

NO: R074

COUNCIL DATE: **MAY 11, 2015**

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## REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **May 11, 2015**

FROM: **General Manager, Planning and Development**

FILE: **0800-20 (Cloverdale  
Fairgrounds)**

SUBJECT: **Cloverdale Fairgrounds Master Plan Update Visioning Process**

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## RECOMMENDATION

The Planning and Development Department recommends that Council:

1. Receive this information; and
2. Authorize staff to commence the visioning exercise process for the Cloverdale Fairground site.

## BACKGROUND

In 2004, Council approved a lease of City land to facilitate the expansion of the Fraser Downs Racetrack facility that included the development of a casino and related activities. The casino has been operating since and revenues are accruing to the City as a result of that operation. In 2005, a task force, comprised of City staff, undertook the preparation of a Master Plan for the Fairgrounds site. That Master Plan process included consultation with key stakeholders and specialists. On March 29, 2006, Council approved the hiring of consultants to prepare a Master Plan concept following the results of the staff task force and public consultation (Corporate Report No. R105;2006). On November 20, 2006 Council considered Corporate Report No. R243;2006 and endorsed a preferred Master Plan for the Fairgrounds site. A copy of the preferred Master Plan is attached as Appendix I to this report.

Since the 2006 Plan was adopted by Council some improvements have taken place on the Fairgrounds site, as per Council's approved Master Plan.

On June 15, 2009, Council approved Corporate Report No. R102;2009 for the construction of the new Cloverdale Multi-Purpose Centre.

On May 28, 2012, Council approved Corporate Report No, R105;2012 for the lease of a portion of the former Surrey Museum building to the Surrey Heritage Society to facilitate housing the Transportation Exhibit Centre.

In 2011, staff proceeded with a Request for Expression of Interest for the design, construction and operation of an indoor multi-purpose entertainment facility (RFEI 1220-050-2011-002), which was followed by a detailed business case study.

In 2012, Johnson Consulting, a consultant firm specializing in market analysis for major public facilities, was retained to prepare a market and financial feasibility study related to a Trade and Exhibition Centre on the Cloverdale Fairgrounds. This study was undertaken to more precisely establish the market basis for such a facility. The final report of the consultant was submitted to the City at the end of March 2013.

On June 17, 2013, Council approved Corporate Report No. R114;2013 for the construction of the new Cloverdale Youth Park located across the Cloverdale Multi-Purpose Centre.

In 2014, a concrete floor was added to the Agriplex building which now helps to facilitate a wider range of events within the facility.

## **DISCUSSION**

Since Council's adoption of the 2006 preferred Master Plan concept, the Fairgrounds site has seen many improvements which have helped in bringing vibrancy to the area. Almost 10 years after adoption of the Plan, it would be appropriate to proceed with a review of the Master Plan starting with a visioning exercise that would include Council, City staff, community groups that have an operating agreement on the site, such as the Lower Fraser Valley Exhibition Association and Cloverdale Curling Club. Great Canadian Gaming Corporation, which operates the racetrack and casino, are also an important stakeholder that will be included in the visioning process.

Staff will also lead a series of public open houses to solicit input from the general public.

Over the next few weeks staff will be preparing the road map for the visioning exercise and will start inviting the stakeholders and preparing display information that will help with the process. It is envisioned that stakeholders will be invited to participate following the conclusion of the Cloverdale Rodeo and Country Fair which is slated to take place from May 15 to May 18, 2015.

Staff are planning on bringing forward, for Council's consideration, the results of the visioning exercise in late fall 2015 after which is planned a process that would ultimately lead to the update of the 2006 Master Plan mid-year 2016.

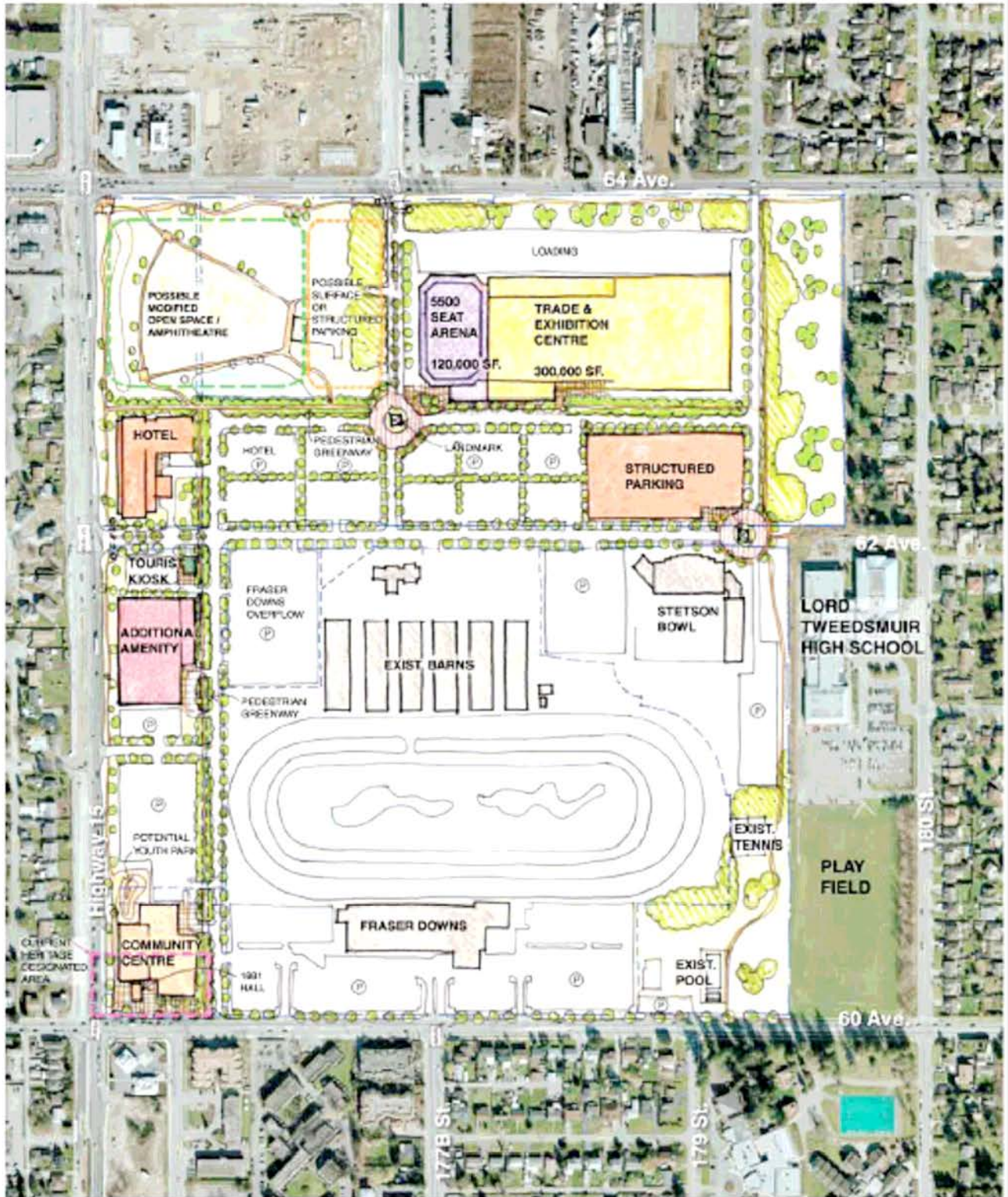
## **SUSTAINABILITY CONSIDERATIONS**

This proposed visioning process is aligned with the following Sustainability Charter items; SC18, Community Economic Development, EC3, Sustainable infrastructure maintenance and replacement, EN13, Enhancing the public realm.

## **CONCLUSION**

Based on the above discussion it is recommended that Council authorize staff to commence the visioning exercise process for the Cloverdale Fairgrounds site.

*Original signed by*  
Jean Lamontagne  
General Manager,  
Planning and Development



PREFERRED OPTION (REFINED OPTION B):  
PHASE TWO BUILD-OUT SITE PLAN