



REPORT TO COUNCIL

To: **Mayor Schaffer and Councillors**

Subject **Downtown Initiatives**

Report #: 17-022

File #: 0110.00

From: Francis Cheung, P. Eng.
Chief Administrative Officer

Doc #:

Date: June 20, 2017

RECOMMENDATION:

1. THAT City Council endorse the following Downtown Initiatives:
 - a. McBurney Plaza Activities
 - b. Laneway Activation
 - c. Pilot Parklet Program
 - d. Pilot Evening Activities
2. THAT up to \$50,000.00 be allocated from the Enterprise Fund to support these initiatives.

PURPOSE:

The purpose of this report is to seek endorsement from City Council to hold several exciting initiatives for downtown Langley City.

POLICY:

Not applicable.

COMMENTS/ANALYSIS:

One of the Key Result Areas under the 2017-2021 Strategic Plan is 'Quality of Life - We are a community that is an ideal place to raise a family, offers a

welcoming and affordable living environment, boasts great leisure and recreational opportunities, and supports healthy, safe and diverse neighbourhoods.’ Additionally, one of the top priorities identified by City Council for 2017 was to provide more evening activities downtown. To this end, the City has developed four exciting community initiatives for downtown Langley City:

- a. McBurney Plaza Activities: Several tables and chairs and a piano will be set up at McBurney Plaza for public use from 9 am to 7 pm in July and August. “Big” games will be offered by the City’s recreation staff during lunch time 2 days per week in July and August from 10 am to 2 pm.
- b. Laneway Activation: Transform Fuller Lane into a space to socialize and play. Brightening up the space with mural(s) on walls, additional lighting, pavement marking for activities (e.g. basketball), install a basketball net, and keeping the space clean and enjoyable with more frequent street sweeping.
- c. Pilot Parklet Program: Provide a place for people to sit, relax, and enjoy the City during the summer months from May to October of each year. The City will construct a parklet at a designated location as a pilot project and the parklet will be ‘adopted’ by local businesses for use by their patrons and the general public.
- d. Pilot Evening Activities: A night market is a perfect way to spend a weekend evening during the summer. The night market is fun for the whole family, offering everything from food trucks to live music to shopping and games for the kids. It is envisioned that the north side of McBurney Plaza will be adult oriented and it will be used as the entertainment area while the south side of McBurney Plaza will be used by vendors for the night market. Wine serving will be offered within the entertainment area.

A detailed description of each initiative is attached to this report.

BUDGET IMPLICATIONS:

The estimated budget required to support the Downtown Initiatives is approximately \$55,000.00. The City is seeking financial support from the Downtown Langley Business Association (DLBA) in the amount of \$10,000.00. Therefore, the City’s financial commitment is \$45,000.00.

It is further recommended that a \$5,000.00 promotional budget be provided to promote the initiatives appropriately and adequately.

ALTERNATIVES:

That one or more of the Downtown Initiatives not be supported.

Respectfully Submitted,



Francis Cheung, P. Eng.
Chief Administrative Officer

Attachments: McBurney Plaza Activities Proposal
Laneway Activation Proposal
Pilot Parklet Program Proposal
Pilot Evening Activities Proposal