

# POTTINGER BIRD

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## COMMUNITY RELATIONS

Engagement Summary Report

**60 Williams Street & 3006-3020 Spring Street**  
Applicant: PCI Developments

*Version Date: February 23, 2024*

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## EXECUTIVE SUMMARY

PCI Developments (“PCI”) has applied to the City of Port Moody to redevelop their properties at 60 Williams Street and 3006-3020 Spring Street (“PCI Spring Street”) into two thoughtfully designed 39-storey towers on a commercial and amenity podium. The project will create 857 new, secured rental homes including 43 (5%) voluntarily secured at below market rates based on BC Housing’s Housing Income Limits.

Other key attributes of the project include vibrant street-level retail, a grocery store, below market artist space and various pedestrian and cyclist improvements. Additionally, the project will benefit the community by creating an urban plaza adjacent to the Moody Centre Station, providing a new pedestrian overpass to Murray Street, and the daylighting of Slaughterhouse/Dallas Creek, each of which was a key amenity requested by the public under the current Official Community Plan (“OCP”).

This proposal has been informed by over six years of extensive community engagement and collaborative work with city staff, local property owners, residents, the Province, TransLink, local businesses, and community organizations, both through our collaborative planning work on the Moody Centre Transit Oriented Development (TOD) proposal, and through targeted engagement on PCI’s Spring Street project proposal.

### **Engagement as part of Moody Centre TOD Master Planning work (three phases between 2019-2021)**

The following engagement opportunities are what provided insight into the evolution of PCI’s Spring Street design:

- Nine (9) Roundtable Discussion Groups with 62 attendees,
- Five (5) Stakeholder Presentations with various attendance,
- Ten (10) Site Walking Tours with 40 attendees, and
- Six (6) Public Open Houses with 604 attendees,
- One (1) Happy City Workshop with members of the public,
- Countless one-on-one meetings, and telephone calls, and
- The project website has also experienced over 5,000 unique views since launching in November 2019.

### **Engagement as part of PCI’s Spring Street development application (starting 2023)**

Starting in 2023, PCI engaged in the following ways to ensure their project aligned with the information received during the Master Planning work undertaken in years previous:

- Launched a project website July 2023,
- Four (4) Stakeholder Presentations with various attendance
- Two (2) postcards mailed to the surrounding community signifying thousands of touchpoints,
- Two (2) onsite community activations,
- One (1) Community Open House with 54 attendees.

Cumulatively, there have been seven (7) e-blasts on the TOD project and PCI project promoting engagement opportunities since 2020 to thousands of subscribers.

For a fulsome summary of engagement undertaken, please see **Appendix A**.

**Key Findings**

Based on feedback received over the last several years from Council and our numerous community engagements, roundtables and workshops, PCI drafted a proposal that responds to key messages heard, including:

- Additional open space (byway of a new community plaza, daylight creek and improved connections to Rocky Point Park and the Shoreline Trail Network)
- Housing diversity (by exceeding City affordable housing policy and compliance with family friendly units policy)
- Greater social and environmental sustainability (voluntary Happy City wellbeing assessment and exceeding requirements set out in City sustainable buildings policy)
- An established organizing urban framework across TOD (as set out by City staff's *Guidance Framework* and pending streetscape design guidelines)
- A pedestrian focused Spring Street
- Interconnected neighbourhoods
- A neighborhood grocery store

## PROJECT OVERVIEW

The sites, located next to Moody Centre Station in the Moody Centre neighbourhood of Port Moody, are currently used for surface parking, drive aisles, and old, partially occupied single-storey warehouses. The property is bound by the Millennium Line to the north, Williams Street to the west, Spring Street to the south, and other commercial buildings to the east. Port Moody's popular Rocky Point Park and the Shoreline Trail are within walking distance, offering easy access to nature and the waterfront.

Subject to Council approval, this project will deliver:

- Approximately 857 secured rental housing units in two 39 storey towers, with 5% of the units offered at BC Housing's Housing Income Limit's Rate.
- A large transit plaza adjacent to Moody Centre Station
- Approximately 40,000 square-foot neighbourhood grocery store
- Approximately 4000 square-feet of below-market artist studios
- Approximately 15,000 square-feet of ground floor retail space
- The daylighting of Slaughterhouse/Dallas Creek
- The construction of a pedestrian overpass to connect to Murray Street

The proposal meets all the applicable Community Goals set out in the existing Official Community Plan (OCP"), including:

- Sustainability — The project will lead by example through electrified, high-performance, and low carbon design while prioritizing social and cultural sustainability on site to meet the projects three key sustainability objectives: Carbon Leadership, Enhanced Livability, and Enhanced Ecosystem.
- Environment — The project provides stream protection and daylighting of the Dallas/Slaughterhouse Creek to improve fish passage and create a new riparian habitat, along with increasing the trees in public areas to provide additional shade to pedestrians. This change will dramatically improve the local environment and natural beauty of the area.
- Housing — The project provides secured rental residential and below market rental housing immediately adjacent to transit in a complete neighbourhood that has a full range of community amenities.
- Appropriate Development — The proposal incorporates thoughtful urban design, including high quality architecture and creative new green space next to rapid transit.
- Parks, Open Space and Recreational Facilities — Social and physical wellness is promoted through constructing high quality public and private amenities including the transit plaza, daylit creek, fitness facilities, and more.
- Transportation — To relieve traffic congestion on major streets and reduce the negative impacts of regional through traffic, the project is transit-oriented and immediately adjacent to Moody Centre Station and Golden Spike Lane, which will encourage multi-modal transportation.

## MOODY CENTRE TOD CONTEXT

Following 18 months of working with design experts at Perkins and Will and the City of Port Moody Planning Department, the Moody Centre Transit Oriented Development ("TOD") Area Master Planning Group ("the Master Planning Group") began a process to engage the community and receive early input on the preliminary masterplan concept for the Moody Centre TOD Station area.

The engagement program was designed to attract attention, discussion, and input by the wider community. In an effort to speak to as many people as possible about the proposal, between 2019 and 2021, our team hosted:

- Nine (9) Roundtable Discussion Groups with 62 attendees,
- Five (5) Stakeholder Presentations with various attendance,
- Ten (10) Site Walking Tours with 40 attendees, and
- Six (6) Public Open Houses with 604 attendees,
- Countless one-on-one meetings, and telephone calls, and
- The project website has also experienced over 5,000 unique views since launching in November 2019.

The engagement program for the Moody Centre TOD area has worked to ensure an open, transparent, and clear line of communication with the community via regular updates to our 450+ subscriber mailing list, publicly advertised events in the Tri Cities News, and via the project website. The feedback received from the community, City Staff, and Council has, in turn, directly informed the proposal for 60 Williams Street and 3006-3020 Spring Street by PCI.

The following information is a summary of the three phases of community engagement from 2019-2021.

Phase One

**2019**

As the initial phase of public engagement on this masterplan, the Master Planning Group, with the assistance of Pottinger Bird and Perkins and Will, hosted a series of six invitational, Stakeholder Discussion Groups with representation from local community organizations. In addition to the Stakeholder Discussion Groups, the Master Planning Group provided a presentation to the Tri Cities Chamber of Commerce Young Professionals Network to solicit early feedback on the preliminary concept.

In October and November 2019, the Master Planning Group hosted two Community Open Houses to share the preliminary concept with the broader community and gather further feedback. The notification and execution of the Community Open Houses adhered to the City of Port Moody’s requirements and directives.

Date	Project	Type of Engagement	Number of Attendees
September 2019	Moody Centre TOD	Letter to Head of Planning re: Community Engagement Commencement	N/A
September 23 – 26, 2019	Moody Centre TOD	Six (6) Stakeholder Discussion Groups <ul style="list-style-type: none"> <li>• Environmental Interest</li> <li>• Transportation, Circulation and Public Realm</li> <li>• Housing</li> <li>• Economic Development</li> <li>• Community Associations</li> <li>• Non-Profit and Arts Organizations</li> </ul> 38 members of the community participated. <i>(people invited via community organizations, boards and committees)</i>	38 participants
October 17, 2019	Moody Centre TOD	Presentation to the Tri Cities Chamber of Commerce Young Professionals 13 members of the community participated.	13 participants

October 30 and November 2, 2019	Moody Centre TOD	Two Community Open Houses <ul style="list-style-type: none"> <li>• Advertised in the Tri City News (twice)</li> <li>• Mailed to 8,209 addresses in the community</li> <li>• 317 people attend the two Community Open Houses</li> <li>• 141 comment forms were received</li> </ul>	317 participants
November 3, 2019	Moody Centre TOD	Project Website Launched As of October 2020: <ul style="list-style-type: none"> <li>• 5,250 New Users</li> <li>• Over 10,374 Page views</li> </ul> <i>(This counts multiple page viewings and visits)</i>	5,250 unique views

## Phase Two

### *Late 2019 – Early 2020*

To build on the public engagement work completed in Phase One, the Master Planning Group hosted a series of three invitational Stakeholder Discussion Roundtables in December 2019, with members of the community who expressed interest during Phase One.

In January and February 2020, a second round of Community Open Houses was hosted, to share the evolving concept with the broader community and gather further feedback. The notification and execution of the Community Open Houses adhered to the City of Port Moody's requirements and directives and were consistent with that undertaken for Phase One.

Date	Project	Type of Engagement	Number of Attendees
December 2019	Moody Centre TOD	Three (3) Stakeholder Discussion Roundtables <ul style="list-style-type: none"> <li>• Urban Architecture &amp; Design</li> <li>• Public Realm &amp; Art</li> <li>• Transportation &amp; Circulation</li> </ul> 24 members of the community participated <i>(People invited based on their responses on our comment cards)</i>	24 participants
December 2019	Moody Centre TOD	Request to Moody Centre Community Association to provide a presentation – <i>no response</i>	N/A
January and February 2020	Moody Centre TOD	Two Community Open Houses <ul style="list-style-type: none"> <li>• Advertised in the Tri City News (twice)</li> <li>• Mailed to 8,209 addresses in the community</li> <li>• 204 people attend the two Community Open Houses</li> <li>• 92 comment forms were received</li> </ul>	204 participants
February 27, 2020	Moody Centre TOD	Presentation to a collection of Environmental Stewardship organizations (through Mossom Creek Hatchery) (environmental interest)	11 participants
February 28, 2020	Moody Centre TOD	Presentation to the Port Moody Friendship Society (accessibility interest)	12 participants
April 15, 2020	Moody Centre TOD	Presentation to the SFU Student Society Board (student/ U35 interest)	4+ participants

July 23, 2020	Moody Centre TOD	Project Website Updated with Full Application Booklet	N/A
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### Phase Three

#### **Mid 2020 – Mid 2021**

In July 2020, the Master Planning Group submitted their formal Master Plan and OCP Amendment application with the City. The application envisioned a complete renewal of the 23-acre site to deliver a number of land uses and public amenities identified by and for the Port Moody community.

These land uses and public amenities include: housing that ranges in form, tenure and size; mixed uses including office, retail, and employment; community amenities including a large public transit plaza, additional internal plaza/ pocket park, public art, pedestrian and cyclist links; the daylighting of Dallas/Slaughterhouse Creek; a pedestrian/bicycle overpass connecting the area to Rocky Point Park and the creation of a new Spring Street promenade. Following the submission, the Master Planning Group began the third phase of public engagement.

Between August and November 2020, the Master Planning Group hosted ten Walking Tours of the site, which had a total of 40 participants. In response to feedback received from presentations to the Community Planning Advisory Committee (CPAC) and Council, the Master Planning Group submitted a supplement to their original application in April 2021 which refined aspects of the proposed concept.

In May 2021, the Master Planning group contracted Happy City as consultants to conduct a Wellbeing Audit of the plan, which involved a workshop with six (6) members of the public. In July 2021, the Group hosted a third round of two virtual Community Open Houses to present the supplementary submission and to solicit feedback.

Date	Project	Type of Engagement	Number of Attendees
July 23, 2020	Moody Centre TOD	Project Website Updated with Full Application Booklet	N/A
July 24, 2020	Moody Centre TOD	E-blast to Mailing List re: Application Submission and Website Update <i>(300+ on the mailing list - 71%/192 people opened)</i>	192 opened messages
August 18, 2020	Moody Centre TOD	E-Blast to Mailing List re: Community Walking Tours <i>(350+ on the mailing list - 67%/ 227 people opened)</i>	227 opened messages
October 6, 2020	Moody Centre TOD	E-Blast to Mailing List re: Launching Additional Walking Tour Dates <i>(350+ on the mailing list - 53%/ 190 people opened)</i>	190 opened messages
August – November, 2020	Moody Centre TOD	Moody Centre TOD Walking Tours <ul style="list-style-type: none"> <li>Ten (10) tours conducted</li> <li>40 attendees total</li> </ul>	40 participants
September 29, 2020	Moody Centre TOD	Presentation to the Tri Cities Chamber of Commerce	11 participants
July 6 and 8, 2021	Moody Centre TOD	Two (2) Community Open House s <ul style="list-style-type: none"> <li>Advertised in the Tri City News (twice)</li> </ul>	83 participants



		<ul style="list-style-type: none"> <li>• Mailed to 8,033 addresses in the community</li> <li>• 83 people attend the two Community Open Houses</li> <li>• 94 questions and comments were received</li> </ul>	
July 15, 2021	Moody Centre TOD	Happy City Wellbeing Audit <ul style="list-style-type: none"> <li>• Co-creative workshop with six (6) members of the public</li> </ul>	6 participants

Over the course of 3-years of pre-application community engagement, the efforts undertaken have reached thousands of people in the community and solicited valuable feedback that has directly informed both the Master Plan and OCP Amendment for the Moody Centre TOD Station Area, and PCI’s subsequent proposal for their properties at 60 Williams Street and 3006-3020 Spring Street, in Moody Centre.

Appendix B are detailed summaries of the TOD Engagement.

The remainder of this report will address the additional community engagement undertaken for PCI’s Spring Street Rezoning and OCP Amendment Application.

## PCI SPRING STREET COMMUNITY ENGAGEMENT

MARCH 2023 - ONGOING

### CONSULTATION PURPOSE:

Leading up to and following PCI’s Rezoning Application submission for their Spring Street site (made in July 2023), and building on the robust engagement program executed by the Moody Centre TOD Planning Group, Pottinger Bird identified and reengaged key community stakeholders to:

- Provide information about the preliminary proposal for PCI Spring Street and opportunities to participate in the public consultation process,
- Solicit input from the community on the proposal, particularly as relating to the public realm, the community benefits, and the vision for the Moody Centre neighbourhood,
- Respond to questions about the project and the application process.



*Above: the site is centrally located in Moody Centre, steps away from Moody Centre Station.*

Please find more information below on the methods undertaken.

## COMMUNITY ENGAGEMENT METHODS:

### PROJECT WEBSITE & EMAIL ADDRESS [launched July 5, 2023]

Pottinger Bird drafted a website outlining the preliminary plans for PCI Spring Street, that included the project vision, an overview of project details, how the proposal reflects the Official Community Plan, highlighted the various project benefits, and where and when interested parties would have opportunities to provide input. The website can be found at [www.pcionspring.com](http://www.pcionspring.com) and screenshots have been provided in **Appendix C**.

With the project website, a dedicated project email was established. The email address is [info@pcionspring.com](mailto:info@pcionspring.com). The email has received one (1) inquiry via the email address and responded to it.

To date, the Project Team has received 21 inquiries via the online web comment portal.

## NOTIFICATION OF REZONING

In order to ensure that, where possible, all neighbours were made aware of the Rezoning and OCP Amendment Application, the Project Team mailed a postcard on August 22, 2023 with the project website and contact details for the Project Team. The postcard was mailed to 3,139 in the Moody Centre area.

Appendix D provides a notification of the flyer mailed to the community, the proof of mailing from Canada Post, and a radius map.

#### EMAIL TO MAILING DATABASE

In addition to the notification of rezoning postcard, the Project Team sent an email on July 12, 2023 to the existing Moody Centre TOD Planning Group database, established through the lengthy consultation period, with details of the application and website. The email was clear to offer recipients the opportunity to unsubscribe from this mailing list should they not want to receive emails from PCI. The mailing list contains 462 individual email addresses.

#### COMMUNITY PRESENTATIONS AND INDIVIDUAL BRIEFINGS

In September 2023, Pottinger Bird reached out to the following organizations with an invitation to meet with the applicant team to learn more about the project through a visual presentation and ask questions.

- Moody Middle Parent Advisory Committee
- Moody Elementary Parent Advisory Committee
- Port Moody Heritage Society
- Environmental Stewards (Mossom Creek Hatchery, Burrard Inlet Marine Enhancement Society, Port Moody Ecological Society)
- SHARE Family + Community Services Society
- Landlord BC
- Port Moody Seniors Friendship Society
- Port Moody Rotary
- Port Moody Arts Centre
- HUB Cycling Committee (Tri Cities)
- The George Strata
- Sonrisa Strata

As a result, Pottinger Bird received six (6) responses. High level summaries of these meetings are found below.

##### *Meeting with the Environmental Stewards [SEPTEMBER 21, 2023]*

Five (5) members of the Project Team met with five (5) members from a cross section of local environmental stewardship organizations to discuss the project details and in particular, the daylighting of the creek. These organizations included: Burrard Inlet Marine Enhancement Society Mossom Creek Hatchery and Burke Mountain Activists. The meeting took place at the Mossom Creek Hatchery.

##### **Key Takeaways:**

- **Public Interactions with the Creek:** Consider additional signage, with help from Mossom Creek Hatchery and a viewing platform that allows sight over the riparian area into the creek, and pathways where possible. Consider a resident steward group to assist in maintaining the creek.
- **Environmental Initiatives:** Consider the Dark Sky Initiative.

- **Public Art:** Many consider Port Moody the City of Nature, in addition to the City of the Arts. It was suggested to consider natural elements in the public art component of this project (such as fish lifecycle, birds, etc.)
- **Materials:** Consider using flexi baffles and enhancing the creek when needed with additional water volume, wells, and swells.

*Meeting with the Seniors Friendship Society [OCTOBER 24, 2023]*

Four (4) members of the Project Team met with approximately 27 members of The Seniors Friendship Society to introduce the project details and request input on the public space and safety concerns for seniors.

**Key Takeaways:**

- **Tourism:** It was suggested that this plaza was an opportunity make Port Moody a destination. Consider extensive programming for the plazas to help enhance this opportunity.
- **Connectivity:** Consider a surplus of accessible parking spaces, a separate bike lane and pedestrian zone.
- **Public Realm:** Consider colourful, durable, stable, destruction proof, comfortable, weather resistant street furniture.

*Meeting with Port Moody Arts (PoMoArts) [NOVEMBER 14, 2023]*

Two members of the Project Team met with approximately five (5) members of PoMoArts to introduce the project details and request input on the artist space, public space, and public art.

**Key Takeaways:**

- **Support for Artist Studios:** Request to consider a transparent process for management and selection of operator.
- **Building Façade:** Support for including public art into the façade.
- **Grocery:** Support for second level grocery space allowing an animated streetscape and smaller scale retail.

*Meeting with HUB TriCities [DECEMBER 5, 2023]*

Two (2) members of the Project Team met with three (3) members of HUB TriCities to request input on the public realm, the cycling network and connectivity, and to provide a general overview of the project.

**Key Takeaways:**

- **Public Realm:** It was suggested to increase the amount of car share. HUB members appreciated the extension of Golden Spike Lane as it will divert busy and heavy traffic away from Spring to increase the safety of the pedestrian and bike pathways. HUB appreciated that the sidewalk width would be increased through this process.

- **Bicycle Infrastructure:** Increased security around bike rooms is always appreciated. The existing security systems in place were sufficient, as were the increased numbers of cargo bike spaces.

*Exchange with Strata President, The George [SEPTEMBER 2023 – JANUARY 2024]*

Pottinger Bird reached out to the President of The George Strata as an immediate residential neighbour with an offer of meeting to learn more about the redevelopment proposal. In lieu of a formal meeting, the President requested materials on the project. Pottinger Bird shared the Open House Display Boards and noted should they ever want to have a meeting or if they had any questions, not to hesitate getting in touch with the Project Team.

*Meeting with Sonrisa Strata [JANUARY 10, 2024]*

Two members of the Project Team met with approximately seven (7) members of the Sonrisa Strata Council to introduce the project details and request input on the project in general and the public realm.

**Key takeaways:**

- **Golden Spike Lane:** Inquiries regarding whether it will be one lane or two; will it connect to their portion of the Lane? It was noted that it's currently used by travelers to avoid traffic congestion on St. Johns during peak rush hour.
- **Grocery:** Support for a grocery store within walking distance.
- **Revitalization:** Welcoming of general regeneration of the TOD area.

## COMMUNITY OPEN HOUSE [NOVEMBER 15, 2023]

The applicant team hosted an in-person Community Open House on Wednesday, November 15, 2023, to introduce the redevelopment concept to the broader public, receive feedback, and answer questions from the community. The Open House was guided by City requirements in terms of notification, online presence, open house layout and project information presented. Members of the community were invited to provide comments on the proposal in-person onsite at 3006 Spring Street, Port Moody.

54 members of the community attended the in-person Open House with 22 hard copy comment cards received. Of the 22 comment cards received, we have determined that 9 shared neutral comments on the proposal, and 13 provided supportive comments on the proposal.

**Appendix E** provides a report on the Open House and the feedback received.

## ONSITE ACTIVATION

In an effort to build awareness of the proposal and showcase its various offerings, it's close proximity to transit, the Project Team endeavored to activate the site through community partnerships.



### PORT MOODY ART SHUFFLE (JUNE 23, 2023)

The “Spring St. Studios”, the name for the site as it’s currently utilized by local artists, was a venue on the Art Shuffle. PCI provided refreshments for both artists and festival goers. PCI invested in transforming the underutilized , derelict warehouse spaces (currently onsite) into low-cost artist’s studios with 18 tenants

A copy of the Art Shuffle Brochure (2023) can be found in **Appendix F**.

### SLAUGHTERHOUSE/DALLAS CREEK “COMING HOME” MURAL (July 29 + 30, 2023)

To illustrate the scale of the creek daylighting that would be achieved through this project, and to educate the local community on the history of the waterways and its potential for renewal, PCI contracted local Tri Cities artist Melissa Burgher to lead a community painting event. Members of the public and local art community were invited to participate in the painting of the mural. Approximately 100 volunteers attended and completed the mural over the weekend on July 29 and 30, 2023.



*Above: Images of volunteers painting, and an aerial image illustrating the final completed mural.*

Following the completion of the mural, PCI installed a permanent sign to inform passersby of the mural, its purpose, and its meaning.

**LEARN ABOUT THE SPRING STREET MURAL:**

*Coming Home*  
BY MELISSA BURGHER

**PCI DEVELOPMENTS**  
PCI-GROUP.COM



On July 29 and 30, 2023, PCI Developments commissioned local Tri-Cities artist Melissa Burgher, with the help of many volunteers, to complete this 2,300 square-foot mural. Melissa designed the mural to depict the life stages of the coastal cutthroat trout, starting from eggs to sac fry, to fingerlings, and then as mature adult fish. As the fish grow and change, the trout find their way to the sea (indicated by bull kelp) — the Burrard Inlet.

The daylighting and re-naturalizing of this local creek has been a long-established community priority in local policy, including the Port Moody Official Community Plan. PCI is proud to play our part in daylighting this key section of Dallas/Slaughterhouse Creek through our redevelopment plans for this unique place in the community, continuing the good work already undertaken south of St. John's.



Scan the QR code to learn more about how this creek will be daylighted in the coming years as part of PCI's Spring Street project.



### INTERIOR MURAL (NOVEMBER 15, 2023)

PCI contracted local artist Angie Quintanilla Coates to produce a mural in the interior warehouse space of 3006 Spring Street (onsite). An image of the mural can be found below.







## **APPENDICES**

Appendix A – Summary of cumulative consultation for TOD Master Plan and PCI Spring Street

Appendix B – Engagement Summary for TOD Master Plan

Appendix C – Screenshots of project website

Appendix D – Notification of Rezoning Details

Appendix E – Open House Report

Appendix F – Art Shuffle Brochure