frontage basis.
 - All payments of capital assessment are not considered revenue but are used to offset capital expenditures.
-

- (1) Certain Provincial Government buildings are subject to a charge for protection and water service of 5% of assessed rental value (Section 240, City of St. John's Act)
- (2) If a property does not receive one of either water or sewage service the rate is 18%, if it does not receive both water and sewage service the rate is 16% of the total tax normally payable
- (3) Imposed in lieu of City Taxes on property of the Newfoundland Light and Power Co. Ltd. in accordance with the St. John's Street Railway (Amendment) Act, 1962

Source: The City of St. John's Act and Comptroller's Office
City of St. John's

Provincial Government

The seat of the Provincial Government of Newfoundland and Labrador is located in the Confederation Building at St. John's. In addition to the House of Assembly, the Confederation Building houses most of the headquarters of Provincial Government departments, while the remainder are located elsewhere in the city.

The Progressive Conservative party currently forms the Government under the Premiership of the Honourable Frank Moores while the Liberal opposition is under the leadership of the Honourable Edward Roberts.

All Provincial Government departments can be obtained by phoning (709) 722-0711.

Federal Government

As provincial capital St. John's houses branches of departments of the Federal Government including:

Department of Agriculture	726-5701
Canada Manpower Center	722-0404
Canada Post Office	753-3820
Department of Communications	722-5326
Consumer and Corporate Affairs	722-7267
National Defence	726-0212
Environment Canada	726-7330
Health and Welfare	726-8760
Indian Affairs and Northern Development	726-5395
Industry, Trade and Commerce	722-6074
Department of Labour	722-9142
Manpower and Immigration	722-4815
Public Works of Canada	726-7670
Regional Economic Expansion	722-7200
National Revenue and Taxation	726-7822
Secretary of State	722-6181
Statistics Canada	726-0713
Supply and Services	726-5656
Ministry of Transport	722-2524
Unemployment Insurance	726-0310
Veterans Affairs	722-5383

PROVINCIAL TAXES

Some of the more important sources of revenue through Provincial taxes are:

Individual Income Tax

The Province levies taxes based on an individual's income in a year. A person resident in the province on the last day of a year but who has no earnings in the province is taxed on his world income. Income earned in the province by a non-resident is taxable by the province.

The province computes its individual income tax as a percentage of the Federal tax. The 1974 rate is 38%. The province has an agreement with the Federal Government for the collection of taxes.

Corporate Income Tax

The province levies a tax on the taxable income of corporations derived from operations carried on within its boundaries. The 1974 rate is 13% of the taxable income.

Retail Sales Tax

The province levies sales taxes on certain goods and services purchased by the final user. These taxes are collected by the retail vendors who act as agents for the government. Currently the retail sales tax is 8%.

FIRE PROTECTION

There are six fire stations in St. John's Proper:

Brookfield Fire Station	East End Fire Station
West End Fire Station	Central Fire Station
Kents Pond Fire Station	Pleasantville Fire Station

A new fire station is proposed for the Kenmount Road area in 1975.

There are 251 fire fighters stationed at these six stations, including 30 at Pleasantville which serves as the satellite station for the rest of St. John's.

These stations are equipped with:

- 14 first class pumpers - 625-840 gal/min at 150 lb. pressure
- 3 ladder trucks
 - 2 with 100 ft. aerial ladders
 - 1 with 65 ft. aerial ladder
 - All carry 200 feet of ladders
- 2 salvage tenders which carry rescue equipment
- 3 auxiliary vehicles, officers cars

Emergency calls dial 911
Other calls dial (709) 722-1234

There is also a forest fire fighting branch located at Pleasantville.

Contact (709) 722-0631

There are also several volunteer fire departments scattered throughout the many communities in the metropolitan area.

NOTE: For further information contact: Mr. Frank Ryan
Fire Commissioner
Pleasantville

LAW ENFORCEMENT

The Newfoundland Constabulary restricts its operations to the city of St. John's. Outside St. John's law is enforced by the Royal Canadian Mounted Police.

Traffic direction and control is carried out by the R.C.M.P. and Constabulary in their respective zones of operation. Regulations are set up by provincial authorities but are subject to recommendation by City Traffic Commission when areas within the city limits are involved.

Constabulary:

Number of Stations	2
Full staff	215
Road vehicles	40

Newfoundland Constabulary
Fort Townsend, St. John's
Newfoundland
(709) 722-5111

Royal Canadian Mounted Police:

Administrative Staff	66
Regular Members	65
Civilian Members	9
Special Constables	9
Public Servants	33
Auxiliary Constables	20
Road vehicles	15
Boats	1

Royal Canadian Mounted Police
St. John's Detachment
Building 306, Pleasantville
St. John's, Newfoundland
(709) 726-9080

Courts

There are several courts in St. John's which come under the jurisdiction of the Department of Justice. There is also a branch of the Federal Court of Canada in St. John's.



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S E C T I O N I V
 S E R V I C E S

FAMILY EXPENDITURE PATTERN
ST. JOHN'S (1972)

Food	19.8%	Personal Taxes	12.6%
Recreation	3.5%	Travel and Transportation	14.5%
Smoking and Alcohol	4.6%	Shelter	15.8%
Security	4.6%	Other	15.9%
Clothing	8.7%		

Source: Statistics Canada

HOUSING ST. JOHN'S 1974

Apartments

In complexes owned by business	1,417
Available senior citizens	290
Basement apartments & houses	8,650
	<u>10,357</u>

Rental Rates

Bed sitting rooms	105-140/mo.
1 bedroom apartment	145-200/mo.
2 bedroom apartment	155-220/mo.
3 bedroom apartment	175-260/mo.
3 bedroom house	250-350/mo.

Vacancy rate: 0.48%

OCCUPIED DWELLINGS 1971 CENSUS
ST. JOHN'S METRO

	Owned	Rented	Total
Single Detached	29,115	3,050	32,165

	Owned	Rented	Total
<u>Single Attached</u>			
Double House	2,005	970	2,975
Other	2,185	2,000	4,185
<u>Apartment, Flat</u>			
Duplex	1,930	2,240	4,170
Other	270	3,315	3,575
<u>Total for Market Area</u>	<u>35,505</u>	<u>11,575</u>	<u>47,080</u>
TOTAL			61,960

BUILDING PERMITS ISSUED
METROPOLITAN ST. JOHN'S (1973)

UNITS		THOUSANDS OF DOLLARS	
Single Dwellings	283	Residential	21,131
Double Dwellings	295	Industrial	212
Row Housing	90	Commercial	18,550
Apartments	249	Institutional & Govt.	29,562
Conversions	76	TOTAL	69,455
TOTAL	993		

MEDIA

Major Newspapers - Circulation

Evening Telegram:-

<u>Daily</u>	<u>Weekend</u>
30,000	49,500

Daily News: -

<u>Daily</u>	<u>Weekend</u>
8,500	12,000

Newfoundland Herald:- 20,000 weekly

There are also several monthly and quarterly papers published in the area.

BROADCASTING

Newfoundland Broadcasting Co. CJON Radio and Television (CTV)
Phone 579-5015

Colonial Broadcasting Co. VOXM Radio
Phone 726-5590

Canadian Broadcasting Corporation CBC Radio and Television
Phone 753-1300

VOAR Radio Station
VOWR Radio Station Denominational radio stations

TELEPHONE

Newfoundland Telephone Company provides service to 27,701 residential customers, 5,152 Business Main Lines and 1,501 Private Branch Exchange (P.B.X.) trunk lines. There are also 617 Coin Telephones. Besides these basic services a wide range of telecommunications equipment is provided for customers with special requirements, including voice and data transmission and computer communications equipment. Direct Distance Dialing is provided for both outward and inward Long Distance calling.

The total telephones which can be reached by St. John's subscribers without toll charges is 66,996 and includes the neighbouring exchanges of Torbay, Pouch Cove, Portugal Cove, and Long Pond.

MONTHLY RATES 1974

Private Residence Line	\$ 7.00
P.B.X. Trunk Line	25.00

For further information:

Newfoundland Telephone Co. Ltd.
Duckworth Street
St. John's, Newfoundland
722-1811

LIGHT & POWER

Domestic Rates

First 15 Kilowatt-hours/month	\$2.25
Next 200 Kilowatt-hours/month	\$.025/kilowatt hr.
Excess Kilowatt-hours/month	\$.0135/kilowatt hr.
Minimum monthly charge	\$2.25

Discount

For payment of an account within 10 days after it is issued, a discount of 10% of the amount of the bill up to a maximum of \$1.00 per month will be allowed.

Multi-Unit Domestic Buildings and Multiple Households

<u>No. of Units</u>	<u>First Block (min)</u>	<u>Second Block Excess</u>	<u>10% Discount Max.</u>
3	45 Kwh for \$6.75	600 Kwh @ 2½¢ @ 1.35¢	\$ 3.00
5	75 Kwh for \$11.25	1000 Kwh @ 2½¢ @ 1.35¢	\$ 5.00
10	150 Kwh for \$22.50	2000 Kwh @ 2½¢ @ 1.35¢	\$10.00

General Service 0 - 10 K.W.

Rate

First 15 Kilowatt hours/month -----	\$ 3.75
All excess Kilowatt hours/month -----	@ 2½¢/Kwh
Minimum monthly charge single phase -----	\$ 3.75
three phase -----	\$10.00

Discount within 10 days

10% to maximum of \$1.00 per month

General Service 10 - 100 K.W. (110 KVA)

Rate

First 100 Kilowatt-hours/month -----	@ 5¾¢ (5¢ net)/Kwh
All excess Kilowatt-hours -----	1.6¢/Kwh
Minimum monthly charge -----	50¢/Kwh for minimum demand not less than \$10.00 for three phase.

Discount within 10 days

½¢/Kwh on all energy in 5¼¢ block

General Service 100 K.W. (110 KVA) and over

Rate

First 350 KVA during 12 months previous
to meter reading ----- @ \$1.75/month/KVA
All excess KVA ----- @ \$1.25/month/KVA

Energy Charge

10 Kwh/month/KVA of billing demand to
maximum of 50,000 Kwh ----- @ 2.5¢/Kwh
100 Kwh/month/KVA of billing demand to
maximum of 50,000 Kwh ----- @ 1.5¢/Kwh
All excess Kwh ----- @ 0.825 Kwh
Minimum Monthly Charge ----- Billing Demand Charge
Alternate rate for customers with billing
demand of less than 350 kilowatt-amperes ----- 5¢/Kwh used
Minimum monthly charge ----- \$0.05/KVA of billing
demand

Electric Heating General Service

All kilowatt hours consumed ----- @ 1.35¢/Kwh

All Electric General Service

Billing Demand Charge:

\$1.10/month/KVA of maximum demand not
exceeding 12,000 Kwh ----- @ 1.7¢/Kwh
All excess Kwh/month ----- @ 0.825¢/Kwh
Minimum Monthly Charge ----- The Billing Demand
Charge not less
than \$3.75 for
single phase and
\$10.00 for three
phase service

Newfoundland Light & Power Co.
Kenmount Road, St. John's
(709) 726-1880

WATER SUPPLY

Water in the city is supplied by the St. John's City Council from two sources; Windsor Lake and Petty Harbour-Long Pond. The system is a gravity flow with a daily capacity of fifteen million gallons and at present the daily capacity is fully utilized. There is minor filtration in the system and the water is treated with chlorine and lime.

A study now in progress for a new St. John's urban regional water supply system.

Rates

Industrial	Under 2 million gallons	40¢/1000
	Over 2 million gallons	20¢/1000

DEPARTMENT OF NATIONAL HEALTH AND WELFARE
PUBLIC HEALTH ENGINEERING DIVISION
CHEMICAL ANALYSIS OF WATER

<u>IONS, ETC. IN PARTS PER MILLION</u>	<u>PETTY HARBOUR Treated</u>	<u>WINDSOR LAKE Untreated</u>
pH Value	5.2	6.1
Hardness (DTA) as CaCO ₃	1.0	0.7
Alkalinities - Phenolphthalein as CaCO ₃	Nil	Nil
- Total as CaCO ₃	0.5	1.3
Iron (Fe) (Total)	0.10	0.40
Manganese (Mn) (Total)	0.03	ND
Color (Units)	10	15
Turbidity (Units)	0.6	0.8
Nitrate Nitrogen (N)	0.01	0.01
Nitrate Nitrogen (N)	0.001	0.001
Bicarbonate as CO ₃	0.3	0.8
Flouride (F)	0.02	0.02
Total Dissolved Solids - Determined	25	26
Specific Conductance (Micromhos/cm)	46	47

FUELS

There are two oil refineries located within the St. John's market area, one at Holyrood some 20 miles from St. John's and one at Come by Chance, approximately 90 miles from St. John's. There are four types of oil available in St. John's.

Stove	\$0.408/gal.
Furnace	\$0.378/gal.
Bunker	\$0.259/gal.
Diesel	\$0.656/gal.

Natural gas has recently been discovered off the coast of Newfoundland; however, it is not yet a marketed resource. Propane & liquid gas are available in the area.

SEWAGE SYSTEM

The city has an outfall sewage system which serves all built up areas except Pleasantville and Waterford Hospital, which have their own. There is a pumping station at Becks Cove which pumps some of the sewage beyond the mouth of the harbour; however, most of the sewage outfall is still within the harbour.

Plans are now in the making for a new sewage system with a treatment plant and a pumping station on the southside which will pump the treated sewage into Freshwater Bay.

Sections 191, 211 and 214 fo the City of St. John's Act deal with sewage disposal.

GARBAGE AND INDUSTRIAL WASTE REMOVAL

Sections 189 and 324 of the City of St. John's Act deal with the removal of garbage and industrial waste.

Presently a land fill dump at Robin Hood Bay serves the area of St. John's and the charge for this service is included in the municipal tax.

A study is now in progress for a new regional land fill facility to accommodate disposal for next 25 years.

ANTI-POLLUTION REGULATIONS

There are many different anti-pollution regulations which take the form of an act passed by Parliament at the Federal Government level. Information Canada on Water Street can supply a list of these regulations (Phone 753-5560). A Newfoundland supplement to this list can be obtained from Environment Management and Control, Elizabeth Towers (722-0711). There are also some municipal government regulations which are available from City Hall (726-8820).

A number of environmental controls exist for the province under the Departments of Health and Environment (Provincial).

TRANSPORTATION

Airport

The St. John's airport in 1973 handled 30,000 operations which are defined as either a take off or landing. There were a total of 350,000 passengers on scheduled flights. The airport has two runways, one 7,000 feet long and the other 8,500 feet long. They are both equipped with various types of navigational landing aids. The facilities and runways are being expanded under a 10 year program.

The airport has all the necessary fire prevention and cargo facilities. General aviation facilities at the airport handle a large number of private flights. There is a meteorological weather station in the vicinity of the airport.

Bus Service

St. John's has a regularly scheduled bus service which is owned and operated by the city through the St. John's Transportation Commission. There are also several privately owned bus lines providing transportation to various points throughout the metropolitan and market areas.

Taxi Service

At present there are thirty taxi companies in the city offering the service of 236 cabs. Some of these companies make regularly scheduled trips to various points in the market area.

Truck Transportation

A full range of truck transportation is offered by several companies operating in the area. There are some 50 truckers registered with the St. John's Truckers Association (709) 722-0240.

Marine Freight Service

Regularly scheduled freight service operates between St. John's and major Eastern Canadian ports. For further information contact the National Harbours Board.

CN Passenger Service

Although there is no rail passenger service, Canadian National operates a bus passenger service between St. John's and Port aux Basques stopping at points between. The fares range from \$12.10 to \$16.00 depending on CN schedules.

CN also operates a car-passenger ferry service between the province at Port aux Basques and mainland Canada at North Sydney, Nova Scotia. There are two crossings in each direction daily. In the tourist season there is an additional run daily in each direction, in addition to a service incorporated between Argentia and North Sydney with three sailings in each direction weekly.

Furthermore, CN operates a trans-island rail freight service.

For further information: Canadian National Railways
Water Street, St. John's
(709) 726-6810

Harbour Facilities

The National Harbours Board manages the Port of St. John's which is located in a harbour 7,000 feet long and 1,000 to 2,000 feet wide. The Board, under Port Manager Brian Higgins, is located at 391 Water Street, P.O. Box 1820, St. John's, phone 726-4505. Other services available include Harbour Master (Capt. H.W. Stone), Security Officer (J.J. Hogan), pilotage, quarantine, immigration and medical services, customs and excise, and registrar of shipping, all of which are located in the Sir Humphrey Gilbert Building on Duckworth Street (722-4815).

The harbour has a frontage of 15,200 feet which is divided into 37 berths, 11 of which have a depth of up to 30 feet and 26 with depths over 30 feet. There are 11 shedded berths and 26 open, as well as 7 transit sheds, 4 of which have CN trackage running to them. Cold storage warehousing is provided. The main terminal pier has a total frontage of 2062 feet and has warehouse space of 136,060 sq. ft. There is also an 85 ton stiff-leg crane.

An important facility is the CN dry dock. It is 570.5 feet long, 76.5 feet wide and has 27 feet of water over the sill. The machine shop connected with the dock is equipped to execute major repairs.

Shipping services out of the port link St. John's with several major ports in Canada, the United States and Europe. It is also the base for an extensive freight and passenger coastal service around Newfoundland.

FINANCIAL INSTITUTIONS

A full range of financial services is provided in the St. John's area by a large number of major companies. There are four trust companies, eight finance companies and eleven investment houses, all with branch offices throughout the city, as well as the following chartered banks; Bank of Nova Scotia, Bank of Montreal, Royal Bank of Canada, Toronto Dominion Bank, and Canadian Imperial Bank of Commerce.

Insurance in the area is provided by thirty agencies and brokers with twenty-three companies dealing with life insurance and twenty-five with insurance other than life.



S T. J O H N ' S	S E C T I O N V
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A R E A P R O F I L E	D E V E L O P M E N T

NATURAL RESOURCES

Forestry

There are 140 private saw mills operating in eastern Newfoundland on crown and private land. These mills produced 2,841,000 foot board measure valued at \$270-\$300 per thousand retail and from \$170-\$200 per thousand wholesale. There are some 60 people employed in the industry year round but the seasonal employment figures vary greatly.

Mineral

St. Lawrence Fluorspar mines 1973 figures:

Quantity	5,505,000 tons
Number of employees	426

Milton clay products 1973 figures:

Value	\$210,000
Number of employees	10

Newfoundland Mineral pyrophillite mine 1973 figures:

Value	\$452,000
Number of employees	41

Totals for sand and gravel for Province:

Quantity	5,500,000 short tons
Value	\$6,900,000
Number of employees	1,000

Fish

Figures for the Avalon district for 1973:

	<u>Quantity (lbs)</u>	<u>Value (\$)</u>
Total groundfish	117,712,400	8,113,670
Total pelagic and estuarial	12,236,783	867,003

	<u>Quantity (lbs)</u>	<u>Value (\$)</u>
Total shellfish	3,597,333	582,806
TOTALS	133,546,527	9,563,479
Total employees	2756 in 1972	
Total plants	119 in 1973	

Agriculture

1971 figures for the St. John's market area:

Total number for farms	695
Dairy	59
Cattle, hogs & sheep	29
Poultry	35
Field Crops	13
Fruit & vegetables	31
Miscellaneous	
Specialty	4
Mixed	40

179 with production of \$2,500 or more

There is one Department of Agriculture (Health of Animals) Inspected Abattoir and one Poultry Processing Plant in the market area.

1973 Production Figures:

Hogs	18527 - Pounds Produced	2324990
Broilers	748344 - Pounds Produced	2273647

LAND DEVELOPMENT ST. JOHN'S METROPOLITAN AREA PLAN

There are 69,700 acres of land within the St. John's Metropolitan Area which is being developed under six general headings residential, commercial, industrial, recreational, agricultural and conservational.

Residential

There are approximately 2,517 acres of land reserved for urban residential development which is expected to accommodate a population of some 28,550 people.

Commercial

Land for commercial development is usually divided into two categories, general commercial and local commercial. Local commercial development refers to smaller developments in town centers.

Recreational

There are only 1,554 acres reserved for parks and recreation in the metropolitan area. This shortage of land is largely due to the development of summer dwellings and the reservation of watersheds. Steps are now being taken, however, to limit the growth of summer dwellings.

Agriculture

Agriculture is the single most important user of land in the metropolitan area utilizing 12,925 acres. Steps are now being taken to protect vital farm land from city development.

Conservation

Two types of land fall into this category. Watersheds of 12,000 acres are reserved to ensure an ample water supply for the city of St. John's. There are 19,739 acres of land which cannot economically be developed at this time. However, this is advantageous in that it reserves areas for future vital development.

INDUSTRIAL DEVELOPMENT

Four development sites in the metropolitan are Donovan's Industrial Park, Kenmount Road-O'Leary Avenue, White Hills and Brookfield Road.

Donovan's Industrial Park

The most recent industrial land development in the St. John's Metropolitan Area is located adjacent to the Trans Canada Highway six miles west of St. John's. It is a part of a 2100 acre development known as the Mount Pearl Newtown Development. Of these 2100 acres, 500 are reserved for the industrial activity, 1100 for a residential development, and 500 are reserved with major recreational potential. The park is designed to house all kinds of business operations.

The relatively cheap price of land, ranging from \$14,500-\$21,000 per acre, and the availability of rail sidings, are the two major attractions of the park.

White Hills

One of the older industrial areas in metropolitan St. John's is located just north of the city on Harding Road. There are several firms in the area carrying on a variety of businesses, including wholesalers, suppliers, contractors, and manufacturers of concrete products and ornamental iron works. The area also has one of the largest quarry operations in eastern Newfoundland.

Brookfield Road

Mainly an agricultural area, it has recently had some industrial development in the eastern end. Included is a plant producing concrete products, a construction company and a wholesaler. The Government Agricultural Research Farm is located in the area.

Torbay Airport

Buildings once occupied by the Canadian Armed Forces at the south-east corner of Torbay Airport are now being utilized by businesses of a commercial and industrial nature.

An area south of the airport is indicated in the City master plan as a potential industrial area.

Octagon

The Octagon Pond located near Trans Canada Highway seven miles from St. John's is an industrial area of minor significance, with a construction company, a machine shop and a few other small businesses located there.

Kenmount Road-O'Leary Avenue

This area located on the north western boundary of the city has grown rapidly in the past few years and although most businesses are wholesale and retail, there are a few manufacturing plants in operation. There is considerable land available for expansion, and the proposed Crosstown Arterial Road is to pass through the area.

Proposed rail terminal facilities at St. Anne's Siding, Donovans

A CN rail terminal facility is being developed at St. Anne's Siding which calls for the relocation and expansion of the facilities presently located at the west end of St. John's harbour. The development work commenced in late 1974.

Commercial Sites

Water Street was always the major commercial centre of the Metropolitan Area. Each community had several small stores carrying everything from a sewing needle to a fishing rod. Since the late sixties, however, there has been a rapid diversification of both the retail and wholesale commercial sites. There have been shopping malls built in various areas of St. John's proper as well as the metropolitan area. With plans for extensions to one and construction of still another, more and more retail commercial trade is moving away from Water Street. A similar situation exists in wholesale commercial trade.

FEDERAL GOVERNMENT INCENTIVE AND DEVELOPMENT PROGRAMS

Department of Industry, Trade and Commerce

1. Defence Industry Productivity Program (DIP) is designed to improve the technological competence of the Canadian defence industry by providing assistance to those areas of defence technology having civil export sales potential.
2. Industrial Design Assistance Program (IDAP) is designed to provide financial aid to companies or groups of companies to improve Canadian industry's competitive position through improved product design. The aid is up to 50% of industrial design operational and administrative costs.
3. Industrial Research and Development Incentives Act (IRDIA) is designed to provide financial assistance of 25% of all capital expenditures in a fiscal year or 25% of increase in expenditures in a fiscal year for scientific research by taxable companies incorporated in and carrying on a business in Canada.
4. Program for Advancement of Industrial Technology (PAIT) is designed to provide financial aid in the form of 50% of cost to Canadian manufacturing and processing firms. It is designed to encourage industrial growth and efficiency through development of new and improved products and processes.
5. Program to Enhance Productivity (PEP) provides financial aid, usually in the form of 50% of cost, to Canadian manufacturing and processing firms to encourage industrial growth and productivity through studies of feasibility of projects designed to improve productivity and efficiency of companies.
6. General Adjustment Assistance Program (GAAP) is designed to aid manufacturing firms in Canada which have viable adjustment projects which will improve international competition and who are unable to obtain the required aid on reasonable terms.
7. Pharmaceutical Industry Development Assistance (PIDA) is available in the form of government loans to companies which submit suitable plans for expansion, merger or reorganization which will increase the efficiency of drug production and marketing in Canada.
8. Agricultural and Food Products Market Development Assistance Program (MDAP) is available to companies, associations, universities and similar entities and is intended to encourage sustained growth for the sale of Canadian agricultural and food products on the export and domestic market.
9. Program for Export Market Development is designed to bring about a sustained increase in the export of Canadian products through repayable contributions to approved expenses that would otherwise inhibit marketing endeavours by Canadian companies.

10. Promotional Projects Program is available to Canadian companies with export capability seeking foreign markets with a view to promoting the export trade of products and services.
11. Building Equipment, Accessories and Materials Program (BEAM) is designed to increase productivity and efficiency of all aspects and operations of the manufacturing industry.
12. Fashion Design Assistance Program (FDAP) is designed to increase the international competitiveness of the Canadian apparel, leather, textile and footwear industry.
13. Machinery Program (MACH) provides assistance for machinery users to obtain equipment at lowest possible costs.
14. Ship Construction Subsidy Regulations (SCSR) gives all builders of commercial vessels a subsidy of 17%, while builders of fishing vessels get a subsidy of 35%.
15. Counselling Assistance of Small Industry (CASE) enables the owners of small businesses to benefit from the expert advice of professionals at a nominal cost.
16. Development of Management Courses enables non-profit organizations to develop management retraining and upgrading courses.

For further information contact:-

Department of Industry, Trade & Commerce
210 Water Street
St. John's, Newfoundland.

DEPARTMENT OF REGIONAL ECONOMIC EXPANSION

Incentives

The Regional Development Incentives Act provides:

CASH GRANTS for manufacturing and processing

	Minimum Investment	Maximum Benefit
New Facilities (or new product expansion)	\$5,000 and 5 direct jobs	25% of approved capital costs and 30% of the average of wages and salaries in the second and third year of operations.

Expansion or
modernization

\$25,000

20% of approved
capital costs

Projects in excess of \$1.5 million approved capital costs and 100 jobs may be eligible for a maximum incentive of 25% of approved capital costs plus \$5,000 per job.

LOAN GUARANTEES

- (1) for manufacturing and processing
- (11) for warehousing and freight handling facilities; convention, hotel and recreational facilities; shopping centres; business offices; and research facilities. Minimum investment in each case, \$100,000.

APPLY OR ENQUIRE

Department of Regional Economic Expansion
P.O. Box 8950, Ashley Building
Peet Street, St. John's, Newfoundland
Telephone (709) 722-7200

INDUSTRIAL DEVELOPMENT BANK

IDB was established in 1944 and makes term loans to new and existing businesses in Canada who meet the following requirements:- (1) The financing is required for a business in Canada (2) The required financing is not available from other sources on reasonable terms and conditions (3) There is a reasonable amount invested by people other than IDB (4) Future earnings are expected to be sufficient to repay IDB (5) Appropriate security is available to IDB.

For further information:-

Industrial Development Bank
Viking Building
St. John's, Newfoundland

PROVINCIAL AID AND INCENTIVE PROGRAMS

(1) The Newfoundland and Labrador Development Corporation Limited was created in January 1973 as a recognition of the major role played by small businesses in Newfoundland society.

The corporation provides financial assistance to small businesses in two forms, term loans and equity shares. The interest rate on loans usually follows that of private credit institutions with a repayment period of ten years. The corporation also provides financial assistance through the purchase of equity shares.

The corporation also provides a management advisory service to new and existing small businesses. They provide information on setting up a new business, making applications for assistance, and the availability of financing.

For further information contact:

Newfoundland and Labrador Development Corporation
P.O. Box 1738, St. John's, Newfoundland
Phone 753-3560

(2) The Department of Rural Development administers a cost shared program with the federal government known as Incentives to Small Industries, which provides cash incentives and management training. The aid is available for the establishment, expansion, or modernization of processing and manufacturing firms as well as to industry utilizing primary resources.

For further information contact: Department of Rural Development
Confederation Building
St. John's, Newfoundland
Phone 722-0711

(3) The Department of Industrial Development was recently reorganized and expanded in order to provide the services necessary to assist successful industrial growth within the Province.

Industry - whether it is existing or considering establishing in Newfoundland and Labrador - will likely find itself in touch, at one time or another, with any three of the four divisions within the Department of Industrial Development.

The Department's Prospect Development Division helps new industry to establish and existing industry to expand. Industry will be informed of products and new product ideas. The division also provides information of general or specific nature.

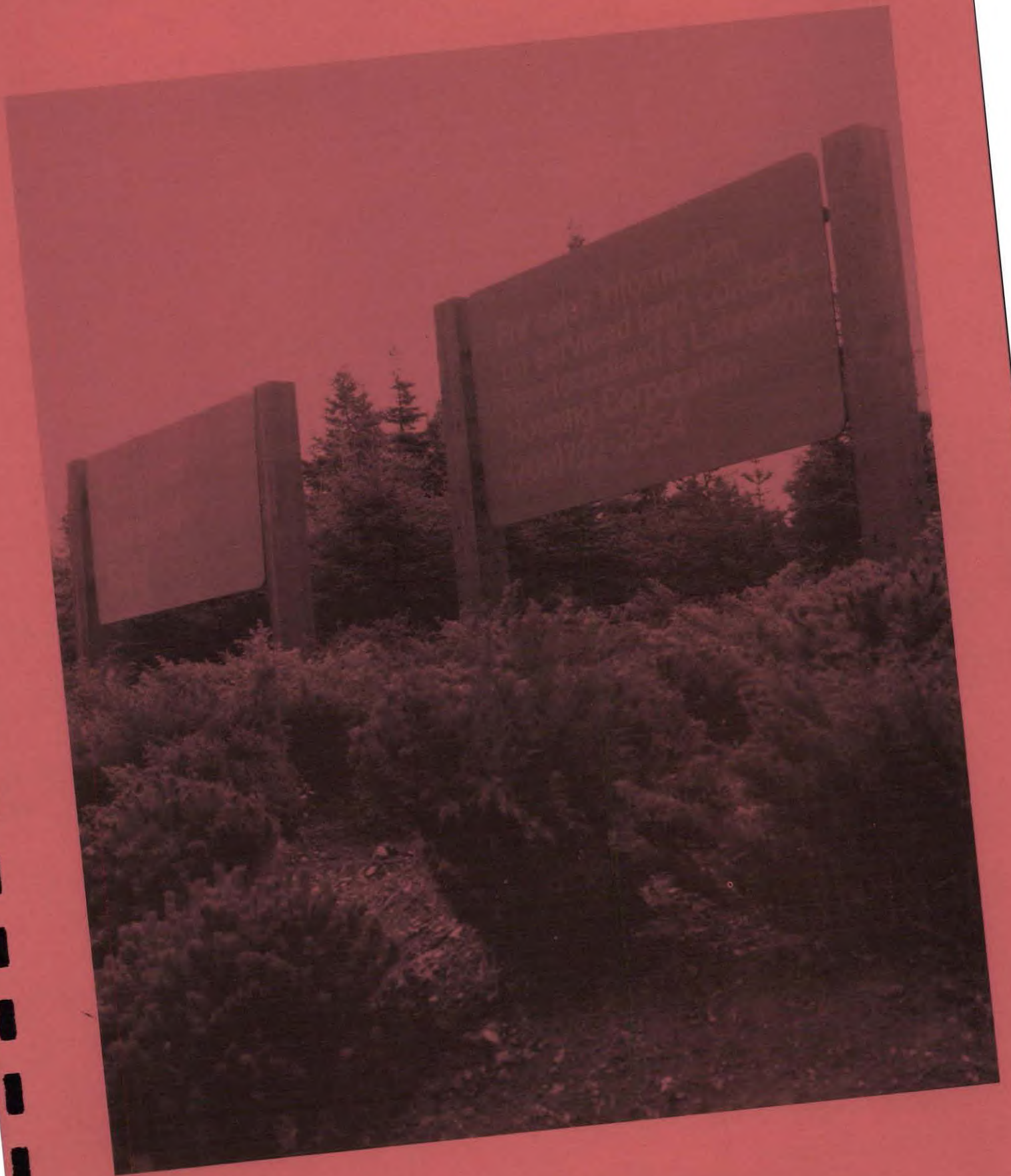
The Industrial Supervision Division assists existing industry with any of its financial or technical problems.

The Project Assessment and Research Division works with industry to help prepare feasibility studies and detailed market analysis.

In sum, the activities and services provided by the Department of Industrial Development are designed to meet the specific needs of each industrial interest, and include new plant locations, facility expansions and market development.

For further information contact:

Department of Industrial Development
Philip Place, Elizabeth Avenue
St. John's, Newfoundland
Phone 722-0711





S T. J O H N ' S

N E W F O U N D L A N D

M E T R O P O L I T A N

A R E A P R O F I L E

S E C T I O N V I

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EDUCATION

Memorial University of Newfoundland

Memorial College was established in 1925 as a memorial to those who served in the First World War and as a institution of higher learning for the people of Newfoundland and Labrador. In 1949, the College became a full degree-granting university.

In 1949, there were three faculties at the University, now there are nine. They are:

Faculty of Arts
School of Business Administration
and Commerce
Faculty of Education
Faculty of Engineering

Faculty of Medicine
School of Nursing
Department of Physical
Education
Faculty of Science
School of Social Work

Enrollment 1974/75

Undergraduates

full time	5596
part time on campus	1445
part time off campus	1788

Graduates

full time	424
part time	328

The Extension service of the university provides both academic and non-academic courses for the community at large.

The College of Fisheries, Navigation, Marine Engineering and Electronics

This college was established in 1964. The need for this institution in Newfoundland arises from the province's long associations with the sea and a desire to have Newfoundland sailors and fishermen of such quality that they can compete with the best of the world in every respect of marine technology. As well as teaching the marine trades, the college also acts as an up-grading center

for all Newfoundlanders who wish to complete their high school education and move on to more advanced training programs. The school offers courses in a variety of other vocational training programs. The school is equipped with a number of mobile training centers and a training ship, the M. V. Beiner.

In the academic year 1973-74, the college had an enrollment of approximately 4,000 students - of which 3,617 received various diplomas.

The College of Trades and Technology

The College of Trades and Technology was established in 1960 as a part of an expansion program in Technical and Vocational Training for the province. Until 1970, the college was operated by the Department of Education, but an act of the Newfoundland Legislature in that year transferred control to a Board of Governors.

The College offers courses in eighty-five technical and vocational programs and in the academic year of 1973-74, of the 4,195 students enrolled in the various programs, 2,463 received diplomas and certificates.

Nursing Schools

There are three nursing schools in St. John's, one in each of the three major hospitals. All schools have a three year program leading to an R. N. award.

<u>Schools</u>	<u>Students</u>	<u>Graduates</u>
St. Clares	171	32
Grace General	233	78
General	275	77

Nursing assistance courses are no longer taught in hospitals. They are taught in the College of Trades and Technology.

Adult Education

Adult education is offered by a branch of the Department of Education in several schools throughout the city. Courses are offered in the high school curriculum to enable people to upgrade their standard of education to grade eleven. General interest courses are offered in any discipline where 10 or more people are interested.

	<u>Student</u>	<u>Teacher</u>
Academic	900	50
General Interest	190	9

There is a Federal Government program of assistance to adults for occupational training.

NOTE: For further information call (709) 722-3353.

Elementary and High School

Three denominational school boards and two private secular schools operate in the St. John's area. The denominational schools are comparable to the public schools found elsewhere.

Denominational Schools

The three school boards provide a full range of educational services through high school.

	<u>Avalon Consolidated</u>	<u>Roman Catholic</u>	<u>Pentecostal</u>
Schools	30	44	2
Students	13,400	21,000	473
Teachers	550	830	17
Classrooms	430	-	20
Student/teacher	25/1	26/1	28/1

Secular Schools

The two private secular primary schools are operated on a non-profit basis by parent associations and offer elementary and nursery facilities. In addition, there are several private nursery and kindergarten schools not listed. Elementary students, teachers and classrooms only are included below:

	<u>Children Centers</u>	<u>St. John's Co-op School</u>
Schools	1	1
Students	40	12
Teachers	3	2
Classrooms	3	2
Student/teacher	13/1	6/1

Schools for Handicapped Children

The Vera Perlin School has an educational program for mentally handicapped pre-school children and adults.

The Provincial Government has a variety of programs for the handicapped. Some of these programs are the school for the deaf, schools for severely mentally handicapped children (Pinegrove School and Torbay), school for autistic children, and school for children afflicted with cerebal palsy.

RECREATION AND SOCIAL

Theatres - The Arts and Culture Center is a multi-purpose building located in St. John's; administered by the Provincial Government.
Facilities include: 1017 seat theatre auditorium
Reception area and display space
Restaurant and bar facilities
Maritime Museum
Art Gallery

For information contact the Director 726-5970

Cinemas - 2

Drive-in movie theatres - 2

Religion

There are thirty-nine churches and synagogues in the St. John's area representing the following religions - Anglican, Baptist, Christian Science, Jewish, Lutheran, Pentecostal, Presbyterian, Roman Catholic, Salvation Army, Seventh Day Adventist, United Church, Bahai Faith.

Population by Religion (1971 Census)

	<u>St. John's Proper</u>	<u>St. John's Metropolitan</u>
Anglican	19,155	34,620

	<u>St. John's Proper</u>	<u>St. John's Metropolitan</u>
Baptist	330	430
Greek Orthodox	40	50
Jewish	155	155
Lutheran	95	160
Pentecostal	1,130	1,815
Presbyterian	1,490	2,000
Roman Catholic	43,500	62,560
Salvation Army	2,810	3,905
Ukrainian Catholic	5	20
United Church	17,675	23,880
No Religion	910	1,095

Source: Statistics Canada

Hotel and Motels

Motels	5	Rooms	199
Hotels	7	Rooms	604

Community Involvement

Service Clubs

- Rotary
- Kinsmen
- Shriners
- Kiwanis
- Lions
- Elks
- Knights of Columbus
- Junior Chamber of Commerce (Jaycees)

Youth Groups

- YMCA
- YWCA
- Girl Guides
- Boy Scouts
- Boys Club of Canada

Museums

Naval Military, Confederation Building
Newfoundland Museum, Duckworth Street
Maritime Display, Arts and Culture Center

Art Galleries

Memorial University of Newfoundland
Arts and Culture Center

Libraries

There are three adult/children libraries located at the Arts and Culture Center, City Hall, and the Boy's Club, Mundy Pond.

There are library facilities at Memorial University, as well as the other educational institutions.

There is a legislative library at Confederation Building.

There is an archival library at Colonial Building.

The Public Libraries Board operates a bookmobile which travels throughout the island.

Restaurants

There are about 90 restaurants in the area. About a dozen of these are of high quality.

Retailing

There are eight major shopping centers in the area. At present there are 1,762,231 square feet of shopping space in St. John's. This represents 17.6 square feet per capita. Recent proposals to construct new shopping malls will increase the total space to 3,464,782 square feet, or 34.6 square feet per capita. The standard required shopping space is considered to be in the area of 20 square feet per capita.

There are seven retail liquor stores and four brewer's retail outlets in the city.

Supermarket and department store hours range between 9:00 a.m. and 10:00 p.m. six days per week.

Post Offices

There are five post offices in the area.

Day Care Centers

There are at least five nursery schools and day care centers in the area.

Sport and Recreation

Recreation is an important feature in everyday life of St. John's. It is ideally situated for all outdoors enthusiasts. The local countryside offers excellent opportunity for hunting, fishing and boating, while surrounding Provincial parks offer a wide range of camping and hiking facilities. The Terra Nova National Park is within 150 miles of St. John's.

Two large indoor recreational facilities are located within the St. John's area, one operated by the Provincial Government and one by the city. These facilities are available for a variety of fitness programmes including gymnastics, badminton, basketball, volleyball, swimming, weight training, wrestling, etc.

Amongst the many sport and recreational clubs operating in the St. John's area are:

Sailing Clubs	2
Curling Clubs	2
Tennis Club	1
Fishing Club	1
Golf Club	1
Figure Skating Club	1
Ski Club	1

Recreation Facilities

Swimming Pools	9
Arenas - with ice surface	3
proposed	1
Bowling Emporiums	3
Baseball Fields	5
Fast Ball & Softball Fields	17
Tennis Courts	16
Golf - 18 hole course	1
9 hole course	1
Track & Field Facilities	3
Soccer Fields	7
Playgrounds	25

The St. John's Municipal Recreation Department operates a supervised playground program for school children during the summer school vacation period.

1977 Canada Summer Games

As host city, St. John's is currently preparing for the Summer Games; the preparations include the upgrading of some present facilities as well as the construction of new ones.

For further information on Recreation and Sports contact St. John's Recreation Director, City Hall, 722-7080 or Physical Fitness Division, Department of Rehabilitation and Recreation, Government of Newfoundland, 722-1435.

For a listing of all sports associations contact Newfoundland and Labrador Amateur Sports Federation, Torbay Recreational Center, 753-7039.

