1. CALL TO ORDER

2. ADOPTION OF THE AGENDA
   2.1 Adoption of the October 24, 2016 Regular Council Meeting Agenda
       Recommendation: That the October 24, 2016 Regular Council Meeting Agenda be adopted.

3. CONFIRMATION OF MINUTES
   3.1 Adoption of the regular Council Meeting Minutes of October 11, 2016
       Recommendation: That the October 11, 2016 regular Council Meeting Minutes be adopted.

4. PROCLAMATIONS
   4.1 Veterans’ Week - November 5th to 11th, 2016

5. PRESENTATIONS
   5.1 PoCo Marlins Swim Team Gold Medalists

6. BYLAWS
   6.1 Zoning Amendment Bylaw No. 3967 for 2295 Hawkins Avenue - First Two Readings
       Recommendation: That Zoning Amendment Bylaw No. 3967 for 2295 Hawkins Avenue be given first two readings.

   6.2 OCP Amendment Bylaw No. 3884 for 2053 Lougheed Highway - Final Reading
       Recommendation: That OCP Amendment Bylaw No. 3884 for 2053 Lougheed Highway be given Final Reading.
6.3 **Zoning Amendment Bylaw No. 3887 for 2053 Lougheed Highway - Final Reading**

Recommendation: That Zoning Amendment Bylaw No. 3887 for 2053 Lougheed Highway be given final reading.

7. **REPORTS**

7.1 **2398 Atkins Avenue and 2379 Kelly Avenue Road Dedication**

Recommendation: That staff be authorized to register a section 107 plan with the Land Title Office to dedicate 2398 Atkins Avenue and 2379 Kelly Avenue as road allowance.

7.2 **Rezoning Application - 1915 Harbour Street**

Recommendation:

1. That the zoning of 1915 Harbour Street be amended from RS1 (Residential Single Dwelling 1) to RS2 (Residential Single Dwelling 2).

2. That prior to adoption of the amending bylaw, a subdivision plan be submitted to the satisfaction of the Approving Officer.

3. That prior to adoption of the amending bylaw, the following conditions be met to the satisfaction of the Director of Development Services:

   a) demolition of the existing building;

   b) completion of design and submission of fees and securities for off-site works and services, including street trees;

   c) installation of tree protection barriers and submission of a security in the amount of $10,000 to ensure tree retention;

   d) submission of a security in the amount of $1,000 to ensure on-site tree planting;

   e) registration of a legal agreement to ensure that:

      i) the building designs are articulated, have prominent front entries, and are not identical, and

      ii) one on-site parking space is required for each secondary suite.
8. INFORMATION REPORTS


9. STANDING COMMITTEE VERBAL UPDATES

9.1 Smart Growth Committee

9.2 Finance and Intergovernmental Committee

10. NEW BUSINESS

11. OPEN QUESTION PERIOD

12. ADJOURNMENT

12.1 Adjournment of the October 24, 2016 regular Council Meeting

Recommendation: That the October 24, 2016 regular Council Meeting be adjourned.

Also in attendance: Director of Recreation L. Bowie, Fire Chief N. Delmonico, Director of Finance K. Grommada, Manager of Corporate Office and Lands B. Hutchins, Chief Administrative Officer J. Leeburn, Director of Engineering and Public Works K. Meersman, Coquitlam RCMP Inspector J. Metcalfe, Director of Development Services L.L. Richard, Director of Human Resources S. Traviss, and Director of Corporate Support R. Wishart.

1. **CALL TO ORDER**

   Acting Mayor L. Dupont called the meeting to order at 7:00 pm in the Council Chambers, Port Coquitlam City Hall, 2580 Shaughnessy Street, Port Coquitlam, BC.

2. **ADOPTION OF THE AGENDA**

   2.1 **Adoption of the October 11, 2016 Regular Council Meeting Agenda**

   It was moved and seconded that the Agenda of the Regular Council Meeting of October 11, 2016 be adopted.

   Carried.

3. **CONFIRMATION OF MINUTES**

   3.1 **Adoption of the Council Meeting Minutes of September 19, 2016**

   It was moved and seconded that the September 19, 2016 Regular Council Meeting Minutes be adopted with the following change: Councillor Pollock provided the CSC update on September 19, 2016.

   Carried.

4. **PROCLAMATIONS**

   4.1 **Community Inclusion Month - October, 2016**

   Ms. Shari Mahar, Executive Director, Community Integration Services Society, accepted the proclamation and thanked Council for their support.
5. PRESENTATIONS

5.1 Certificates of Achievement - PoCo Minor Softball U14B - Girls
Acting Mayor L. Dupont and Team Manager Kevin Stark presented certificates of achievement to the players of the PoCo Minor Softball U14B - Girls for their success in the 2016 provincial championships.

6. PUBLIC HEARING

6.1 Zoning Amendment Bylaw No. 3962 for Liquor Retailers and Manufacturers
Her Worship Acting Mayor L. Dupont asked if there were any speakers wishing to address Council regarding Zoning Amendment Bylaw No. 3962 for Liquor Retailers and Manufacturers. The following speakers approached the podium:

Mr. Brad Doncaster, owner of the Cat & Fiddle Pub, inquired whether or not grocery stores would be allowed to sell wine and how close can they be to an existing store. Mr. Doncaster also asked why there are different parking requirements for craft breweries vs. neighbourhood pubs. Finally, he asked about the process for craft breweries to set up.

The Public Hearing adjourned at 7:21 pm.

7. BYLAWS

7.1 Zoning Amendment Bylaw No. 3962 for Liquor Retailers and Manufacturers - Third Reading
It was moved and seconded that Zoning Amendment Bylaw No. 3962 for Liquor Retailers and Manufacturers be given third reading.

Carried.
Councillor Penner voted against the resolution.

7.2 Parking and Development Management Amendment Bylaw No. 3964 - Third Reading
It was moved and seconded that Parking and Development Amendment Bylaw No. 3964 be given third reading.

Carried.
7. BYLAWS CONTINUED

7.3 Zoning Amendment Bylaw No. 3925 for 2338 Kelly Avenue - Final Reading
It was moved and seconded that Zoning Amendment Bylaw No. 3925 for 2338 Kelly Avenue be given final reading.

Carried.

7.4 Zoning Amendment Bylaw No. 3931 for 1814 and 1820 Harbour Street - Final Reading
It was moved and seconded that Zoning Amendment Bylaw No. 3931 for 1814 and 1820 Harbour Street be given final reading.

Carried.

7.5 Solid Waste Bylaw Amendment No. 3963 - Final Reading
It was moved and seconded that Solid Waste Amendment Bylaw No. 3963 be given final reading.

Carried.
Councillor West voted against the resolution.

7.6 Bylaw Notice Enforcement Amendment Bylaw No. 3966 - Final Reading
It was moved and seconded that Bylaw Notice Enforcement Amendment Bylaw No. 3966 be given final reading.

Carried.
Councillor Penner voted against the resolution.

8. STANDING COMMITTEE VERBAL UPDATES

8.1 Community Safety Committee
Acting Mayor L. Dupont provided an update.

8.2 Healthy Community Committee
Councillor D. Penner provided an update.

8.3 Transportation Solutions and Public Works Committee
Councillor G. Pollock provided an update.
9. **NEW BUSINESS**

9.1 Council provided several updates related to community events.

10. **OPEN QUESTION PERIOD**

10.1 Acting Mayor L. Dupont invited those wishing to ask a question of Council to approach the podium. No speakers approached the podium.

11. **ADJOURNMENT**

11.1 **Adjournment of the October 11, 2016 Regular Council Meeting**

It was moved and seconded that the October 11, 2016 Regular Council Meeting be adjourned at 8:08 pm.

Carried.

Certified Correct,

_________________________ _________________________
Mayor G. Moore Corporate Officer
WHEREAS: In recognition of the achievements and sacrifices of Canadians through service overseas or on the home front; during military conflict or in peacetime; all Canadians who contributed their lives and their personal freedom and pleasures, in order that we, as a country, could play a major role in securing peace; and

WHEREAS: We celebrate the efforts of these Canadians and are committed to keeping the memories of these sacrifices alive through our children’s eyes and their involvement in a civic commemoration event; and

WHEREAS: Canada’s traditional period of commemoration of wartime sacrifice by Canadians has been expanded beyond Remembrance Day as the Government of Canada has designated a special period of commemoration called “Veterans’ Week”; and

WHEREAS: All Canadians are encouraged to honour all veterans who served the cause of peace and freedom during both World Wars, the Korean War, the mission in Afghanistan and the international Peacekeeping Forces in all corners of the world; and

WHEREAS: We welcome all members of our community, including children & youth, to join their families at the Port Coquitlam Legion on Remembrance Day; and throughout the year during meal service hours.

NOW THEREFORE: I, Greg B. Moore, Mayor of the Corporation of the City of Port Coquitlam,

DO HEREBY PROCLAIM

November 5th to 11th, 2016 as “VETERANS’ WEEK”

G. B. Moore
Mayor
EXECUTIVE SUMMARY

The Smart Growth Committee (SGC) recommends that Council proceed with consideration of an application to rezone the large, vacant property located between Nicola Avenue and Dominion Avenue on the west side of Hawkins Street to facilitate for future light industrial development. This application is in keeping with Council’s land use policies and, similar to requirements set for other developments in the Dominion Triangle, specific design measures are proposed to mitigate the potential impact of light industrial uses on homes located on the north side of Dominion Avenue.

RECOMMENDATIONS

1. That the zoning of 2295 Hawkins Street be amended from A (Agriculture) to M3 (Light Industrial);
2. That prior to adoption of the amending bylaw,
   a. a subdivision plan be submitted to the satisfaction of the Approving Officer; and,
   b. the following conditions be met to the satisfaction of the Director of Development Services:
      i) completion of design and submission of securities and fees for off-site works, and
      ii) registration of a legal agreement to ensure specific building, parking, loading and landscape design requirements to provide for an appropriate treatment between non-industrial uses to the north of Dominion Avenue and the industrial use.

1. SUMMARY

SGC considered the attached staff report at its meeting held July 27th, 2016. In discussion of the application, the Committee noted that the proposed development would continue the intended transition of lands in the Dominion Triangle area to light industrial uses. It also noted that the proposed design measures would mitigate the potential impact of industrial uses on homes located on the north side of Dominion Avenue.
2. OPTIONS

Council may:
1. Proceed with consideration of the rezoning application (recommended)
2. Request that additional information or amendments to the application be made prior to consideration of an amending bylaw; or,
3. Reject the application if it does not wish to further consider the application.

Submitted by Laura Lee Richard, MCIP, Director of Development Services, with the concurrence of the Chair.

A Bylaw to amend "Zoning Bylaw, 2008, No. 3630"

The Council of the Corporation of the City of Port Coquitlam enacts as follows:

Citation

1. This Bylaw may be cited for all purposes as "Zoning Bylaw, 2008, No. 3630, Amendment Bylaw, 2016, No. 3967".

Administration

2. The Zoning Map of the "Zoning Bylaw, 2008, No. 3630" be amended to reflect the following rezoning:

   Civic: 2295 Hawkins Avenue
   Legal: Lot 1, Block 6, Section 8, Range 1E, New West District, Plan EPP43835
   From: A (Agriculture)
   To: M3 (Light Industrial)

all as shown on Schedule 1 attached to and forming part of this Bylaw.

Read a first time by the Municipal Council this 24th day of October, 2016.
Read a second time by the Municipal Council this 24th day of October, 2016.
Public Hearing held this 14th day of November, 2016.

__________________________  _________________________
Mayor                                      Corporate Officer
BYLAW 3967

Schedule 1
Report to Committee

DATE:    July 20, 2016

TO:       Smart Growth Committee (SGC)

FROM:    Laura Lee Richard, Director of Development Services

SUBJECT:    2295 HAWKINS STREET
            REZONING APPLICATION RZ000129

EXECUTIVE SUMMARY: The owner of a large, vacant property located between Nicola Avenue and Dominion Avenue on the west side of Hawkins Street proposes to rezone the site to facilitate a 4-lot subdivision for future light industrial development. The roads and services normally associated with subdivision have largely been completed as a result of an earlier rezoning of a portion of the property (associated with the Nicola Lodge development) and the site is ready for development.

The rezoning proposal to the M3 – Light Industrial zone is in keeping with Council’s land use policies. Similar to approvals of other developments in the Dominion Triangle, specific design control measures are recommended as conditions of the rezoning to mitigate potential impacts of light industrial uses on homes located on the north side of Dominion Avenue.

RECOMMENDATIONS

It is recommended that Council:

1. Proceed with consideration of amending the zoning of 2295 Hawkins Street from A (Agriculture) to M3 (Light Industrial).

2. That prior to adoption of the amending bylaw, require a subdivision plan be submitted to the satisfaction of the Approving Officer.

3. That prior to adoption of the amending bylaw, require the following conditions be met to the satisfaction of the Director of Development Services:
   a. completion of design and submission of securities and fees for off-site works;
   b. registration of a legal agreement to ensure specific building, parking, loading and landscape design requirements to provide for an appropriate treatment between non-industrial uses to the north of Dominion Avenue and the industrial use.
1.0 BACKGROUND

1.1 The Proposal: The applicant, Teralink Investment Group Inc., proposes to rezone the vacant 5-acre site to allow for light industrial uses. The rezoning would facilitate a 4-lot subdivision with properties ranging in size from 1 to 1.5 acres as shown by the preliminary plan of subdivision.

1.2 History: Rezoning and subdivision of the southeast corner of the original parcel was approved in 2013 to facilitate the expedited construction of Nicola Lodge with construction of Hawkins Street in its permanent alignment. As part of this rezoning, Hawkins Street, Nicola Avenue and Seaborne Avenue were dedicated as roads and Hawkins Street and Nicola Avenue were constructed along the property’s frontages. Construction of the internal extension to Seaborne Avenue was deferred until the time the remainder of the site was rezoned.

2.0 POLICY & REGULATIONS

2.1 Regional Growth Strategy (RGS): The RGS protects the region’s established industrial land base and advocates for the efficient and intensified use of these industrial lands to accommodate a growing economy. The regional land use designation of the property is Industrial.

2.2 Official Community Plan (OCP): The economic policies of the OCP promote retention of industrial lands. The site is designated IL - Light Industrial and the M3 Light Industrial Zone is identified as an appropriate zoning within this designation.

2.3 Zoning Bylaw: The current zoning is A – Agricultural; the proposed zone is M3 – Light Industrial. This zone permits light industrial uses such as warehousing, trade contractors, manufacturers and producers.

2.4 Development Permit: The site is included within the Industrial Development Permit Area designation of the OCP and subject to Dominion Triangle area-specific
guidelines. The guidelines promote orderly development and a controlled interface between industrial and other land uses. The site is also subject to compliance with the Environmental Conservation Development Permit Area designation to facilitate implementation of environmental goals and objectives.

3.0 COMMENTS AND ANALYSIS

3.1. Site Characteristics and Context: The vacant site has been cleared and filled to meet flood plain requirements in anticipation of development. The area to the north has been developed with townhouses and an arterial road, Dominion Avenue, divides the residential from the industrial land use designations. Fremont Village is located south of Nicola Avenue and the new Nicola Lodge care facility is located east of Hawkins Street. Hawkins Street has recently been constructed adjacent to 2295 Hawkins Street providing a new north-south connection from Nicola Avenue to Dominion Avenue.

3.2. Industrial Development: The proposed M3 zone adheres to the policy objectives of the OCP and RGS for industrial areas and would facilitate future development. The review of the design of industrial buildings, landscaping and the environmental conservation measures would occur in the future in SGC’s consideration of development permit applications for specific proposals.

To ensure that the future industrial developments are compatible with the residential uses to the north, a covenant to require specific design requirements is recommended to be required as a condition of rezoning. The issue of design compatibility was reviewed by SGC in 2009, when it received a land use and design review, Dominion Triangle Planning Review, by consultant Eric Vance. The review proposed a number of design measures to help mitigate potential impacts in addition to the restrictions of the proposed M3 zone, which requires businesses to operate fully within a building, not produce excessive noise, odour or other disturbances and does not permit outdoor storage. The City also does not allow driveways to connect directly to Dominion Avenue. To further reduce potential impacts and promote a compatible relationship, the following additional measures are recommended to be imposed by a registration of a legal agreement (design covenant):

- a requirement to provide a 6m wide landscape strip along the north property line to soften the appearance of industrial building façades and screen any open parking spaces;
- a restriction to prohibit fencing or walls with an industrial character, such as chain link, barb wire, or lock-block walls;
- a restriction to not allow loading bays or access in yards that face Dominion Avenue;
- a requirement that garbage and recycling storage areas be included within a building and a restriction that access to these area not be allowed in yards that face Dominion Avenue;
• a restriction on the illumination of yards along Dominion Avenue to ensure lighting does not shine directly into residences, control glare and that the lighting adheres to dark sky principles;
• a restriction that all roof top units and equipment must be screened and consistent with the overall design vocabulary and materials of the building;
• a requirement that buildings on corner lots be designed to face the adjoining streets; and,
• a design requirement for building articulation, glazing, varied roofline heights and architectural details to mitigate the box-like massing typical of industrial buildings by adding visual interest.

3.3. Infrastructure & Access: In accordance with engineering standards required through application of the Subdivision Servicing Bylaw, the applicant is responsible for construction of roads and associated offsite infrastructure such as curb and gutters, sidewalks, street lights, street trees and boulevard landscaping on all property frontages. The majority of these works were completed as a result of the 2013 rezoning with the design and construction of Seaborne Avenue remaining to be constructed.

The Approving Officer is required to consider access to lands beyond at the time of subdivision approval. This consideration was given in 2013, at which time it was determined that there are a number of design options with respect to how Seaborne Avenue could be extended to, or through, the property to the west such as a cul-de-sac on that property or an extension to link the road with Dominion Avenue.

3.4. Consultation: Signs posted in locations facing both Nicola Avenue and Dominion Avenue provide on-site notification of the rezoning application. To date, no comments have been received.

4.0 OPTIONS

The Smart Growth Committee may:

1. Recommend proceeding to Council to provide for consideration of the rezoning application (recommended);
2. Request additional information or amendments to the application to address specified issues prior to proceeding to Council;
3. Recommend rejection of the application. The applicant may then request the application be forwarded to Council for consideration.

Laura Lee Richard, MCIP
Director of Development Services

Attachments: 1. Location Map
THE CORPORATION OF THE
CITY OF PORT COQUITLAM

BYLAW NO. 3884

A Bylaw to amend the Official Community Plan of
The Corporation of the City of Port Coquitlam

Whereas an Official Community Plan was adopted by the "Official Community Plan Bylaw, 2013, No. 3838"

And whereas an amendment to the Official Community Plan has been prepared and after First Reading of this Bylaw the Council has:

(a) considered the amendment to the plan in conjunction with the City’s financial plan;

(b) determined that no applicable waste management plan exists for consideration;

(c) determined that sufficient opportunities for consultation on the amendment to the plan have been provided;

(d) determined that the amendment to the plan does not affect the City of Coquitlam, District of Pitt Meadows, School District No. 43, the Greater Vancouver Regional District (Metro Vancouver), Translink, the Kwikwetlem First Nation or the provincial or federal government or their agencies

Now therefore the Municipal Council of The Corporation of the City of Port Coquitlam, in open meeting assembled, enacts as follows:

1. This Bylaw may be cited for all purposes as the "Official Community Plan Amendment Bylaw, 2013, No. 3884".

2. That Map 16 of the “Official Community Plan Bylaw, 2013, No. 3838” be amended by removing the designation CH (Highway Commercial) applying to 2037 Lougheed Highway (Lot A, District Lot 464, Group 1, New Westminster District, Plan BCP40777), and 2063 Lougheed Highway (Lot 80, District Lot 464, Group 1, New Westminster District, Plan 40957) and by removing the designation A (Apartment) applying to 2016 Suffolk Avenue (Lot 10, District Lot 464, Group 1, New Westminster District, Plan 12613), 2024 Suffolk Avenue (Lot 11, District Lot 464, Group 1, New Westminster District, Plan 12613), 2032 Suffolk Avenue (Lot 12, District Lot 464, Group 1, New Westminster District, Plan 12613), and 2040 Suffolk Avenue (Lot 13, District Lot 464, Group 1, New Westminster District, Plan 12613) and applying the designation NC (Neighbourhood Commercial) as shown on Schedule 1, attached to and forming part of this Bylaw.

Read a first time by the Municipal Council this 10th day of November, 2014.

Read a second time by the Municipal Council this 10th day of November, 2014.

Public Hearing held this 24th day of November, 2014.

Mayor

Corporate Officer

3884
To be designated NC (Neighbourhood Commercial)
A Bylaw to amend the “Zoning Bylaw, 2008, No. 3630”

The Corporation of the City of Port Coquitlam, in open meeting assembled, enacts as follows:

1. This Bylaw may be cited for all purposes as "Zoning Bylaw, 2008, No. 3630, Amendment Bylaw, 2014, No. 3887".

2. The Zoning Map of the "Zoning Bylaw, 2008, No. 3630" be amended to reflect the following rezonings:

   (i) Civic: 2037 and 2063 Lougheed Highway
       Legal: Lot A, District Lot 464, Group 1, New Westminster District, Plan BCP40777 and Lot 80, District Lot 464, Group 1, New Westminster District, Plan 40957
       From: CH (Highway Commercial), and

   (ii) Civic: 2016, 2024 and 2040 Suffolk Avenue
       Legal: Lot 10, Lot 11 and Lot 13, District Lot 464, Group 1, New Westminster District, Plan 12613
       From: RS1 (Residential Single Dwelling 1), and

   (iii) Civic: 2032 Suffolk Avenue
       Legal: Lot 12, District Lot 464, Group 1, New Westminster District, Plan 12613
       From: RD (Residential Duplex)
       To: CD33 (Comprehensive Development Zone 33)

   all as shown on Schedule 1 attached to and forming part of this Bylaw.

3. That Comprehensive Zone CD33 be added to the Comprehensive Development Zones as follows:
6.33 CD33 Comprehensive Development Zone 33

Figure 6.33 (Not to scale)

6.33.1 Property Description
Lot A, Plan BCP40777; Lot 80, Plan 40957; and Lots 10, 11, 12 and 13 Plan 12613 all of District Lot 464, Group 1, New Westminster District and the road allowances within the defined area, all to be consolidated and subdivided.

6.33.2 Permitted Uses
Area 1: Uses permitted in the RA1 ( Residential Apartment 1) zone.
Area 2: Uses permitted in the CC ( Community Commercial) zone.

6.33.3 Regulations
Table 6.33.3: Comprehensive Development Zone 33 Regulations

<table>
<thead>
<tr>
<th>Building Setbacks:</th>
<th></th>
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<tbody>
<tr>
<td>Front yard (Lougheed Hwy)</td>
<td></td>
</tr>
<tr>
<td>• Commercial uses</td>
<td>1.8 m</td>
</tr>
<tr>
<td>• Residential uses</td>
<td>4.0 m</td>
</tr>
<tr>
<td>Rear yard (Suffolk Ave)</td>
<td>5.5 m</td>
</tr>
<tr>
<td>Interior side yard (west)</td>
<td>6 m</td>
</tr>
<tr>
<td>Interior side yard (east)</td>
<td></td>
</tr>
<tr>
<td>• Commercial uses</td>
<td>3 m</td>
</tr>
<tr>
<td>• Residential uses</td>
<td>8.5 m</td>
</tr>
<tr>
<td>Exterior side yard (Cambridge St)</td>
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<td>Lot coverage</td>
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</tr>
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<td>Height (maximum)</td>
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<tr>
<td>Storeys (maximum)</td>
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<tr>
<td>Dwelling units (maximum)</td>
<td>145</td>
</tr>
<tr>
<td>Useable open space</td>
<td>3.5 m² per dwelling unit</td>
</tr>
<tr>
<td>Indoor amenity area</td>
<td>2 m² per dwelling unit</td>
</tr>
</tbody>
</table>

Read a first time by the Municipal Council this 10th day of November, 2014.

Read a second time by the Municipal Council this 10th day of November, 2014.

Public Hearing held this 24th day of November, 2014.

Mayor

Corporate Officer
Proposed CD33 Zone
EXECUTIVE SUMMARY

The City owns two undersized residential parcels between Atkins Avenue and Kelly Avenue, which are used and maintained as a lane. The City wishes to formalize the existing use by dedicating the parcels as a legal road allowance.

RECOMMENDATION

That staff be authorized to register a section 107 plan with the Land Title Office to dedirect 2398 Atkins Avenue and 2379 Kelly Avenue as road allowance.

COMMENTS AND ANALYSIS

The use of these City-owned properties as road likely originated when the adjoining parcels to the west were consolidated and developed. They provide needed access by connecting Atkins Avenue to the north and Kelly Avenue to the south with an internal lane. The City wishes to confirm that the use of the parcels will remain as road. The parcels include municipal services (storm and sanitary). 2398 Atkins Avenue is currently paved, while 2379 Kelly Avenue is developed to a gravel standard. Over time, it would be expected that apartment development on the adjoining parcels will result in improvements to the road allowance.
Images of the Lane

Informal Lane Shown in Red

Informal Lane Shown in Red
October 21, 2016
Lane Creation Between Atkins Avenue and Kelly Avenue
Page 3

Lane Looking South (from Atkins Avenue)

Lane Looking North (from Kelly Avenue)

_____________________
Braden Hutchins,
Manager of Corporate Office and Lands
EXECUTIVE SUMMARY
This report provides for Council’s consideration of an application to rezone a lot located at 1915 Harbour Street from RS1 (Residential Single Dwelling 1) to RS2 (Residential Single Dwelling 2) to facilitate a proposed 2-lot subdivision. A number of specific conditions of rezoning approval are recommended to help ensure a fit between the future homes and the established neighbourhood, including retention of some of the existing mature vegetation.

RECOMMENDATIONS
1. That the zoning of 1915 Harbour Street be amended from RS1 (Residential Single Dwelling 1) to RS2 (Residential Single Dwelling 2).
2. That prior to adoption of the amending bylaw, a subdivision plan be submitted to the satisfaction of the Approving Officer.
3. That prior to adoption of the amending bylaw, the following conditions be met to the satisfaction of the Director of Development Services:
   a) demolition of the existing building;
   b) completion of design and submission of fees and securities for off-site works and services, including street trees;
   c) installation of tree protection barriers and submission of a security in the amount of $10,000 to ensure tree retention;
   d) submission of a security in the amount of $1,000 to ensure on-site tree planting;
   e) registration of a legal agreement to ensure that:
      i) the building designs are articulated, have prominent front entries, and are not identical, and
      ii) one on-site parking space is required for each secondary suite.

1. BACKGROUND
The owner of the subject property wishes to subdivide the large lot into two and construct a dwelling with a secondary suite on each of the new parcels.
This application was initially included for consideration by the Smart Growth Committee at its meeting held October 13, 2016. However, as the Committee would not have had quorum for this item, the agenda was amended to delete the item and it was informally agreed that it would proceed directly to Council to avoid delay to the applicant.

2. POLICY & REGULATIONS

2.1. OCP Policy: The land use designation of the site is R – Residential. OCP housing policies within this designation encourage consideration of rezoning and subdivision to smaller lots where there is an established context of smaller lots in the immediate area.

2.2. Zoning Bylaw: The current zoning is RS1 – Residential Single Dwelling 1; the proposed zoning is RS2 – Residential Single Dwelling 2.

2.3. Subdivision Servicing Bylaw: The Bylaw requires provision of offsite improvements as a condition of subdivision including reconstruction of Harbour Street with curb and gutter and street lighting along the property frontage.

3. COMMENTS AND ANALYSIS

3.1. Site Characteristics and Context: The 1011 m² (10,884 sq.ft.) site is located on the north side of Harbour Street, which is an local street, just north of the intersection of Pitt River Road and Mary Hill Bypass. It is currently developed with one older single detached house. Cedar trees ranging from 6 to 15 feet in height span almost the entire length of the property along the east side and rear and three mature Bay Laurel trees are located along the west of the property. Vehicle access to the lot is provided from a driveway off Harbour Street as there is no lane at the rear of the property.

The area on the north side of Harbour Street is designated in the OCP to remain developed with detached dwellings on individual lots while the area on the south side is designated to allow for redevelopment to townhouses. As shown on the following excerpt from the Zoning Bylaw map, there is a mix of single residential and townhouse zones in the immediate area. The properties immediately west of the subject parcel are zoned RS1 and, if rezoned to RS2, would also have potential for subdivision.

A sidewalk is located further to the east on a portion of the south side of Harbour Street. Overhead wires and water, sanitary and drainage services are located along the front of the subject lot. The property is not located in the floodplain.
3.2. Project Profile (for Subdivision):

<table>
<thead>
<tr>
<th></th>
<th>Area</th>
<th>Width</th>
<th>Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>RS2 Requirement</td>
<td>375m(^2)*</td>
<td>12m</td>
<td>28m</td>
</tr>
<tr>
<td>(4036.6 sq.ft.)</td>
<td>(39.4 ft)</td>
<td></td>
<td>(91.9 ft)</td>
</tr>
<tr>
<td>Proposed (per lot)</td>
<td>505.6 m(^2)</td>
<td>12.57m</td>
<td>40.22m</td>
</tr>
<tr>
<td></td>
<td>(5,442.2 sq.ft.)</td>
<td></td>
<td>(132ft)</td>
</tr>
</tbody>
</table>

3.3 Project Description: The applicant has indicated that the houses would be built in accordance with the RS2 regulations of the Zoning Bylaw and include a secondary suite and parking space for each secondary suite.

3.4 Servicing: Servicing upgrades proposed to be required through the subdivision process include:
- Development to be serviced with underground Hydro, TELUS and CATV service connections.
- Half road plus one metre reconstruction complete with curb and gutter, sidewalk and street lighting for the frontage of the development along Harbour Street.
- Storm sewer is required to be extended from Pitt River Road to the east property line of the proposed subdivision.

3.5 Trees & Sustainability: There are two clusters of trees located on the property, one cluster along the east side of the property and another along the north side. It is proposed that the trees along the east side of the property be removed in order to accommodate the proposed house. The trees at the north of the property and three mature trees along the west property line are proposed to be retained and tree protection barriers are recommended to ensure the trees are not impacted by the
construction. The applicant has indicated that a fence will also be constructed along the perimeter of the property, behind the trees that are being retained.

The applicant proposes to cut two trees at the front of the property on City property; these trees have been assessed to be in poor condition and removal would be required in order to accommodate the new driveway locations.

Recent updates to the BC Building Code require energy efficiencies, as such no further sustainability components are proposed.

3.3 Consultation: The applicant advises that he contacted the residents directly adjacent to the subject lot and that these neighbours indicated support for the proposed development and did not have any concerns. A rezoning application that is within 800m of a controlled access intersection to a provincial highway requires comment from the Ministry of Transportation and Infrastructure (MOTI). MOTI has provided preliminary approval for this application. A development sign is posted along Harbour Street. To date, no comments have been received.

3.4 Discussion:

a) Neighbourhood fit: The proposed subdivision and rezoning would allow for smaller lots that would be in context with the area. It is recommended that measures be taken to ensure houses are not identical in design and the front entry is articulated. The requirement will further ensure the new houses fit within the neighbourhood. It is also recommended that the parking spaces proposed to be provided for the secondary suites be set as a requirement.

b) Off-site improvements: The Subdivision Servicing Bylaw requires curb and gutter improvements along the frontage of the property and a sidewalk on one side of a local road. The existing sidewalk across Harbour Street is expected to be extended when the properties across the road are redeveloped to provide a pedestrian connection to Pitt River Road.

c) Trees: The proposed retention of the trees is supported by the arborist’s report and measures are recommended to ensure their retention through the development process. In addition, it is recommended that the applicant be required to plant one tree in each of the new properties’ front yards, along with street trees, in order to compensate for the tree cutting.

4 OPTIONS

The Smart Growth Committee may:

1. Recommend proceeding to Council to provide for consideration of the rezoning (recommended);
2. Request additional information or amendments to address specified issues prior to proceeding with the application;
3. Recommend rejection of the application. The applicant may then request the application be forwarded to Council for its consideration.

Laura Lee Richard, MCIP
Director of Development Services

Attachments:
1. Location Map
2. Sketch showing proposed subdivision
CITY OF PORT COQUITLAM
REZONING APPLICATION LOCATION MAP

PROJECT ADDRESS: 1915 HARBOUR STREET  FILE NO: RZ000131
DATE: October 24, 2016

To: Mayor & Council

From: Glenn Mitzel
Area Recreation Manager

Subject: POCO GRAND PRIX FINAL REPORT – 2016

EXECUTIVE SUMMARY:

The purpose of this report is to provide Council with a summary of the inaugural PoCo Grand Prix, held on July 15, 2016. Further, this report speaks to concerns raised by the Business Improvement Association regarding the impact to businesses along the course. Lastly, this report acts as a guide for planning the 2017 PoCo Grand Prix.

BACKGROUND:

BC Superweek is North America’s most prominent professional road cycling series. It features eight races over nine days starting the second week of July. The series consists of Tour de Delta, Gastown Grand Prix, Giro di Burnaby, Tour de White Rock and the Port Coquitlam Grand Prix (formerly the UBC Grand Prix). While the event centers around cycle road racing, it also provides the community an opportunity to experience the excitement of a 1.3km criterium style race, promotes healthy lifestyles, celebrates the role of sport in building community spirit, and showcases each host city to a regional and national audience.

In the summer of 2015, the City was made aware that the UBC Grand Prix was looking to relocate their BC Superweek race. Council was excited by this opportunity to showcase Port Coquitlam’s charming downtown and community spirit and authorized staff to enter into a five-year agreement with Mark Ernsting, Principal of M1 Sports Management, to host and relocate the BC Superweek road cycling race from the UBC Campus to Port Coquitlam.

2016 POCO GRAND PRIX REVIEW AND NEXT STEPS:

2016 PoCo Grand Prix Highlights: The following summarizes key highlights from the inaugural PoCo Grand Prix:

- Overwhelming support from over 200 community volunteers and 26 event sponsors;
- Kids race participation that well exceeded expectations with over 200 entries;
- Very positive feedback from the professional riders (the route was challenging and fast);
Event production, promotion and the overall spectator and participant experience was well organized and provided a wide variety of activities that maintained a sense of excitement in the downtown throughout the event;

Great opportunity to showcase Port Coquitlam to the over 5000 spectators who attended the event and 2500 plus who streamed the event live;

Positive feedback from local media; and

Strong sponsorship support from local and regional businesses.

Organizational Structure: The 2016 PoCo Grand Prix was planned and delivered through the collaborative efforts of the Organizing Committee (comprised of external experts and city staff), with support from community groups, local businesses, sponsors and a large team of volunteers. As part of the 5-year agreement, Mr. Ernsting acts as race director guiding and assisting the Organizing Committee throughout the planning process, and is the on-site technical director on race day. The UBC Grand Prix transition team mentored the Organizing Committee for the 2016 PoCo Grand Prix; it is anticipated that only a few UBC members will continue in 2017.

Budget: In preparing the 2016 Grand Prix budget, the previous UBC planning team and Superweek partners advised that the City should be prepared for a higher cost in the initial year as a result of increased one-time costs associated with rebranding, sponsorships, advertising and promotional materials, as well as staff and volunteer training. The anticipated cost of hosting the event annually over a five year period was approved by Council (and allocated from accumulated surplus) in the amount of $425,000. For 2016, the net budget was set at $85,000.

Staff Hours: With the transition of the Organizing Committee from UBC to Port Coquitlam, City staff time was allocated to work closely with the UBC transition team in pre-event, day of event and post-event activities. City staff who were members of the Organizing Committee had included this work in their 2016 workplan; these exempt and salaried staff from Recreation and Communications worked a total of approximately 1,000 hours at an estimated cost of $70,000 (including benefits) which was not charged to the event. In addition, there were 881 bargaining unit staff hours involved in hosting the event, for a cost of $33,200 (including benefits). A breakdown of bargaining unit staff hours is as follows:

- Pre-Event Planning – 689 hours (includes 56 hrs of O/T)
- Event Day – 154 hours (includes 71 hrs of O/T)
- Post-Event – 38 hours (includes 8 hrs of O/T)

Staff overtime costs incurred during the pre-event organization included staffing for promotional booths at various special events (i.e. Canada Day, May Day, etc.), community engagement by communications and recreation staff members, evening meeting attendance, volunteer coordination, internal sign development and sponsorship coordination. Event day overtime costs included staff time for social media and online outreach, support to the Biz Expo, supervising specific zones within the event (e.g. kids, entertainment), volunteer coordination, staffing the City Info tent and other City display areas, and set-up and take down of the race course (e.g. road closures, barricades, street sweeping, and garbage removal). Post-event overtime costs included
continued take down and clean up immediately following the event, and sponsorship and financial reconciliation.

**Sponsorship:** The sponsorship program and recruitment process was and is a key factor in the financial success of the PoCo Grand Prix. Through sponsorship levels and packages that were designed to maximize potential contributions, ensure businesses both big and small could benefit, and enhance the spectator and race participant experience, local and regional businesses donated money, products and services and, in return, were provided event advertising, entry into various business networking opportunities, and marketing throughout Metro Vancouver and beyond via media, online and BC Superweek promotions. In five months, over $100,000 in cash and $40,000 in-kind donations were raised. A summary of the 2016 PoCo Grand Prix sponsorships received is as follows:

<table>
<thead>
<tr>
<th>Property Sponsorships</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presenting $25,000 (5 year commitment)</td>
</tr>
<tr>
<td>Corporate Challenge Race $10,000</td>
</tr>
<tr>
<td>Entertainment Zone &amp; Stage $10,000</td>
</tr>
<tr>
<td>Kids Zone &amp; Race $10,000</td>
</tr>
<tr>
<td>VIP Tent</td>
</tr>
<tr>
<td>Media</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Dominion Lending Centre</td>
</tr>
<tr>
<td>TELUS</td>
</tr>
<tr>
<td>Phoenix Truck and Crane</td>
</tr>
<tr>
<td>Norco Bicycle</td>
</tr>
<tr>
<td>Mahoney and Sons</td>
</tr>
<tr>
<td>Tri-Cities News</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sponsorship Reward Levels</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gold $10,000</td>
</tr>
<tr>
<td>Silver $5,000</td>
</tr>
<tr>
<td>Event $2,500</td>
</tr>
<tr>
<td>In-Kind only</td>
</tr>
<tr>
<td>Grand Prix Expo $350 (1-10x10)</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Cap’s Westwood Cycle</td>
</tr>
<tr>
<td>4 sponsors</td>
</tr>
<tr>
<td>10 sponsors</td>
</tr>
<tr>
<td>5 sponsors</td>
</tr>
<tr>
<td>29 expo vendors</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sponsorship Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsorship Revenue</td>
</tr>
<tr>
<td>In-kind Contributions</td>
</tr>
<tr>
<td># of Sponsors</td>
</tr>
<tr>
<td># Expo Vendors</td>
</tr>
<tr>
<td>----------------------------------------</td>
</tr>
<tr>
<td>$108,000</td>
</tr>
<tr>
<td>$42,500</td>
</tr>
<tr>
<td>26</td>
</tr>
<tr>
<td>29</td>
</tr>
</tbody>
</table>

In addition to the contributions listed above, Telus also made $1,000 charitable donations to two Port Coquitlam community groups: the PoCo Foundation and Tri-City Kids Sport.

**Event Branding and Marketing:** The Organizing Committee undertook a comprehensive, multi-media communications, marketing and outreach campaign to build excitement, encourage event participation, recruit sponsors and showcase the City’s downtown core. The initial communication campaign started in November 2015 with the announcement that the City was selected to host the PoCo Grand Prix on July 15, 2016 as part of the BC Superweek series. By early spring, event promotion and sponsorship recruitment was fully in place. With sponsor donations being significantly higher than anticipated, additional marketing opportunities were provided for sponsors along the race course and throughout the event venues. Enhancements to the event experience were also added including two large viewing screens, additional promotion and advertising, and overall signage (course, sponsorship and event). Due to size of the site and the variety of festival components, additional way-finding and event information signage was provided throughout the venue to address parking, pedestrian access and road closures.
2016 PoCo Grand Prix Financial Summary and 2017 Projections: The 2016 PoCo Grand Prix came in on budget. While staff hours (and the corresponding cost) were higher than anticipated, these costs were offset with higher than anticipated sponsorships and from rider registration revenues. A summary of the PoCo Grand Prix budget is as follows:

### Financial Summary

<table>
<thead>
<tr>
<th>PoCo Grand Prix</th>
<th>2016 Proposed Budget</th>
<th>2016 Actual</th>
<th>2016 Budget Variance</th>
<th>2017 Projected</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Expenditures</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marketing/Advertising/Signage</td>
<td>$17,400</td>
<td>$38,061</td>
<td>$20,661</td>
<td>*$28,000</td>
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<tr>
<td>Contracted Services &amp; Rentals</td>
<td>$69,300</td>
<td>$83,479</td>
<td>$14,179</td>
<td>$84,300</td>
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<tr>
<td>Supplies &amp; Material</td>
<td>$16,600</td>
<td>$37,172</td>
<td>$20,572</td>
<td>*$31,000</td>
</tr>
<tr>
<td>Employee &amp; Equipment Expenses</td>
<td>$16,000</td>
<td>$33,848</td>
<td>$17,848</td>
<td>*$29,000</td>
</tr>
<tr>
<td>Event Management</td>
<td>$15,700</td>
<td>$15,700</td>
<td>$15,700</td>
<td></td>
</tr>
<tr>
<td>Event Purse</td>
<td>$15,000</td>
<td>$15,000</td>
<td>$15,000</td>
<td></td>
</tr>
<tr>
<td><strong>Sub-total</strong></td>
<td><strong>$150,000</strong></td>
<td><strong>$223,260</strong></td>
<td><strong>$73,260</strong></td>
<td><strong>$203,000</strong></td>
</tr>
</tbody>
</table>

* It is anticipated that there will be some cost savings in the future years as the brunt of the initial start-up costs/resources required to operate and rebrand the PoCo Grand Prix were absorbed in year one.

| **Revenues**            |                      |              |                      |                |
|-------------------------|----------------------|--------------|----------------------|                |
| Donations/Sponsorship/Expo | $35,000            | $106,035     | $71,035              | $90,000        |
| Race Rider Fees         | $10,000              | $12,915      | $2,915               | $14,000        |
| Corporate Race Fees     | $20,000              | $20,000      | $0                   | $22,000        |
| **Sub-total**           | **$65,000**          | **$138,950** | **$73,950**          | **$126,000**   |

| **Net Budget**          | **$85,000**          | **$84,310**  | **($690)**           | **$77,000**    |

Event Debrief: On August 11, 2016, the City hosted an appreciation and debrief reception for individuals and businesses who had significantly contributed to organizing and/or day-of-delivery of the Grand Prix. The purpose of this was to reflect on the event successes and formulate recommendations to improve the delivery of next year’s event. A summary of all feedback and recommendations received is listed in Appendix 1 of this report. This information will be the focus of the first Organizing Committee meeting for the 2017 PoCo Grand Prix to be held in November.

Summary of Key Suggestions for 2017: The following highlights the key suggestions for ensuring continued success of the PoCo Grand Prix:

- Look for efficiencies to reduce staff involvement and overtime (specifically in pre-event planning);
• Redesign sponsor packages, levels and rewards to better reflect new opportunities, provide small business options and address event needs;

• Start the sponsorship campaign in late 2016 to maintain current revenue targets (recognizing that while many sponsors are interested in returning for 2017, some may discontinue depending on the level of participation in event planning by the prior organizers of the UBC Grand Prix);

• Seek opportunities to increase in-kind contributions that offset direct operating costs, especially when cash contributions are not possible;

• Increase the number of entries in the Corporate Race;

• Maximize revenue generating sponsorship opportunities (e.g. sell additional race course banners and announcements on race day, and recruiting additional sponsors and expo vendors); and

• Continue to engage the business community in partnership with the Business Improvement Association (BIA).

LIAISING WITH THE BUSINESS COMMUNITY

The inaugural PoCo Grand Prix was well received by the community through volunteerism, sponsorship and overall excitement around the City. However, during the planning process, a number of businesses in the downtown core expressed concerns that the PoCo Grand Prix would negatively impact their businesses (e.g. through the length of the road closures, lack of parking, duration of the event and access to their business locations). To address these concerns, and to assist and support local businesses, a number of communication, event information, and engagement strategies were implemented by the Organizing Committee, including:

• Appointing a BIA representative to the Organizing Committee (Executive Director/President) to share information about the event with BIA members and bring any questions, suggestion and concerns forward;

• Providing event information letters to all BIA members (November 2015 & January 2016) which shared logistical information such as the race route, time and date of the event as well as inviting businesses to get involved as sponsors, volunteers, and/or corporate race participants;

• Personal delivery of business information packages (March, June & July);

• Presenting an outline the event elements, race route, timing of road closures and marketing opportunities at the BIA Annual General Meeting (April 13, 2016) and inviting business operators to meet with the race directors if they had questions or concerns or would like more information;

• Hosting co-race directors meeting with local businesses (as per request);
• Hosting information sharing meetings with businesses on Elgin Street that led to:
  o Additional Parking (Recreation Complex, Elgin Medical Centre, etc.); and
  o Course accessibility enhancements (i.e. additional barn doors and course crossings); and

• Hosting a post event meeting with the BIA Executive Director and President on October 14, 2016 to review feedback collected from a survey of downtown businesses and to discuss options to address concerns raised.

A second meeting will be scheduled following the BIA’s presentation to Council on October 24 to further discuss the feedback received and any specific suggestions from downtown business operators. In addition, the Organizing Committee is committed to working with the BIA and local businesses to support innovative ways to enhance their involvement, promotion opportunities and economic benefits. (One example of local business using the event as an opportunity was The Giggle Dam’s partnership with Westwood Caps Cycle to extend their show to an outdoor venue and provide food, beverages and musical entertainment, thereby exposing the event spectators to their business.)

Despite the above efforts, feedback from the downtown businesses collected by the BIA includes suggestions that may lessen the impact on businesses. These suggestions will be considered by the Organizing Committee early in the planning stage of the 2017 event, and include:

• Changing the day to a Saturday or Sunday;

• Starting the event later to ensure normal business operation is possible up to noon;

• Adjusting the race course to allow Shaughnessy to remain open from McAllister north; and

• Initiating a Downtown Business Engagement Sub-committee.

CONCLUSION:

The City annually surveys its residents to gauge their satisfaction with city services and assets. Year after year residents express their love for the charming, historic downtown and, ask for more outdoor events and festivals. The PoCo Grand Prix brings these opportunities together. The feedback received from participants, volunteers, sponsors and spectators was overwhelmingly positive. The event provided the opportunity to showcase Port Coquitlam’s accessible downtown, and provided multiple opportunities for people to participate, share in the excitement of bike racing and celebrate their community spirit.

This report summarizes the event successes and lessons learned. The suggestions in this report, in particular to reduce staff involvement and operating costs, and to support downtown businesses, will be further reviewed by the PoCo Grand Prix 2017 Organizing Committee early in the planning phase.

Prepared by Glenn Mitzel, Area Recreation Manager
Approved by Lori Bowie, Director of Recreation
Appendix 1: Feedback and Suggestions

Volunteers
In addition to the feedback received at the debrief session, a survey was sent to all 216 event volunteers registered with Volunteer Services. The feedback received from the surveys is also reflected in the summary below:

- Over 200 registered volunteers and community groups (PoCo Firefighters, Community Police, TELUS Community Ambassadors, and the Tri City Cycling Club) participated in over 300 volunteer roles.
- Volunteer Orientation and Appreciation Dinner was held at the Wilson Centre on July 12th and was very well received.
- Positive feedback from volunteers is expected to result in a large return rate and successful recruitment of new volunteers in 2017.

Suggestions for 2017
- Recruitment/Information night in March/April to inform potential new volunteers.
- Additional volunteers and captain roles to reduce city staff hours.

Communication/Marketing
- Event branding was vibrant, providing a professional and consistent look to the event.
- Successful in building excitement and awareness in the community resulting in participation of over 5,000 spectators and very positive spectator feedback.
- A high volume of positive social media engagement. Tweets through the day saw more than 45,000 impressions, with an average engagement rate of 3.3% (average on Twitter is 1-1.5%) and close to 750,000 hits to the PoCo Grand Prix website from June to present (over 600,000 of these in July).
- Staff presence at a variety of City and community events from April to July to directly reach out to people i.e. Farmers Market, May Day, Canada Day.
- ‘One City’ example – staff from a variety of departments including Recreation, Engineering and Public Works, Corporate Support and Fire, working as a team to ensure event success.

Suggestions for 2017
- Website to be hosted on City internal server and maintained by City staff to ensure any crashes or overload issues can be promptly resolved.
- Improve engagement with local business on how they can get involved and use the event as an opportunity to market themselves.
- Send out detailed parking and road closure information early to residents and local businesses.
- Work with local media and video provider to identify ways to market local businesses, and encourage streaming of the event in their stores/businesses.
Sponsorship
- Sponsorship revenues surpassed initial estimates, particularly considering the tight timeframe.
- Dominion Lending, the presenting sponsor, was extremely pleased with their sponsorship package, and the onsite exposure of their brand; resulting in a five year commitment.
- Sponsors were provided a variety of opportunities to market and advertise their products and business.
- Sponsors had a variety of options to interact, socialize and build relationships with other sponsors, local business and community members.
- The VIP Tent experience became that main attraction for sponsors, highlighting their contributions and adding tremendous value to their sponsorship.

Suggestions for 2017
- Modify sponsorship packages to increase corporate and local business involvement.
- Sign all sponsorship agreements by April 1, 2017.
- Strategize on race course banner placement to maximize media coverage of sponsors.
- Provide an opportunity for BIA members to post a banner on the course.
- Generate additional revenue by selling race course banner advertisements as a customizable opportunity.
- Identify and target key race announcement times to maximize sponsorship exposure and selling of additional advertisements.
- In-kind contribution recruitment will focus on donations that directly lower event operating costs when cash contributions are not available.

Entertainment/Food/Beverages
- A variety of entertainment was provided from 1-11pm at the Band Shell to match the spectator interests, i.e. more seniors and young families during the day, more adults and groups of friends at night:
  - The interactive Circus West on the lawn was the most popular activity.
  - Evening entertainers were very well received.
- City Hall – Veterans Park stage/square was the central venue for kids entertainers and activities.
- LED screen in Leigh Square bandshell provided an alternative location to view the race and the light show at night. Kinsmen provided beverage services and security.

Suggestions for 2017
- Work with BIA to provide food services by local businesses around the course and entertainment zone.
- Provide bleachers and speakers on Donald Street to enhance spectator experience.
Kids Zone/Race
- 206 children participated in Kids Race.
- Day of registration improved access and increased participation.
- A medal and snacks were included for each child participant.
- Signage and branding was bold, effective and encompassed the Kids’ Zone area.
- A variety of interactive, art and cooperative stations appealed to a large demographic.
- All stations were bike themed - creating excitement for the event and profiled the biking community.

Suggestions for 2017
- Create new age divisions for the kids race to maintain safe and age appropriate ratios as well as increase participation opportunities.
- Lengthen time of Kids Zone to accommodate working families i.e. extend beyond 5pm.
- Secure additional sponsorship funding to enhance unique Kids’ Zone activities.

Corporate Race
- 22 teams of 4 registered with the majority of those being sponsors who paid in addition to their sponsorship package.
- $20,000 in revenue was generated through registration.
- Well organized team and rider write-ups allowed the announcer to share business information enhancing promotion opportunities.
- Networking opportunities with-in the VIP Tent and on the course increased value to sponsors and corporate riders.
- Rider experience was heightened through race course layout, check-in location, bike valet and VIP tent.
- Tri-Cities Mayor Team brought a unique element to the Race.

Suggestions for 2017
- Present awards for the Corporate Challenge after the completion of the race rather than later in the day.
- Revise sponsorship recruitment strategies to better highlight Corporate Challenge Race information and include race entry fee information as an additional option in the sponsor package.

Race Organization
- Support from a variety of city departments enhanced the planning and execution of the event.
- Support from RCMP with road closures.
- Set-up and take down went well thanks to Public Works/Parks/Recreation Departments and Volunteers (Boots on Ground volunteer City Program; PoCo Fire Fighters).
- Professional audio and visual production (LED screens and race course sound).
- Great support from sponsors and positive feedback regarding the VIP Experience.
- Good working relationship with the Provincial Courthouse.
- Great support from BC Ambulance/paramedics and firefighters on site.
- Publicity for the City.
• Race Emcee’s were professional, entertaining and kept everyone engaged throughout the day.

Suggestions for 2017
• Partner with Coast Mountain Bus to provide shuttle service to reduce vehicle traffic and need for parking.
• Enhance the sound for announcements to be heard in the Expo and Donald Street zones.