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Development Review, City of Ottawa
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**RE: Public Consultation Strategy
Official Plan Amendment
6070 Fernbank Road, and 5993 and 6115 Flewellyn Road
File: D01-01-24-0024**

1.0 Introduction

We are the planning consultants for Caivan (Stittsville South) Inc. and Caivan (Stittsville West) Ltd., (the "Owner"), the owners of the lands known municipally as 6070 Fernbank Road, and 5993 and 6115 Flewellyn Road. This Public Consultation Strategy was prepared in support of Official Plan Amendment (OPA) D01-01-24-0024.

The purpose of this memo is to outline the Owner's strategies for facilitating engagement with the general public. Furthermore, it addresses the City of Ottawa's Terms of Reference for the Public Consultation Strategy, which includes the Owner's purpose of consultation, key messages, desired outcomes, scope of consultation, audience, list of matters to be addressed, communication and consultation strategy. In accordance with the Terms of Reference, this memo is subject to amendments, in collaboration with planning staff, as required throughout the progression of the public consultation process.

2.0 Purpose of Consultation

In consulting with the public, the Owner seeks to accomplish several objectives:

- **Sharing Information** about project details and updates to keep the public informed.
- **Fostering Communication** between all interested persons and groups within the community.
- **Building Partnerships** through facilitating input and feedback from the public.
- **Analyzing Feedback** to identify and understand the essence of public input and feedback.
- **Translating into Action** the results of feedback analysis into the project, where appropriate.

- **Reporting Back** to the public with the outcome of the consultation strategy.

3.0 Key Messages

The Owner has a number of key messages that it wishes to deliver to the public through the consultation process. These messages not only intend to provide clarification about the project but also serve as a catalyst for fostering dialogue about various aspects of the proposal. Through this open dialogue we can explore the following:

Proposed Project

The proposal is required to permit a mix of residential dwellings including single-detached, standard townhomes and stacked townhomes generating approximately 1,439 residential units.

Area and Policy Context

The subject site is located within the Category 1 – Future Neighbourhoods Overlay on Schedule C17 of the City of Ottawa Official Plan. An Official Plan Amendment (OPA) application is required to remove the Future Neighbourhoods Overlay designating the lands as Neighbourhood.

Public Realm/Benefits

The proposal will be of high quality architectural design especially at corner lots and gateways with high visibility. Three new public parks are proposed and are strategically located adjacent to the hydro corridor for better connectivity and accessibility to the surrounding neighbourhood.

4.0 Scope of Consultation

The scope of the public consultation strategy contemplates two key areas of impact; a proximal impact area and a neighbourhood impact area:

Proximal Impact Area

The Proximal Impact Area is defined by an approximate 120 metre radius calculated from the lot line of the subject site outwards. This generally includes Hickstead Way and Parade Drive to the north and Poplarwood Avenue to the west. The Proximal Impact Area takes into account that residents and community groups within the immediate vicinity of the subject site may have greater interest in the development of the site. As such, those potentially impacted by the proposal in the Proximal Impact Area may require a higher level of strategic engagement.

The boundaries for this impact area were derived from the City's requirements that support a Proximal Impact Area of 120 metres.

Neighbourhood Impact Area

While the proposal is not anticipated to have direct neighbourhood wide impacts, defining the Neighbourhood Impact Area is important for considering the demographic profile of the surrounding area and as to how the proposal fits within that context. The proposal is located within census tract 0151.08 as defined by Statistics Canada, 2021. The census tract is generally bound by Abbott Street West and Fernbank Road to the north, Eagleson Road to the east, Flewellyn Road to the south and Walker Road to the west.

5.0 Audience

The data in **Table 1** below is comprised of 2021 Statistics Canada Census Population data.

Table 1 - 2021 demographic of Census Tract 0151.08, City of Ottawa

Indicators	Census Tract 2021
Population	14,304
Age	
0-17 years	3,950
18-64 years	8,835
65+ years	1,515
Home Language	
English	8,675
French	965
Other language	3,770
Multiple Languages	880

The CCP consists primarily of English-speaking residents of the working age (ages 18-64).

In order to achieve a meaningful public engagement process, the consultation strategy will target various audiences and stakeholders to facilitate and foster participation across all segments of the community within the Proximal and Neighbourhood Impact Areas which include, but are not limited to, the following local stakeholders:

- Business owners;
- Interested neighbouring residents and other associations; and
- Councillor Glen Gower and Staff.

6.0 List of Matters to be Addressed

To ensure a comprehensive public consultation strategy, a coherent and concise list of matters will be utilized throughout the process. The list will be continuously updated by the Owner's consultant as the application advances and will be made available to the public. As of the date of this memo and subject to input from City staff, the following items comprise the Owner's list of matters to be addressed during public consultation:

- Description of the proposal
- Urban design and built-form features
- Pedestrian, parking and traffic matters
- Public realm improvements
- Natural Environment
- Development Servicing
- Development process and timeline
- Consultation strategy: process, methods, and opportunities
- Reporting of consultation outcomes

7.0 Communication & Consultation Strategy

The Owner's engagement methodology will be organic in nature, whereby processes will be customized to accommodate and cater to the various needs of participants where possible. This approach recognizes that each participant may have unique preferences as to how best to cultivate their engagement. Notwithstanding the fluidity of the communication and consultation strategy, the Owner proposes a General and Targeted engagement methodology to serve as a framework which public input can build upon.

General Engagement Methodology

This engagement process seeks to communicate and engage with a broad audience through various methods including access to consultants, and public meetings. These methods seek to bring awareness to the proposal and provide means for the public to inquire and provide feedback in a manner that is convenient and accessible. Public meetings will be hosted in accordance with the requirements of the City of Ottawa and the *Planning Act*, without precluding the potential for additional meetings as may be deemed appropriate. Notices for these meetings will be circulated to the required area; however, invitation will be extended to all who have expressed interest in the proposal.

Targeted Engagement Methodology

The targeted approach to engagement recognizes that certain participants, for various reasons, may require special attention in the consultation process. These circumstances may require one-on-one meetings and consultation strategies which could require the participation of City staff and/or the local Councillor. The targeted method allows for a more intimate engagement and meaningful consultation process to deal with individualized needs. Special arrangements can be extended to the general public through advertisement or electronic communication updates and will be communicated at public meetings.

8.0 As-We-Heard

Two Public Open Houses were held for the W-4 Urban Expansion Area. Details of the meetings including presentation materials are all found on the City's website at: <https://engage.ottawa.ca/w4-south-stittsville>.

A Public Open House #1 (POH #1) was held on February 29th, 2024, to kick-off the project. A Public Open House #2 (POH #2) was held on July 18th, 2024, where existing conditions and constraints layers were presented, and two preliminary concept plans were presented.

A summary of the feedback received on the proposal and responses are provided in **Table 2** below.

Table 2 – Comment and Response

Comment	Response
What type of housing will be backing onto my home?	We will be proposing the same type of homes backing onto the existing homes (e.g. single family homes backing onto single family homes)
When will construction start?	OPA, Draft Plan and Zoning applications will be filed in August 2024 with approvals anticipated in Q1 2025. Earthworks in Q2/Q3 2025 with servicing starting in Q3 2025. Home construction would start in 2026. These timelines are estimates, and may vary.
Will roads be connected to the turning circles terminating at the property limit?	Yes. Local roads will be constructed connecting to the existing road roadways. Construction traffic will not be permitted on these roads.
Will blasting be required and how will we be informed?	Blasting may be required on the west side of the property. City of Ottawa blasting protocol will be followed which entails notification to homeowners within the prescribed area.
Are there apartments and retail being proposed?	There are no apartments or retail being proposed.
Will there be a buffer between the new development and the existing development at the perimeter of the property?	There will be no buffer provided between the new homes and existing homes. Fencing may be required as a condition of approval.
There will be increased traffic due to the addition of the proposed 1,700 units.	The applicant is required to complete a Transportation Impact Assessment as part of the planning approval process. The assessment will forecast peak and off-peak travel demand and recommend mitigation measures, if required.

9.0 Conclusion

In preparation of this Public Consultation Strategy, the Owner and its consultant team have given significant consideration to what constitutes efficient and meaningful public engagement. The strategy has clear objectives, a targeted audience, a comprehensive methodology to achieve the desired outcomes, built-in flexibility to accommodate for individual needs, and an open and transparent mechanism for strategy evaluation and incorporation. Collectively, these strategies will not only foster public confidence in the Owner's genuine interest in engaging with the public but also perpetuate public confidence in the City of Ottawa's policy on public consultation as a whole.