

5. A Vital Economy

A vital local economy ideally includes jobs and businesses in diverse sectors serving local needs. It also includes a growing export base, of goods and services sold to businesses or people outside the city or region. Exporting businesses have proven their ability to be a strong agent in overall economic health, both in revenues earned and in stimulating other businesses. Thus, the City should foster a balance between business activities serving local needs and markets further afield.

Because exporters are less likely to be place-bound, attracting these businesses will entail competition with other municipalities. Coquitlam already has many competitive assets, but could continue to enhance this foundation. Actions are also needed to address broader regional and global economic trends affecting Coquitlam and its existing areas of strength. Such actions could include adjustments to land use planning and servicing for all types of economic activity.

Coquitlam will thus need to respond through land use and servicing policies that promote the continued health of established sectors including industrial, office, and retail activity, as well as institutional employment. The City will also aim to create an attractive environment for emerging sectors with high propensities for exports, such as high technology and knowledge-based businesses; tourism; and the film industry. Coquitlam must also pursue business opportunities based on other strengths such as the natural environment, community spirit (cultural events) and recreational/leisure capacities (sporting activities).

How do individual business contribute to economic vitality? In part through salaries paid to local employees. They also contribute in using the goods and services of other local businesses, thus creating a positive "ripple" effect throughout the broader local economy.

5.1 Business-Friendly Climate

ISSUE

OPPORTUNITIES FOR COORDINATED, SELECTIVE EFFORTS

A business-friendly climate is an important base for providing local jobs and ensuring regional employment goals are met. Numerous agencies and business interests bear responsibility for ensuring a business-friendly climate. The City's main function in this regard is to ensure appropriate municipal regulations, and facilitate necessary services and investments. Some opportunities may also exist for the City to partner with other groups on business promotion and development activities. The City will need to be selective in such ventures, coordinating business promotional activities with other community goals and with the activities of other relevant government and business agencies. This will encourage optimal outcomes and generate significant value for the community from lands dedicated to business use.

RESPONSE

OBJECTIVE 1

To foster more local employment opportunities by working with other agencies and groups in promoting a business-friendly climate in Coquitlam, while furthering broader City goals as expressed in other CWOCP policies and Coquitlam's Corporate Strategic Plan.

POLICY

- a) **Investigate opportunities for City participation in business promotion and development activities consistent with Council land use policies.** Decisions to participate in such activities should consider:
- Related senior agency initiatives, either ongoing or under consideration;
 - Range of sectors which could potentially benefit from such actions;
 - Fiscal conditions;
 - Implications for Council-approved work programs; and
 - Other community priorities.

5.2 Industry, Business Parks and Office

ISSUES

EVOLVING NATURE OF BUSINESS

Over time there have been major shifts in the nature of business. Spatial and building needs have evolved in response, including a blurring of light industry and suburban office. Appropriate land use and zoning refinements will help Coquitlam remain competitive in this environment. Refinements will also enable more traditional functions such as heavy and service industrial to continue in selected areas.

Business parks have evolved in response to the growing need for businesses to co-locate manufacturing and/or distribution facilities with a large office component.

INDUSTRIAL AND BUSINESS PARK LAND SUPPLY

Industrial activities are an important source of household-maintaining jobs. Coquitlam should thus encourage an adequate supply of industrial lands, and provide for adequate transportation access and utility servicing. Strategies are also required to ensure a continued range of opportunity within business parks with an appropriate balance of industrial and office activities.

OFFICES

As Coquitlam continues to evolve, there will be greater demand for more urban office forms. These have already been provided for in the various area plans, with Coquitlam's City Centre slated as the focal point for offices serving a more regional function. Opportunities may also exist to selectively add appropriately targeted office uses near the Lougheed and Burquitlam Station areas, timed with the provision of rapid transit services, and areas with a land use designation of "Business Enterprise" in the Southwest Coquitlam Area Plan. The area on United Boulevard currently contains existing highway retail industrial uses including large format household retail uses. It is recognized that these are Employment-Generating Lands that are unlikely to convert back to industrial uses given the market and resulting change of land value. As United Boulevard develops, there are potential opportunities for more diverse and intensive employment generating land uses other than large format retail.

INDUSTRY AND THE COMMUNITY

Traditional industry and service industrial uses can help in ensuring overall community well-being and environmental health. Appropriate strategies could include mitigating potential impacts and locational criteria for new industries to achieve for some separation from residential areas and key ecological features, as well as new development process requirements.



RESPONSES

OBJECTIVE 1

To ensure a sufficient and appropriate supply of serviced industrial and business park land to meet the evolving needs of a healthy economy and create the potential for residents to work closer to home.

POLICIES

- a) **Provide for the needed land base for industrial, business park and office activities.** Encourage the retention of existing industrial land use designations.
- b) **Encourage uses that are consistent with the intent of industrial zones or provide support to industrial businesses and employees including small scale restaurants, grocery stores, and specialty food retail.**
- c) **Ensure lands are served through an effective transportation network.** Further assess industrial and business park transportation access needs consistent with the City's Strategic Transportation Plan and recognize these infrastructure needs in setting investment priorities.
- d) **Identify and manage present and future utility servicing needs.**

OBJECTIVE 2

To ensure the efficient use of industrial and business park lands by responding to the changing needs of industry.

POLICIES

- a) **Investigate and respond to opportunities for the reuse and possible intensification of under-utilized sites, as appropriate.**
- b) **Acknowledge the overlap between technology and knowledge-based business, business parks and offices.** Ensure that new policies or programs affecting any of these sectors are coordinated with each other.
- c) **Continue to accommodate heavy and service industrial uses while minimizing their impact on newer industrial forms and business parks.** Investigate ways of rationalizing the areas where these uses are accommodated over time.
- d) **Foster business awareness of, and support for, Coquitlam's approach to managing industrial lands in the City.**

OBJECTIVE 3

To provide for and encourage more traditional forms of office use in strategic locations, with particular reference to Coquitlam's City Centre.

POLICIES

- a) **Continue to encourage the development of office space serving a more regional function in the City Centre.** This may be achieved by:
 - Identifying and addressing specific locational, zoning and amenity needs of these uses; and
 - Further refinements to local transportation and servicing plans.
- b) **Identify suitable locations for office uses within Lougheed and Burquitlam Station Areas, near rapid transit facilities.**
- c) **Provide for smaller scale office uses which serve local household needs in areas close to existing community and neighbourhood retail centres, as appropriate.**
- d) **Permit office use on lands designated for Business Enterprise, as part of encouraging more intensive use of land along United Boulevard and also in recognition of the improved access to this area of Southwest Coquitlam as a result of the Gateway Program.**
The intent is to encourage more diverse and intensive employment generating land uses in-lieu of large format retail.

OBJECTIVE 4

To foster compatibility between industry, the community and the natural environment.

POLICIES

- a) **Where possible, discourage any new heavy industrial uses from locating near residential areas or environmentally-sensitive lands and features.**
- b) **Reduce impacts of heavy and service industrial, where feasible.**
This may be achieved by:
 - Working with the GVRD to develop and raise business awareness of environmental best-practices for industries of concern; and
 - Investigating the feasibility of performance-based zoning to permit heavy industries in selected areas while minimizing impacts.
- c) **Buffer and protect adjacent buildings and neighbourhoods.** This may be achieved by creating development permit guidelines or Zoning Bylaw refinements with specific provisions for reducing noise, visual and traffic impacts of all types of industry.



The GVRD has already developed a set of best practices for the automotive industry. More could be done to encourage their industry adoption.

5.3 Retail and Service Commercial

ISSUES

Retail change and fluctuation will likely continue, as experts predict more competition between "Urban Entertainment Centres" and traditional malls.



Newport Village is a popular example of new pedestrian-oriented retail.

REGIONAL DRAWING POWER

Coquitlam's retail sector draws significant economic benefit from its central function within the Northeast sector. Recent new developments, such as the IKEA store in the Southwest, will enhance Coquitlam's drawing power beyond its typical catchment area. Yet trends across North America suggest continued future changes in the very nature of retail, which could potentially affect the broader urban structure of cities. To respond positively, and reinforce Coquitlam's urban structure, new regional scale retail should cluster in existing retail nodes. The City and the local business community should also prepare by staying on top of upcoming trends, and respond appropriately.

RETAIL AND SERVICES THAT SUPPORT COMPLETE COMMUNITIES

Locating retail, entertainment uses and other related services near housing makes it easier for people to shop and work close to home. Opportunities exist to reinforce established retail at more localized levels, and to plan for the longer term neighbourhood and community retail needs.

AN INFLUENCE ON THE EXPERIENCE OF CITY AND NEIGHBOURHOOD

Retail and related services play a significant city-shaping role in creating neighbourhood identity. Citizens have increasingly requested more retail in pedestrian-oriented forms that enhance the shopping experience, such as areas like Newport Village in Port Moody. Opportunities exist to work with retailers of all sizes in providing for enhanced human-scale shopping opportunities that can be accessed by pedestrians, transit and automobiles.

RESPONSES

OBJECTIVE 1

To maintain and enhance Coquitlam's role as a regional and inter-regional shopping destination.

POLICIES

- a) **Keep existing areas vital.** Encourage new regional-scale retail and entertainment complexes to locate in established nodes. Promote designs that integrate new and existing retail while enhancing the area's overall appearance and function.
- b) **In collaboration with the local business community, investigate opportunities for promoting Coquitlam's shopping assets.**
- c) **Develop strategies to enhance transportation accessibility for region-serving retail, particularly along highways and major arterials.**
- d) **Work towards identifying and encouraging an appropriate supply of regional-scale retail within Coquitlam.** Monitor trends in adjacent and nearby municipalities and conduct market studies as appropriate.

OBJECTIVE 2

To ensure the vitality of retail and services catering to community and neighbourhood trade areas.

POLICIES:

- a) **Reinforce and enhance established community level shopping centres and precincts.** This may be achieved by:
 - Encouraging community shopping centre intensification through new additions and redevelopment, as appropriate;
 - Providing for a stronger trade area for those facilities, by identifying opportunities for residential intensification nearby;
 - Providing for a mix of uses on-site, as appropriate;
 - Encouraging some appropriately-scaled entertainment uses;
 - Fostering a unique community identity which respects the history and character of individual districts including specialty retail; and
 - Investigating opportunities to promote festival-style events (such as sidewalk sales and street fairs) that draw attention to community retail districts and reinforce neighbourhood and district character.
- b) **Provide for community- and neighbourhood-scale retail and service commercial facilities in new locations as needed to respond to population growth.** Encourage such facilities to build upon or complement existing retail, where feasible. Develop additional criteria for other appropriate locations. These may include proximity to transit and to other community amenities such as recreation centres, libraries, and parks.
- c) **Expand the traditional role of community shopping centres to include support for home-based business activities.** Recognize the unique role of copying, postal services, and facilitating home-based businesses, and encourage related outlets to locate within or near community and neighbourhood retail centres.

Examples of ways to achieve street enclosure include:

- *Placing building edges and windows immediately next to the street, with parking and vehicle entrances hidden or de-emphasized;*
- *Low to medium scale hedges along edges; or*
- *Pedestrian-scale structural elements (e.g. trellises or porticoes) at street corners, where building placement in such locations is impractical.*

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OBJECTIVE 3

To create a pleasant, pedestrian-friendly, and accessible experience in and around all Coquitlam retail areas.

POLICIES:

- a) **Encourage new retail developments and redevelopments to respect human-scale design principles, where appropriate.** These include a mix of retail and residential uses, main street-type developments with stores built to the sidewalk, curbside parking, and a quality pedestrian environment.
- b) **Address the impact of service stations, fast-food outlets and convenience stores on pedestrian environments.** Encourage such facilities to foster a sense of street enclosure and visual interest.
- c) **Develop a strategy for enhancing pedestrian connections to and within existing regional scale facilities, including power centres and big-box retail.** Consider opportunities to add appropriately configured sidewalks through planned capital projects and redevelopment, consistent with the City's Strategic Transportation Plan.
- d) **Ensure easy and convenient transit and cycling connections to retail areas.**



Example of a gas station with features to foster street enclosure.

5.4 Institutional

ISSUE

A MAJOR EMPLOYER

Coquitlam benefits from several locally and regionally significant institutions, which provide a large number of jobs and generate economic spin-offs. They also provide opportunities for Coquitlam residents to work closer to home. Encouraging both existing and new institutional activities to grow and diversity will be important within the City.

Examples of locally significant institutions:

- Riverview Hospital
- School Board
- Douglas College
- RCMP

RESPONSE

OBJECTIVE 1

Continue to foster an attractive climate for existing and new institutional employers of local and regional significance.

POLICY

- a) **Further assess the land use, transportation, servicing and labour force needs of specific institutional employers and respond with appropriate strategies.**

5.5 Technology and Knowledge-Based Businesses

ISSUES

LONG-TERM PROMISE, BUT EVERYONE WANTS IT

Regardless of market fluctuations, the high tech sector shows long-term promise, along with other knowledge-based businesses. It boasts strong export and business spin-off potential, with fewer community impacts than heavy or resource industries. Yet because these sectors are so desirable, many communities compete to attract them, and Coquitlam must enhance its regional and international competitiveness. With other strong regional competitors nearby, Coquitlam's success will depend on appropriate positioning, such as the development of one or more unique specializations.

Knowledge-based activities include: engineering, advanced and computer-aided manufacturing, biotechnology, business consulting and finance, and other activities requiring specialized knowledge inputs.

SMALL BUSINESSES AS ONE POTENTIAL SPECIALIZATION

Catering to small and new firms is one potential niche. Post-secondary institutions have been known to generate new businesses with a knowledge component, and Coquitlam could benefit from its close proximity to both Douglas College and Simon Fraser University. Coquitlam could collaborate with these institutions to conduct detailed needs assessments, and respond with appropriate strategies.

SPECIALIZED FACILITY, LAND AND SERVICING NEEDS

Technology companies and other knowledge-based businesses benefit from economies of scale and the benefits associated with clusters of related firms. They also have a range of specialized needs, including: proximity to major transportation routes; attractive, campus-style business parks; specialized zoning; and high-speed fibre-optic networks. The City could respond with strategies for addressing these through its regulatory and capital planning frameworks.



RESPONSES

OBJECTIVE 1

To enhance Coquitlam's ability to compete regionally for technology and other knowledge-based businesses through appropriate positioning, including the fostering of unique market specializations.

BC high tech companies grew by over 20 percent per year in the late 1990s. Between now and 2021 high tech growth could ultimately average 7 to 8 percent per year

Coquitlam could benefit by meeting needs that are unmet in cities with more established technology bases. For example, in 1999, nearly half of Richmond's high tech firms had staffs of ten or less. Yet most new facilities in that city are priced to cater to larger companies, discouraging new small firms.

POLICIES

Promote startup and smaller firms in technology and knowledge-based sectors as an important business niche for Coquitlam. Develop strategies to raise awareness of these firms and respond to their needs.

Identify additional technology and knowledge-related specializations. This may be achieved by monitoring industry trends and on-going dialogue with businesses, both local and in the rest of the region.

Investigate the potential for environmentally-related business as an additional niche. Conduct further research into the presence of these firms, their medium-term prospects, and any specialized needs.

Recognize the link between post-secondary education and the creation of new technology and knowledge-based businesses. Encourage more collaboration between Douglas College/SFU and the local business community. For example, this may include exploring further partnerships to enhance educational programs and facilities focused on the environment.

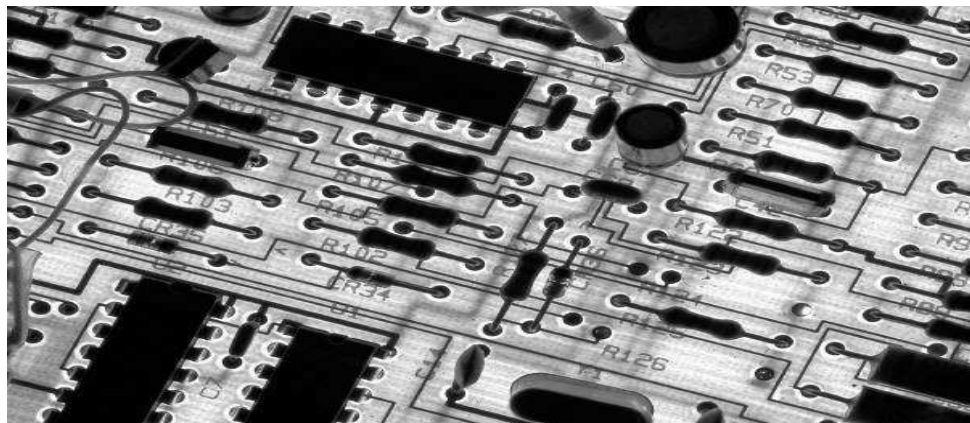
OBJECTIVE 2

To create appropriate preconditions for technology and knowledge-based firms of all sizes by providing for their land use and servicing needs.

POLICIES

- a) **Promote Coquitlam Town Centre and Southwest Coquitlam as technology and knowledge-based business nodes.** This may be accomplished by:
 - Identifying appropriate precincts for redevelopment to these uses in Southwest Coquitlam; and
 - Developing strategies for attracting appropriate businesses to the Town Centre in conjunction with planning for rapid transit.
- b) **Create specialized zoning categories to address the needs of technology and knowledge-based businesses, as part of an overall industrial zoning strategy.** Develop zones that encourage a range of sizes and acknowledge a blurring between traditional commercial and industrial activities.
- c) **Recognize the role of transportation and utilities policies and investments in attracting technology and knowledge-based businesses.** Identify and implement key projects to foster business nodes. Conduct further study to refine infrastructure provision as appropriate, including telecommunication needs and capabilities.

Rapid transit facilities can further the concentration of technology businesses.



5.6 Film and Tourism

5.6.1 Film Industry

ISSUES

A COMPETITIVE REGIONAL ADVANTAGE

With its close proximity to Vancouver, spectacular natural locations and comprehensive municipal support, Coquitlam attracted 43 productions with spin-offs worth about \$45 million in 2000. Coquitlam's reputation as a film-friendly community is attributed to the City's current one-stop shopping process and flexible attitude, and has created a regional advantage. Yet inter-municipal competition is strong, and Coquitlam cannot afford complacency. Coquitlam must maintain its advantage by continuing to enhance its film-related assets and services.

Anecdotal evidence suggests that over 1000 Coquitlam residents worked in the film industry and earned over \$7 million in 1999.

ENHANCING FILM'S LOCAL BENEFITS

While spin-offs and labour force earnings from film production represent significant benefit, community awareness of specific film opportunities could increase. Heightened linkages between the film industry and related local post-secondary training programs would also prove beneficial.

RESPONSES

OBJECTIVE 1

To continue fostering an appropriate climate for film industry and related employment by maintaining Coquitlam's competitive regional advantage.

POLICIES

- a) **Ensure a continued welcome for local filming through efforts to prevent undue impacts on neighbourhoods.** Consider developing guidelines to balance film industry and community needs.
- b) **Offer high-quality customer service to the film industry.**
- c) **Encourage local filming through cost-effective promotion techniques.**

OBJECTIVE 2

To expand on film-related employment by working with the local business community to capture more of the economic benefits of film locally.

POLICIES

- a) **Recognize that film-related spin-offs present significant opportunities for Coquitlam business.** Identify services and goods typically used by film productions, and assess the potential for working with local businesses in such sectors to expand their marketing efforts to the film industry.
- b) **Work with Douglas College to enhance linkages between its film-related programs and productions filming in Coquitlam.**

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Examples of film promotion efforts include:

- *Reinforcing and enhancing the City's one-stop shopping film services, and expanding access through web-based technologies like Smart Choices.*
- *Enhancing the selection of Coquitlam images within the BC Film Commission photo inventory, which is a key tool of location scouts; and*
- *Creating a registry for interested residents to list their properties.*

5.6.2 Tourism

ISSUES

A SIGNIFICANT INDUSTRY FOR BC AND THE REGION

Tourism is a major source of revenue for BC and the Lower Mainland. Coquitlam could boost its share of this revenue by focusing on one or more market niches, rather than competing directly with other cities promoting a similar tourist product.

ECO-TOURISM AS A POTENTIAL SPECIALIZATION

With Coquitlam's extensive network of natural open spaces and hiking destinations, eco-tourism is a niche worth exploring. Economic spin-off activities should be identified and promoted to ensure local benefits, but care is needed to maintain the integrity of the City's natural assets.

HERITAGE AND CULTURAL TOURISM OPPORTUNITIES

With facilities like the Evergreen Cultural Centre in the Town Centre, and Heritage Square in Maillardville (a community with strong ties to its French Canadian legacy), Coquitlam is well positioned to tap into the cultural tourism market. Opportunities also exist to recognize Coquitlam's First Nations heritage.

VISITOR ACCOMMODATION

Accommodation is a key tourism component. While Coquitlam has several hotels, opportunities may exist for longer term additions. These should be encouraged in locations that best suit the type of tourist specializations advocated, and that co-exist with complementary amenities and services such as transit, shopping, recreational and cultural facilities.

RESPONSES

OBJECTIVE 1

To enhance the local employment base by promoting specialized tourism opportunities in Coquitlam, in partnership with other governments.

POLICIES

- a) **Ensure that Coquitlam's tourism specializations are in tune with market needs and opportunities.** Recognize eco-tourism and cultural tourism specializations, and add new specializations as appropriate.
- b) **Consider realizing additional tourism employment benefits through potential collaboration on a comprehensive Northeast Sector tourism strategy.**

BC's tourism industry generated \$9.5 billion in revenue in 2000.

Recent market studies reveal significant historic and cultural tourism interest among U.S. and Japanese travelers, both important Lower Mainland tourist markets.

OBJECTIVE 2

To promote tourism spin-offs likely to provide for household supporting jobs, by identifying and enhancing the economic benefits from eco-tourism and outdoor recreation.

POLICIES

- a) **Consider developing an eco-tourism and outdoor recreation strategy in partnership with local stakeholders and businesses.**
- b) **Recognize and support the role of city environmental policies in maintaining our natural tourist assets.** This may include efforts to raise business and tourist awareness of local environmental policies, and continuous efforts to implement those policies.

OBJECTIVE 3

To enhance the recognition of cultural tourism and related employment opportunities in Coquitlam.

POLICIES

- a) **Consider developing a cultural tourism strategy for Coquitlam.**
- b) **Enhance the role of Evergreen Centre and Heritage Square, Maillardville as cultural tourism focal points.** This may be achieved through area plan reviews, other land use planning work, and investments.
- c) **Consider partnering with the GVRD to investigate further tourism and related employment opportunities for Minnehada Lodge and Colony Farm.**

OBJECTIVE 4

To enhance employment opportunities in Coquitlam's visitor accommodation base and increase business spin-off opportunities through appropriate location and urban design treatments of, and around, hotel facilities.

POLICIES

- a) **Concentrate hotels in strategic locations within walking distance of existing amenities and services, such as transit, restaurants, in walking distance.** Key sites include the Coquitlam Regional Town Centre and the Cariboo/Lougheed SkyTrain Station area. Identify additional locations as appropriate.
- b) **Provide pedestrian-friendly amenities and cycling facilities to serve existing and new hotels.** Emphasize connections to nearby entertainment, dining, recreation and transit facilities.
- c) **Develop strategies for providing and locating other forms of visitor accommodation, such as campsites, bed and breakfasts, lodges and hostels.**

An eco-tourism/ outdoor recreation strategy could recommend business opportunities within or close to key destinations, as appropriate to the features, character, and management of that destination.



A cultural tourism strategy could:

- *Build on existing cultural attractions in the community;*
- *Support the role of heritage in cultural tourism;*
- *Recognize and celebrate festivals and special events as key components of cultural tourism;*
- *Benefit from complementary retail districts;*
- *Create partnerships with local cultural organizations, First Nations and the business community.*

5.7 Home-Based Businesses

ISSUE

A SIGNIFICANT ACTIVITY TO BE BALANCED WITH NEIGHBOURHOOD NEEDS

In 1991, six percent of all Coquitlam residents worked mainly from home. In 1996, this figure rose to seven percent.

Home-based business in Coquitlam is a growing sector, and an important opportunity for many start-up firms that may later move into more formal commercial and industrial premises as they mature. In many cases, these occupations will permanently reside in neighbourhoods, and could benefit from the location of amenities nearby. Home-based businesses also help reduce peak hour traffic by eliminating commutes. While beneficial, this sector has potential implications for neighbourhood character. An approach will thus be required to accommodate the sector while respecting the character and integrity of residential neighbourhoods.

OBJECTIVE 1

Continue to encourage the growth of appropriate home-based businesses while respecting the character and integrity of residential neighbourhoods.

POLICY

- a) **Develop a comprehensive strategy for accommodating home-based businesses.** This may consider: traffic and parking issues; potential refinements to zoning regulations; and community input.

5.8 Resource Activities

ISSUES

AGGREGATE INDUSTRY

Aggregate is a major local construction industry. Coquitlam possesses one of the largest gravel-mining bases in the Lower Mainland, and regional demand for this resource is expected to continue well into the future. The industry has the potential to increase sedimentation in local rivers and fisheries resources. Recent City efforts have encouraged the need to consider watershed health in extraction operations. Continuing efforts to ensure gravel industry and viability and watershed health are needed.

In 1999 the City established the Coquitlam River Aggregate Task Force to provide recommendations for reducing the effect of aggregate operations on the Coquitlam River.

A SMALL, FUNCTIONAL AGRICULTURAL SECTOR

Northeast Coquitlam has a small farming sector, mainly comprised of blueberry cultivation, and a community-based garden located in the GVRD park at Colony Farm. This base serves several key functions, including its production value and role in the BC Agricultural Land Reserve. Some agricultural lands also have environmental significance. For example, pasture provides habitat for small mammals and raptors and cropland supports feeding areas for resident and migratory waterfowl. Farms tend to be located close to watercourses and care must be taken to ensure that pesticide, fertilizer and other farming applications do not adversely impact fish and wildlife and their habitat. Right-to-Farm Legislation limits the extent to which farming practices can be regulated by local governments, including for environmental purposes. To balance both cultivation and habitat needs will thus require collaboration with local farmers and the Province's Land Commission.

FORESTRY AND OTHER PRIMARY INDUSTRIES

Given Coquitlam's large stock of natural resources, and historical role in the forestry sector, interest in forest-based industry and other resource activities will likely remain a factor. Such industries should be accommodated, but care is required to ensure compatibility with other community goals.

RESPONSES

OBJECTIVE 1

To continue to provide for the extraction of aggregates, while minimizing the activity's impact on watercourse health.

POLICY

- a) **Continue to encourage the aggregate industry and other stakeholders to establish measures to reduce the siltation effects of gravel mining operations on the Coquitlam River.**



OBJECTIVE 2

To ensure the continued viability of Coquitlam agriculture while providing for its positive contribution to Coquitlam's overall ecological health.

POLICIES

- a) **Respect Provincial Right-to-Farm legislation.**
- b) **Promote the continued farming of existing agricultural lands.** Uphold current agricultural land use designations.
- c) **Encourage the use of best farming practices to minimize the use of chemicals such as fertilizers and pesticides in agricultural production.**
- d) **Support the continued role of agricultural lands for supporting migratory birds such as raptors and waterfowl.** This may be achieved by:
 - working with the GVRD to promote habitat enhancements and the preservation of open green space at Colony farm; and
 - investigating the feasibility of various land trust activities.

OBJECTIVE 3

To provide for forestry and other resource-based activities within Coquitlam, while ensuring compatibility with other community goals.

POLICIES:

- a) **Continue to foster a forest industry presence and other appropriate resource industries within Coquitlam.** Investigate land use planning and other measures through market feasibility and community impact studies.



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