



City of Port Moody

Minutes

Economic Development Committee

Minutes of the meeting of the Economic Development Committee held on Wednesday, June 2, 2021 via Zoom.

Present

Councillor Hunter Madsen, Chair
Taryn Barker
Lisa Beecroft
Edward Chan
Dustin Chelen
Sharleen Karamanian
Brian Krieger
Bill Laidler
Aaron Robinson
Robert Simons

Absent

Mayor Robert Vagramov, Vice-Chair
George Broderick (Regrets)
Matt Ferguson (Regrets)
Greg Pepler (Regrets)
Christopher Pope

In Attendance

Jess Daniels – Policy Planner
Mary De Paoli – Manager of Policy Planning
Christel Guenette, Recording Secretary, Raincoast Ventures Ltd.
Joji Kumagai – Manager of Economic Development

1. Call to Order

Call to Order

- 1.1 The Chair called the meeting to order at 7:02pm.

2. Adoption of Minutes

Minutes

2.1 EDC21/011

Moved, seconded, and CARRIED

THAT the minutes of the Economic Development Committee meeting held on Wednesday, May 5, 2021 be amended as follows:

- add “if current pipeline of relevant projects moves forward” after “Port Moody is projected to have a

population of 72,000 and 30,000 homes by 2045” in the fourth bullet of item 4.2; and

- replace the eighth bullet in item 4.2 with: “City finances could become strained by capital expansion to serve the growing population, or residents could experience a lower quality of life.”;

AND THAT the minutes of the Economic Development Committee meeting held on Wednesday, May 5, 2021 be adopted as amended.

3. Unfinished Business

4. New Business

OCP Update

- 4.1 Presentation: Jess Daniels, Policy Planner, and Mary De Paoli, Manager of Policy Planning
Attachment: Official Community Plan Update
Links:

- a) Neighbourhood Plan Areas Chapter:
<https://www.portmoody.ca/en/business-and-development/resources/Documents/OCP-Chapter-15--Neighbourhood-Plan-Area.pdf>
- b) Economic Development Chapter:
<https://www.portmoody.ca/en/business-and-development/resources/Documents/OCP-Chapter-9--Economic-Development.pdf>

File: 01-0360-20-03-01

The Policy Planner gave a presentation regarding the Official Community Plan (OCP), noting the following:

- the OCP informs decisions related to land uses in the areas of housing transportation, parks, environmental protection, and economic development;
- the OCP update is part of an established five-year review process to ensure its relevancy as the community evolves;
- community input is necessary to inform staff's development of the OCP and guide Council's decision-making as they consider proposed updates;
- public engagement began in October 2020 and will continue until early 2022;
- engagement included visioning workshops, community surveys, and community check-ins;
- feedback received during the first community survey identified what citizens valued about the city, what

required improvements or changes, and what would be important for the city in 30 years;

- the second community survey explores key themes identified during the initial phase of public engagement and will remain open until June 28, 2021;
- an economic development focus was interwoven throughout the OCP, with references to economic trends, encouraging and maintaining a strong diversified economy and tax base, and seeking a balance between environmental, economic, social, and cultural sustainability in all decision-making;
- there are many principles and policies to consider, which recognize the rapidly changing nature of business, and serve as a critical driver for complete communities;
- the potential structure would define economic development-related issues and policies with indicators embedded within to measure progress, maintain accountability, and connect economic development policy with overall goals;
- potential topics for inclusion include flexible land use policies, heavy industry assets, home-based businesses, tourism, hospitality and entertainment, types of commercial building form, branding, and the role of arts, innovation, and creativity; and
- the Committee will be provided opportunities to participate through the engage.portmoody.ca website, community surveys, staff updates, and provide feedback on the draft OCP as directed by Council.

The Manager of Policy Planning requested feedback on the priority areas in the following Land Use Scenario Neighbourhood Areas, and the following was noted:

- **Moody Centre Transit-Oriented Development:**
 - there is opportunity to create a pedestrian street along Spring Street with area traffic being limited to service vehicles to ensure it remained pedestrian-friendly;
 - there is opportunity to expand the boundaries in order to increase accessibility to Murray Street over the railroad tracks;
 - the area could become more business-centric and increase opportunities for employment for residents living in the area;
 - parking must be considered within the OCP as people are moved into the area to access businesses and transit hubs;
 - engineers are reviewing parking standard policies to understand the maximum parking rates for the area versus parking demand to reach a balance of

- providing enough parking and incentives for people to experience the area without a vehicle;
 - the current parking lot near the SkyTrain station should not be changed;
 - the City is undertaking a process to understand what reconciliation in Port Moody looks like;
 - new developments need to be reviewed and discussed within the OCP engagement process;
 - all components of complete communities need to be fleshed out during planning;
 - affordability should be included within the complete community picture when building neighbourhood plans; and
 - Council should be consulted on setting the rate of affordability for developments.
- Murray Street Boulevard:
 - there are access challenges with incorporating an entertainment district and staff is receiving input into potential development scenarios;
 - staff input and feedback provided by the Working Group will ensure that economic development is integrated into all chapters of the OCP; the Economic Development Master Plan should be completed by the end of 2021 and fed into the OCP;
 - additional working groups, such as the Precinct Working Group, should provide input into the OCP process;
 - a combination of uses should not be a requirement of new development to enable purpose-built industrial complexes;
 - no net loss of light industrial space and designated lands must be considered; and
 - the vision of the City could include clustering arts and entertainment to provide an activity zone.
- Oceanfront District:
 - an east-west transportation link could be considered with the Murray St. Overpass nearing end of life;
 - the policy framework includes a traffic impact study, which acknowledges that additional access points into the area are needed to support the vision;
 - climate impacts must be understood, as projections indicate a third of the terrain is susceptible to flooding;
 - the exchange of impacts for creating other land uses must be considered as part of the OCP;
 - Metro Vancouver's Industrial Strategy could be explored;
 - there are potential employment opportunities related to the building of a hotel in the area; and

- work is needed through the Business Outreach Working Group to understand the current capacity of existing businesses.
- Seaview Neighbourhood:
 - a neighbourhood plan is not being developed on the possibility of a third SkyTrain station as no funding has been allocated to that work;
 - Council discussed the need to ensure that 90% of a person's daily needs were within walking distance in the Seaview Neighbourhood; and
 - staff should consider multi-family forms and other opportunities for the neighbourhood vision to address affordability.

Innovation Precinct Working Group Update

4.2 Innovation Precinct Working Group

The Manager of Economic Development noted the following:

- an Innovation Precinct (IP) includes businesses at all stages to grow the local economy and create well-paying jobs;
- the benefits of IPs include synergy of clusters and the ability to share staffing and human resources;
- a regional lens can impact how the City leverage's investments for growth or movement throughout Metro Vancouver;
- the IP would need to be nimble and utilize a phased approach to optimize staffing levels and plan a process that is manageable; and
- the Australian government's Innovation District Roadmap could be used as a guide.

The Innovation Precinct Working Group noted that significant revisions were made to the original Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis, including the identification of an individual to champion business; changes to available land, recognizing that the City was land constrained; and compelling partners to negotiate with landowners and businesses.

The Committee noted the following in discussion:

- the weaknesses (identified gaps) were incorporated within the process for the Economic Development Master Plan development;
- a different term for IP could be identified to ensure that Port Moody's definition of an IP, a cluster of innovative companies in proximity to one another that provide services and support the growth of a business ecosystem, is not confused with other IP definitions;

- the undertaking of brainstorm exercises for local partners could assist in building critical mass.

Industrial Lands Working Group Update

4.3 Industrial Lands Working Group

The Industrial Lands Working Group noted that a review of current industrial zones and ways that the City could implement the retention of industrial land was undertaken and provided an overview of the specialized land use designation of light industrial.

The Committee noted the following in discussion:

- distinctions within light industrial need to be considered when constructing near residential/mixed use areas;
- having diverse commercial land uses and ensuring efficient land use will be critical in adapting to emerging business realities in Port Moody;
- the Metro Vancouver Industrial Land Use Policy will be used to consult with residents and obtain feedback related to economic development and industrial land preservation; and
- the Western Speedway sale is an example of a successful sale which provided clear policy on industrial area uses.

Business Outreach/Spike Awards Working Group Update

4.4 Businesses Outreach/Spike Awards Working Group Attachment: Memo, Manager of Economic Development, dated June 2, 2021 File: 01-0360-03-01

The Manager of Economic Development provided an update on business outreach and the Spike Awards, and the following was noted:

- there is opportunity to engage with the business community through surveys and roundtable discussions;
- the Communications Department can assist but existing workloads and timelines must be considered; and
- the Working Group could draft the survey and share with Communications for their review.

The Manager of Economic Development requested Committee members' feedback on how to proceed with business outreach efforts and planning for an in-person or online Spike Awards event, and the following was noted:

- the Businesses Outreach/Spike Awards Working Group could draft the survey questions which could then be reviewed by the Committee at the July meeting;

- other municipalities with industrial lands could be contacted to determine whether they completed similar research;
- the survey should be conducted in the fall, shortly following the lifting of COVID-19 restrictions, when it would not be challenging for business owners to participate; and
- information gathered from surveys would assist in the development of an industrial land strategy and inform the OCP.

5. Information

Staff Updates

5.1 There were no staff updates at this time.

Background Reading

5.2 Links:

- <https://www.tricitynews.com/real-estate-news/private-sector-set-to-pounce-on-burrard-thermal-land-in-port-moody-3784952>
- <https://bcbc.com/insights-and-opinions/business-destruction-amid-covid-19-an-update>

These items were provided for information only.

6. Adjournment

The Chair adjourned the meeting at 9:01pm.



Councillor Hunter Madsen,
Chair



Christel Guenette,
Recording Secretary