

**Proposed Addition of a Commemorative Name to the Names Reserve List - Friede****Report Purpose**

To provide information to Council regarding a proposal to add the family name "Friede" as a commemorative name to the Names Reserve List.

**Recommendation**

THAT the addition of the family name "Friede" as a commemorative name to the Names Reserve List, be approved.

**Our Strategic Goals**

Governance Requirement

**Report**

The application form submitted to add the family name "Friede" as a commemorative name to the Names Reserve List included the following:

Herbert Friede was born in Helenow, Germany in 1934 and was the eldest son of Wilhelm and Wanda Friede who were farmers and landowners in the area. Herbert, along with his mother Wanda Friede and his sister Hertha Friede, immigrated to Leduc, Alberta in 1950. He received his English education in Leduc, Alberta and subsequently obtained his Journeyman Carpenter's Certification from S.A.I.T. in Calgary, Alberta in the early 1950's.

In 1955, Mr. Friede formed H. Friede Builders with the assistance and encouragement of prominent farmer and oilman, Joe Tober to construct and own residential homes in the growing metropolis of Edmonton, Alberta. The firm became known as El Rancho Construction Co. Ltd. when he branched out into construction of apartments and warehouses. The year 1962 saw Mr. Friede construct and own his first apartment building which is known as Golden Arm Apartment (located at 8315-100 Street Edmonton, Alberta) in the heart of the Old Strathcona District of Edmonton.

Mr. Friede's keen business acumen saw the need for another business while his construction business continued to thrive. In 1965, he formed yet another company which was known as Apex Ready Mix Concrete Ltd. Apex Ready Mix Concrete Ltd. started out with two ready mix mobile concrete truck units, a small concrete batch plant as well as office space at 5928-98<sup>th</sup> Street in Edmonton, Alberta (this location became known as the head office of the businesses).

Under his guidance and watchful eye, Apex Ready Mix Concrete Ltd. continued to grow. He purchased 80 acres of land (legally known as N.E.7-53-23-W4th in Strathcona County), then purchased a second concrete batch plant and constructed a second office building and shop on the new site. The second Apex Ready Mix Concrete Ltd. concrete batch plant and buildings was situated on an 80-acre site in the Clover Bar district of Strathcona County (present day site of the Sunridge Ski Resort).

Apex Ready Mix Concrete Ltd. staff grew to over 40 people, 16 ready mix mobile concrete truck units as well as excavation equipment and service trucks. With the extensive growth

of Sherwood Park and Fort Saskatchewan, Apex Ready Mix Concrete Ltd. would now be able to serve these areas more economically and efficiently. Apex Ready Mix Concrete Ltd. was now the largest independent ready mix concrete company in Edmonton and Strathcona County.

In April of 1966, Mr. Friede also formed Apex Excavation Ltd. as he saw a need for new excavation and fill material for the booming construction in the area. The new Clover Bar site had an abundance of fill gravel to serve the surrounding communities.

Mr. Friede was married and had three daughters. He was an active member of Trinity Evangelical Lutheran Church in Edmonton, Alberta and served on Church Council for many years as well as the Church Building Committee. Mr. Friede was also a member of the Edmonton Chamber of Commerce. Mr. Friede and his wife owned an acreage in Campbelltown Heights in Strathcona County.

**Other Impacts**

**Policy:** Policy SER-008-011 – Municipal Naming

**Legislative/Legal:** n/a

**Financial/Budget:** n/a

**Interdepartmental:** The proposed naming application has been reviewed through the circulation process. No concerns were received.

**Master Plan/Framework:** n/a

**Communication Plan**

The applicant will be advised of the Council Meeting.

**Enclosures**

- 1 Friede Biography
- 2 Wat news article
- 3 Edmonton Journal article
- 4 Friede family photographs