



MEDIA KIT PROJECT BACKGROUNDER

Green on Queensbury

707, 733 & 747 Block East 3rd Street, North Vancouver
On Moodyville Park between Moody Ave and Queensbury Ave

Overview: Green Shoots Grow in Soon to be Revitalized North Vancouver Neighbourhood

Qualex-Landmark™ is announcing its return to Metro Vancouver's North Shore. This time, Qualex-Landmark™ is proud to be one of the first residential developers to lay down its roots in the soon-to-be revitalized Moodyville neighbourhood in the City of North Vancouver. Spanning the entire 700 block of East 3rd Street at the foot of Queensbury Ave, **Green on Queensbury** will be a large-scale residential community providing a variety of new housing options and significant landscape enhancements. **Green on Queensbury** will encompass a rare mix of contemporary west coast architecture and natural beauty with exceptionally-designed one, two, and three bedroom condos and park-front townhomes. **Green on Queensbury** is the newest addition to the Qualex-Landmark™ group's portfolio of award-winning communities.

Moodyville Park: Centerpiece for a New Community

Green on Queensbury is nestled on the historic and soon to be revitalized Moodyville Park which is located on a hillside between the Low Level Road and East 3rd Street. Moodyville Park is a natural green space with historical boards and markers way-pointing Moodyville's past. The irregularly-shaped park includes a children's playground, a few pockets of greenspace and some non-formalized hiking and biking trails. Some of the parkland is encumbered by a large tired rental building, an underutilized vehicular lane, or impeded by uninviting invasive plant species (Blackberry bushes) and steep slopes. Currently unwelcoming and underutilized by the public, significant revitalization of Moodyville Park is now on the horizon stemming from the proposed **Green on Queensbury** residential community.

A Contribution to the Community - An Exchange of Property

Given the anticipated population growth around Moodyville Park, Qualex-Landmark™ and the City of North Vancouver are collaborating to capitalize on a rare opportunity that is to result in the extensive overhaul of Moodyville Park for the benefit of the community. Such a benefit is attributable to a recently completed Moodyville Park Master Plan and land exchange between the City and Qualex-Landmark™ at no net cost to the City. The successful outcome of this public planning process will result in the closure of an underutilized lane and the removal of the City-owned dilapidated 4-plex rental building to create a more level, larger (by approx. 25,000 sf) and more usable public parkland. It is anticipated that an expanded Moodyville Park with new passive and active programming, historical commemorations, public art and new connections, will transform this underutilized greenspace into one of the North Shores most valuable and well used public parks.



For over a year, a Council appointed Moodyville Park Task Force was mandated to oversee the Park Master Plan process and solicit public and stakeholder input through workshops and public open houses. With the Moodyville Park Master Park Plan process completed and approved by Council, the next step is the implementation of resulting park improvements in accordance with an approved budget of roughly \$3.2-millions.

A Well-Connected Neighbourhood

The remainder of the park is shared with a section of the new Spirit Trail that connects the North Shore's natural amenities with Lower Lonsdale's entertainment and cultural hub, Shipyards Pier and public market. To the east, the Spirit Trail links up Main Street's shops, services and amenities such as Park & Tilford Gardens, several strip malls, home improvement stores, and MEC's flagship North Vancouver store. This multi-use walking pathway will eventually run the entire length of the North Shore from Deep Cove to Horseshoe Bay.

The [Green on Queensbury](#) proposal has catalyzed the implementation of a pedestrian/cycling greenway to connect the Green Necklace located at East Keith down Queensbury Ave to cross East 3rd Street and into Moodyville Park connecting to the Spirit Trail. The Green Necklace is "a proposed urban greenway encircling the urban centre of the City. It will link parks, public spaces and natural habitats and provide safe alternative transportation options and recreation opportunities for people of all ages and abilities. It will also provide important connections to other trail systems and bicycle routes in the City such as the Ravine Trail System and the North Shore Spirit Trail" (source: City of North Vancouver).

This multi-purpose greenway will also connect the Spirit Trail and [Green on Queensbury](#) four blocks north to the quaint local commercial village on Queensbury Ave. where you'll find everything from a British butcher shop, organic produce to a bagel shop, café and restaurants.

Developer Risk for Community Benefit

At a neighbourhood scale, the Moodyville redevelopment area anticipates approximately 1,900 new attached homes, an expanded and improved Moodyville Park, improved urban greenways, multimodal streetscapes, future rapid transit, and the extension of (LEC) Lonsdale Energy Corporation's district energy system.

[Green on Queensbury](#) adheres to the existing zoning regulations (RM-2 zone) and (OCP) Official Community Plan land use designation (Residential Level 5, medium density). The special Rezoning and OCP Amendment process now completed for [Green on Queensbury](#) was triggered by a land exchange meant to benefit the community. While Qualex-Landmark™ had the option to solely pursue a development permit for a slightly reduced project scale that would bypass a complicated Rezoning and OCP Amendment process, the prospect of a significantly improved Moodyville Park to benefit the community was an opportunity worth pursuing despite the risk. Such a risk encompassed the pre-purchase of two single family homes within the 800 Block of East 3rd Street at a premium cost to Qualex-



Landmark™. These homes would form the basis for a land exchange with the City of North Vancouver to increase the size and improve the shape of Moodyville Park. An integral component of the land exchange involved the creation of a Moodyville Park Master Plan. All consultants' fees and costs were borne by Qualex-Landmark whether or not Council would have approved the Park Master Plan and regardless of the outcome of the rezoning and/or OCP amendment process. Council approval of the Green on Queensbury project has enabled the City to collect approximately \$5-million in Community Benefit Contributions and Development Cost Charges for the benefit of the community.

Sustainability

Green on Queensbury has been designed to incorporate many sustainable strategies and is targeting **LEED (Gold) for Homes – multi-family mid-rise green building standard**. This green rating system was developed to measure the sustainability of mid-rise residential projects. It measures the overall sustainability performance of a building in eight categories: Innovation & Design; Location & Linkages; Sustainable Sites; Energy; Water Efficiency; Materials & Resources; Indoor air quality; and Awareness & Education.

Green on Queensbury will also connect to Lonsdale Energy Corporation (LEC) which will utilize district energy. LEC provides hot water circulated through underground piping and mini-plants to provide heating to the project. For more information: www.lonsdaleenergy.com.

Moodyville—Birthplace of North Vancouver

Moodyville Park commemorates the very spot where North Vancouver's first European settlers worked and lived. Attracted by the bountiful old growth forests and the rushing power of nearby Lynn Creek, colourful American entrepreneur Sewell Moody purchased a sawmill on the north shore of Burrard Inlet in 1865. Massive beams cut from cedar, hemlock, and fir were logged and then shipped to exotic countries like Peru, Australia, China, and Great Britain.

Similarly, the men who worked in Moodyville - named by a schoolteacher in 1878- included a wide variety of immigrants as well as aboriginal First Nations who were the traditional settlers. In its heyday, Moodyville was a thriving company town where the Fourth of July was even celebrated, paying homage to Moody's American heritage —the community was ahead of its time, boasting a school, community hall, general store, library, and even hosted the first Christian church service.

Moodyville was technologically advanced as well, connected to New Westminster by telegraph lines and, thanks to energy provided by nearby creeks, the North Shore's very first electric street lights. Other sawmills and industrial activity on the North Shore eclipsed Moodyville.

MEDIA CONTACT

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