



## MEMORANDUM

To:	City of Port Moody	Date:	March 5, 2021
Client:	EDGAR	Project:	Woodland Park
From:	Pooni Group	Pages:	4
Re:	<b>Woodland Park Engagement Summary Memo</b>		

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### INTRODUCTION

EDGAR is the property owner of the Woodland townhomes located at Cecile and Angela Drive (site), a 23-acre property with 200 market rental townhomes. In December 2019, EDGAR submitted an application for an Official Community Plan amendment and a rezoning to allow for new uses and additional height at the site. The proposal is for a master-planned community, including a range of housing options (market strata, and rental and non-market rental), significant parks and open space, childcare and neighbourhood retail, which would be developed over the next 15 - 20 years. EDGAR has been engaging with the community since May 2019, when they held the first resident information meeting.

The purpose of this memo is to provide an overview of the engagement that has taken place to date for the Woodland Park proposal. In summary:

- 3 public information meetings were hosted;
- 3 Woodland Park resident information meetings were hosted;
- 6 community presentations were made; and
- Over 3,411 unique visitors have visited the project website.

An overview of these engagement initiatives is provided below.

### ENGAGEMENT INITIATIVES

#### *Public information meetings*

Three public information meetings have been hosted by the project team, two of which were held pre-application and one post-application on the following dates and times:

- July 11, 2019 from 5:00 - 7:00 pm (drop-in)
- December 11, 2019 - residents-only from 5:30 - 6:30 pm and public from 6:30 to 8:30 pm (drop-in)
- September 23 and 24, 2020 (online via Zoom Webinar) - September 23 from 12:30 - 1:30 pm and September 24 from 10:00 to 11:00 am and from 5:30 to 6:30 pm



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Approximately 1,882 flyers were mailed prior to each meeting to neighbouring residents within a 2-block radius notifying them of the meeting. For the September 2020 online meeting, two newspaper advertisements ran in the Tri-City News, and social media advertisements were placed on Facebook and Instagram targeting Port Moody residents. Residents of Woodland Park were also made aware of the September 2020 online sessions through a door-to-door canvass.

These meetings provided the public with an opportunity to meet the project team, learn more about the proposal, ask questions, and provide feedback. In total, over these three events, approximately 335 people attended the public information meetings.

After each open house, Pooni Group produced an Engagement Report which summarizes the event and feedback received. These reports provide further details around each of these events, and are included in Appendix A.

### ***Resident information meetings***

Three resident-only meetings were hosted by the project team on the following dates and times:

- May 2, 2019 from 5:00 - 7:30 pm (drop-in)
- December 11, 2019 - residents-only preview from 5:30 - 6:30 pm, prior to public open house at 6:30 pm (drop-in)
- July 8, 2020 from 12:00 - 1:00 pm and from 5:30 to 6:30 pm over Zoom webinar

For each of these events, residents were notified by hand-delivered letter, and were provided with the materials presented at meetings, including those who could not attend. Over the three events, approximately 150 individuals attended. These resident-only events provided residents with information about the proposal, the city's tenant assistance policy, and the opportunity to ask questions and provide feedback to the project team. Woodland Park residents have also been kept apprised of project updates regularly throughout the process by letter.

### ***Community group presentations***

In total, 6 presentations have been made to community groups, as follows:

- Tri-Cities Housing and Homelessness Task Force Group
- College Park Community Association
- Seaview Community School Parent Advisory Committee
- Tri-Cities Bike Hub
- Port Moody Rotary Club
- Tri-Cities Chamber of Commerce

These presentations provided an overview of the proposal and included a question and answer discussion at the end.

## **Online Engagement**

In July 2019, the project website ([www.woodlandparkliving.ca](http://www.woodlandparkliving.ca)) went live. The project website's homepage includes information on the site and area context, the proposal and project highlights, and a project time line. There are also tabs for Ongoing Engagement, where we host video engagement opportunities (further described below), Frequently Asked Questions, and a Contact Us page. In addition to the project website, a facebook and instagram account have also been created to communicate about the project.

In April 2020, the project team launched video engagement, posting short videos describing various aspects of the proposal. Three videos have been posted to the ongoing engagement: one provided a project overview, a second described the approach to protecting environmentally sensitive areas, and the third presented the sustainability approach. Notifications for the ongoing engagement page were posted to the project's Facebook page, Woodland Park Living. The videos have reached over 8,000 people on Facebook, with users providing hundreds of reactions, comments, and shares. The Woodland Park Facebook page and Instagram account continue to post regularly, providing information on the proposal.

1,857 flyers notifying community members of the project website and online engagement were mailed to neighbouring residents around the site in April 2020. Since the website went live, there have been approximately 3,411 unique visitors.<sup>1</sup>

## **WHAT WE HEARD**

Through the engagement, community members have had various opportunities to provide feedback on the proposal either through conversations with project team members, submitted comment forms, question and answer discussions, and online (e.g. e-mails, social media comments, etc.). Overall, community members have supported the addition of housing options to Port Moody including affordable non-market rental and market rental, however some have expressed concern with the demographics that the affordable housing will attract. Community members also supported the amount of parks, open and greenspace, expanded retail space, the public art proposed, and the idea of a complete community. Participants expressed concern over increased density, transportation considerations (e.g. increased traffic and parking), and community and school facility capacities. Overall, people are supportive of the design and associated parks, open and greenspace proposed as well as the additional amenities in the area including the expanded retail and childcare.

The initial proposal was updated after the December 2019 open house to respond to feedback from the community, and from staff and council. The proposal was revised to respond to feedback in the following ways:

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<sup>1</sup> Unique visitors as of March 3, 2021

- Increased childcare spaces (37 spaces to 93 spaces);
- More retail space (from 5,000 sf to 19,000sf);
- Two parks instead of one;
- Addition of 132 market rental units, with the 325 below market rental homes proposed, bringing the total percentage of rental housing to 25%
- Reduced overall density of the project by more than 20% - approximately 483 fewer units; and
- Reduced height from high rise to a mid-rise form (i.e., 12-storeys).

## **CONCLUSION**

The engagement to date has resulted in valuable feedback from the community that has helped shape the development concept into a responsive design and informed the development process.

In summary:

- Approximately 3,411 unique visitors have viewed the project website;
- Approximately 335 individuals attended a public open house;
- 150 residents attended the resident-only events, and
- 6 community groups/organizations were provided with a presentation on the proposal.