



BOUSFIELDS INC.
PLANNING | DESIGN | ENGAGEMENT

N|A|T|I|O|N|A|L

PUBLIC CONSULTATION STRATEGY REPORT

**7000 Campeau Drive
Ottawa, Ontario**

**Fall 2019
ClubLink Corporation ULC**

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Job Number 18245

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1.0 INTRODUCTION

This Public Consultation Report has been prepared to outline the engagement process proposed for the application by Corporation ULC ("ClubLink") regarding the subject site Kanata Golf and Country Club, located at 7000 Campeau Drive, Ottawa, Ontario. The current site is owned and operated by ClubLink Corporation as an 18-hole golf course. The proposal includes the introduction of 1,502 new residential units to the property requiring a Zoning By-law amendment and draft plan of subdivision. The new units will be a mix of single detached homes, townhouses, and apartment dwellings.

This report was prepared in collaboration with NATIONAL Public Relations.

Neighbourhood Context.

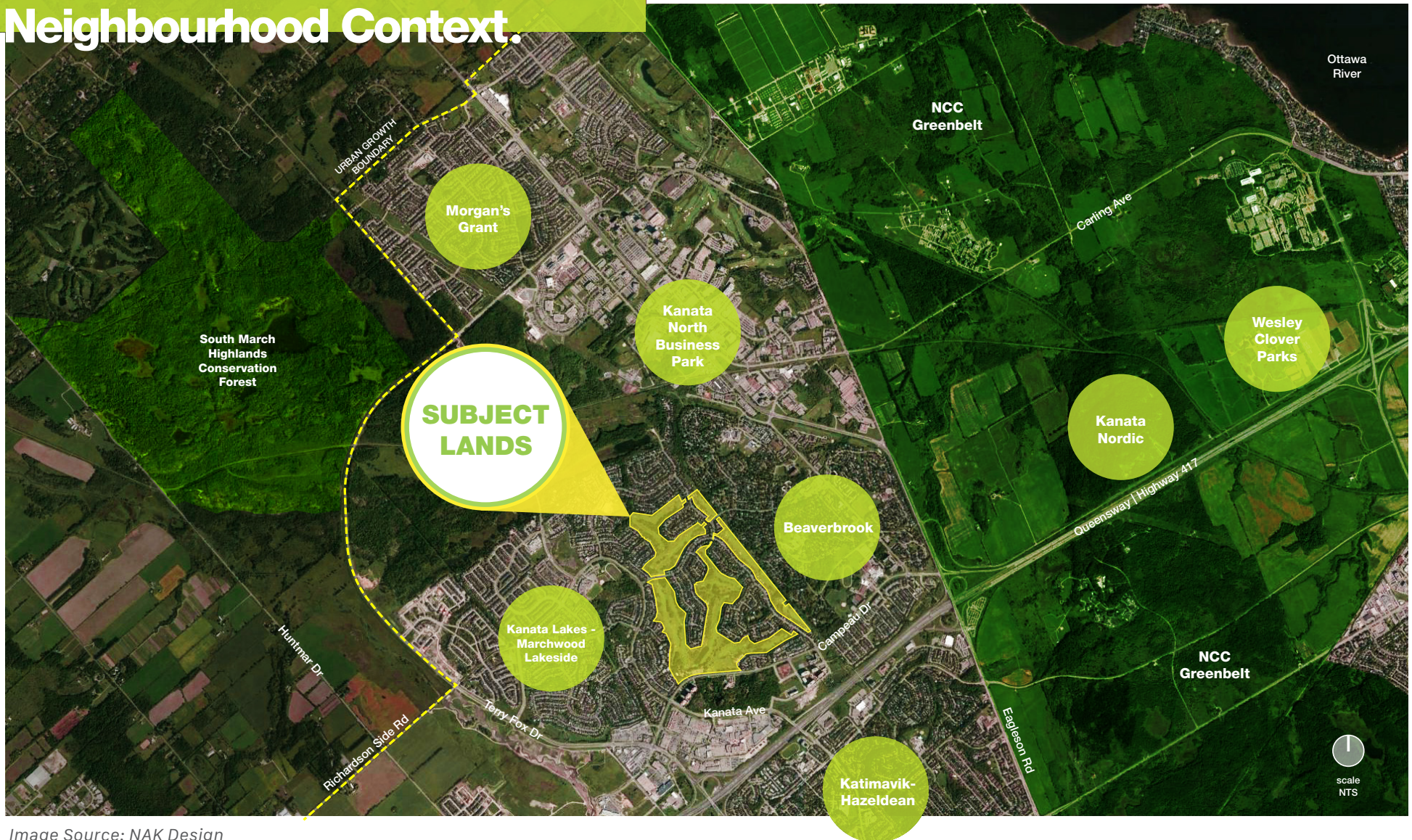


Image Source: NAK Design

2.0 WHAT ARE WE HOPING TO ACCOMPLISH?

2.1 Purpose of Consultation



To listen, learn,
and use what we
hear to make the
project better

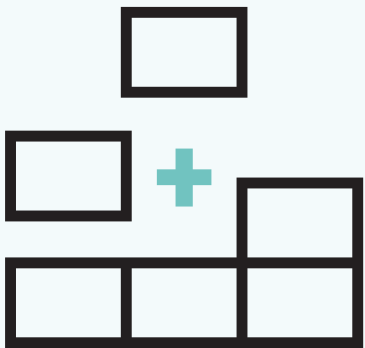
To be a transparent
and valuable source
of information about
the project for the
community

3.0 WHAT IS THE PROJECT?

3.1 Proposal Highlights

ClubLink is pursuing options for an alternative use of the Kanata Golf & Country Club lands. Across Canada, participation levels have declined and people are playing less golf, while operating costs continue to rise. This project is an opportunity to reimagine these lands and develop a plan for a new residential community.

This new concept could include new housing for families and more functional, high-quality public green spaces, available year-round.



1,502
New Residential Units
including:
detached homes
townhouses
apartments

Who is involved?

ClubLink has partnered with Minto Communities and Richcraft Homes, two reputable developers with a long history of building vibrant residential communities.

Subject Site Location

Located in the former City of Kanata, now City of Ottawa, at 7000 Campeau Drive.



545
detached
homes



498
“traditional”
townhouses



88
“back to back”
townhouses



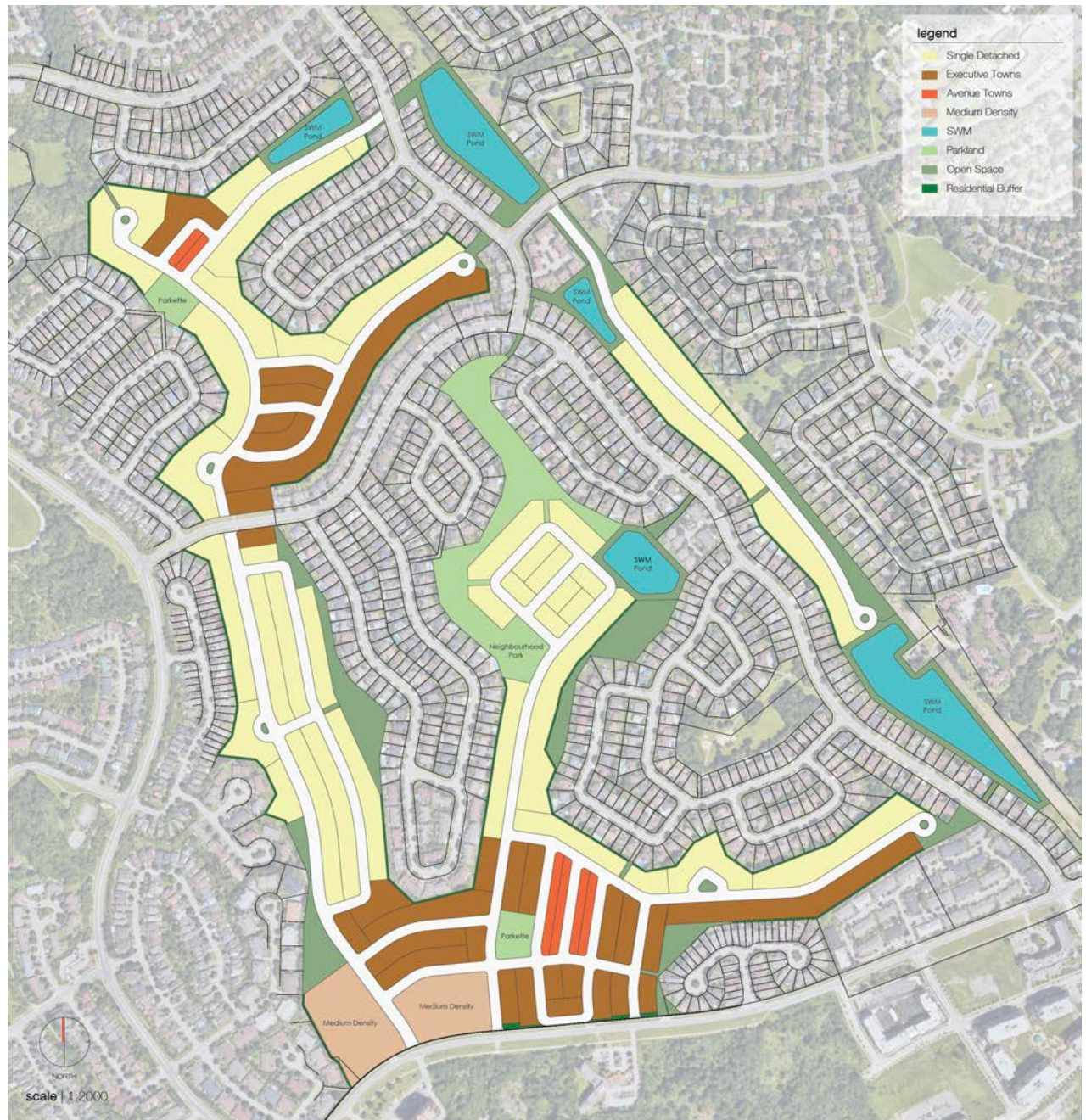
371
apartments

Balance of the lands

- 3 new parks
- 5 stormwater management ponds
- New open spaces
- Landscaped buffers
- New roadways into the subject site

Key Features

- Residential uses that are more dense are located along Campeau Drive
- All existing abutting residential properties are to be lined with either:
 - a park
 - a stormwater management pond
 - open space
 - landscaped buffer
- The redevelopment of the subject site is structured around a series of new road connections that will integrate the site into the existing network
- All existing mid-block connections will be maintained, as are the majority of the existing pathways, so that the subject site provides connectivity throughout the neighbourhood
- A variety of new small open spaces will be provided along the public and private street frontages with landscaping elements



Concept Plan

3.2 Key Messages

This project has a number of key messages, which all aim to provide clarity around the various components of the proposal. If there are additional points of clarification about the project that arise through the consultation process, or as a result of any amendments to the proposal, the Project Team will add them to (and/or adjust) the following list of key messages:



ClubLink's decision to redevelop the Kanata Golf and Country Club opens up new possibilities for the lands.



Appreciating that the community values public green space, the proposal includes 3 new parks as well as numerous "pocket" green spaces, with enhanced landscaping and trails throughout.



The project partners commit to keeping the community informed of their plans, consulting residents in accordance with the City of Ottawa's planning policies and requirements, and using what is heard to make the project better.



Minto Communities, Richcraft Homes, and ClubLink are proposing the introduction of 1,502 new residential units on the site, including detached homes, townhouses, and apartments. The proposal requires an amendment to the Zoning By-law as well as a subdivision plan.



Kanata is part of an exciting, vibrant, and rapidly growing, national capital region. The project partners are committed to applying principles of smart growth to ensure that both current and future residents can enjoy a great quality of life and benefit from new and improved green space and community amenities in this area.

4.0 WHERE ARE WE ENGAGING?

4.1 Scope of Consultation/ Areas of Impact

For the purpose of this proposal we have identified two areas of impact: (1) proximal impact area and (2) community impact area.

Proximal Impact Area

The proximal impact area represents 120 metres surrounding the property. This area was chosen based on the local impacts this change brings to the area. This area includes the groups who will likely take a significant interest in the engagement process, including those living on and surrounding the golf course, likely impacted by construction and the introduction of new residential units.

Community Impact Area

Outside of the proximal impact area is the community impact area, a broader boundary that encompasses those whose immediate day-to-day environments may not change but who may experience changes at the community/neighbourhood-level. The Kanata Lakes Community Association is an example of a group who take a keen interest in the development happening in the area and would be a part of this community impact area.



Aerial 120m

5.0 WHO ARE WE ENGAGING?

5.1 Demographic Profile

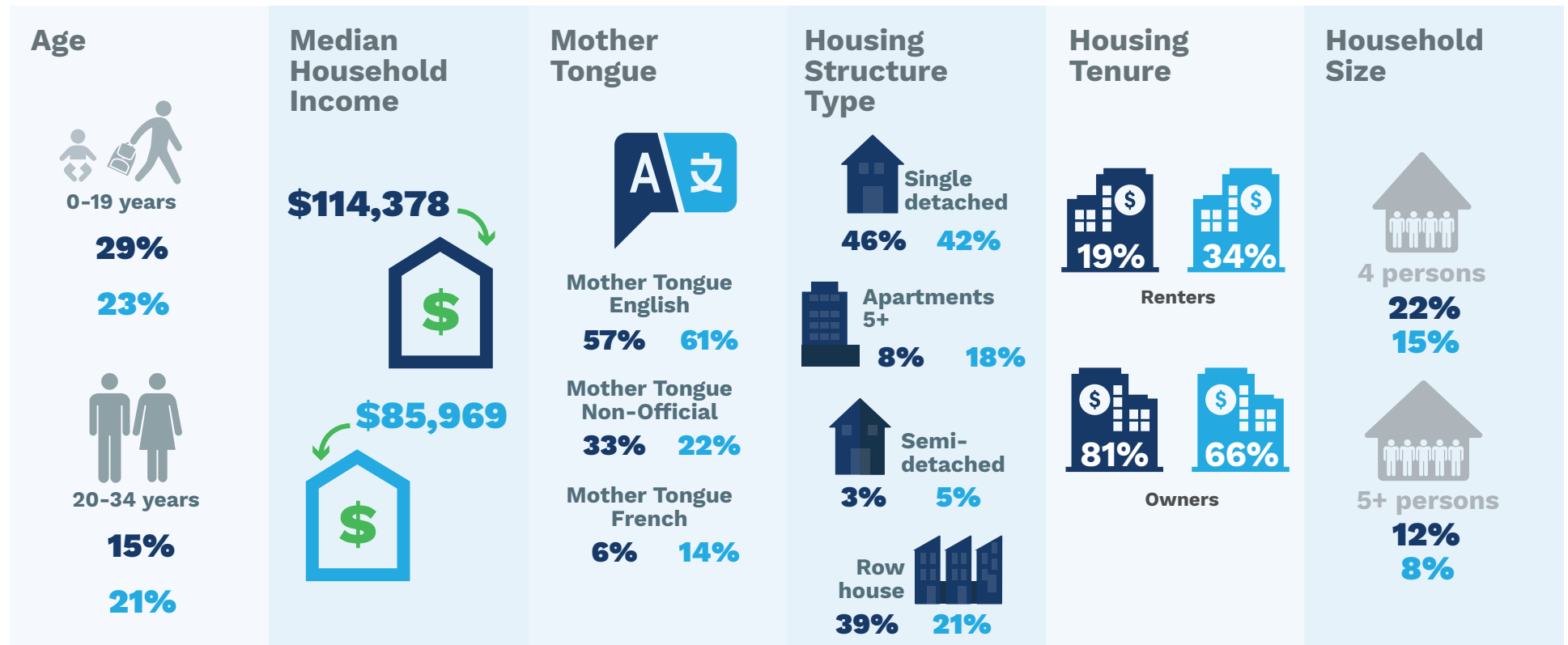
The following section describes in more detail, visually, who the broader community is, and important demographic patterns for the area. This information was used to design the tailored set of engagement approaches. A full breakdown of the demographics of Ward 4: Kanata North and the City of Ottawa can be found in Appendix A.



**Ward 4
Kanata North**



**City of
Ottawa**



The below text describes some of the unique population characteristics, including some of Kanata North's distinct demographic contrasts to the City of Ottawa.



Age: Kanata North has a significantly larger population of children and youth between the ages of 0-19 in comparison to the City of Ottawa. There is also a significantly lower percentage of "millennials" (between the ages of 20-34) living in Kanata North, which is reflected in a number of other population characteristics.



Median Household Income: At \$114,378 Kanata North has a significantly higher household income in comparison to the City median of \$85,969.



Visible Minority: The visible minority population in Kanata North is 12% higher than the City of Ottawa. Furthermore, 33% of the area's mother tongue is a non-official language, whereas only 22% of Ottawa residents mother tongue is a non-official language.



Household Size: The average household size is the same in both Ottawa and Kanata North (i.e. an average of 3 persons per household), however you see a much higher percentage of households with 4 or more persons in Kanata North, again contributing to a more established family-oriented neighbourhood with fewer persons aged 20-34.



Housing Tenure: The previously mentioned population characteristics are also reflected in the tenure of Kanata North, where 81% of residents own their homes, in comparison to the City which only has a home ownership rate of 66%.



Housing Structure Type: The biggest difference in this area in comparison to the City is the percentage of residents who live in row houses, more commonly referred to as townhouses. In Kanata North, 39% of residents live in row houses, whereas in the City of Ottawa only 21% live in row houses. Furthermore, at 18%, a larger number of residents live in apartments that are 5+ storeys in the City of Ottawa, in comparison to Kanata North where this value is only 8%.

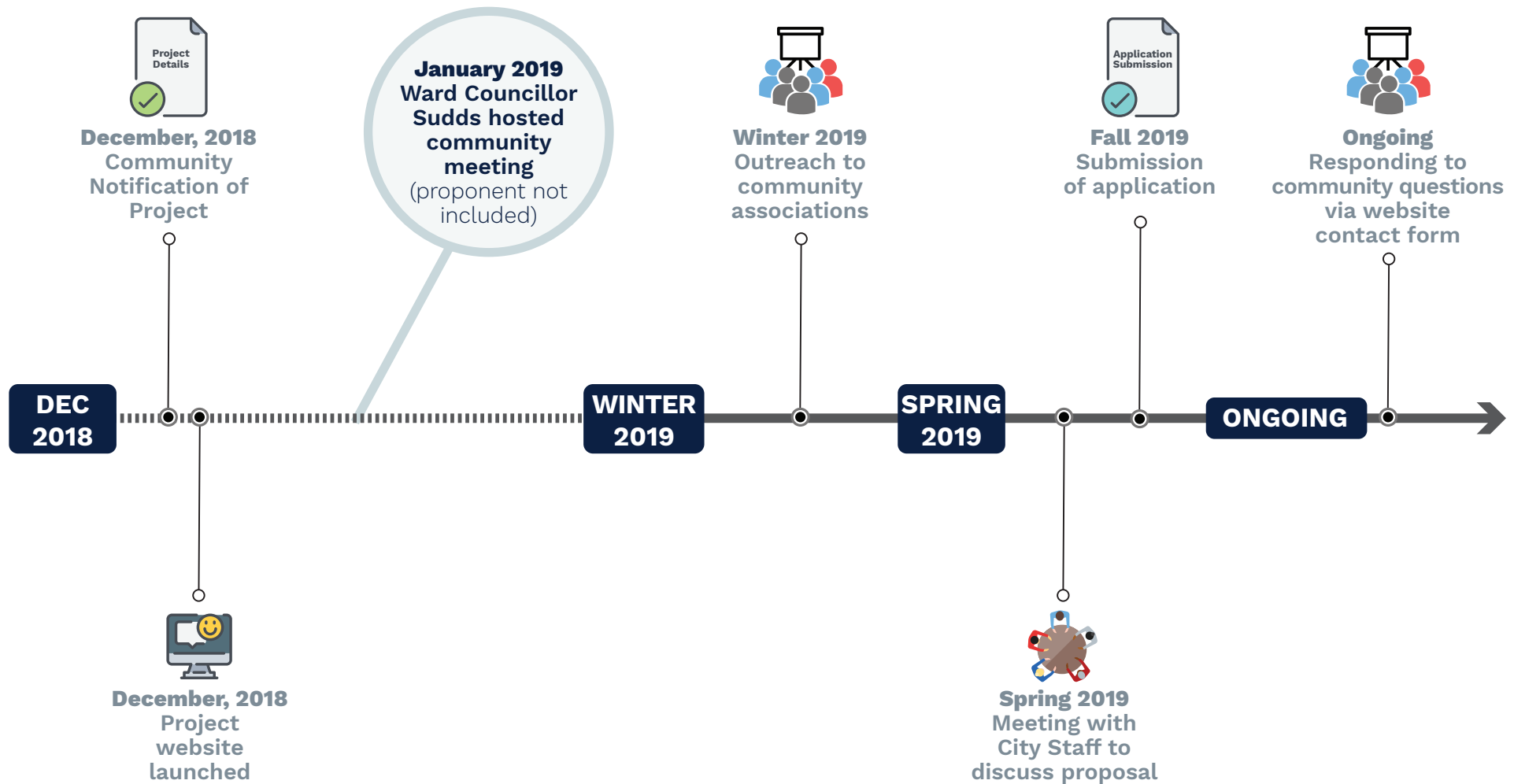
5.2 Target Audience

We have identified a number of stakeholders who likely will take interest in this proposal. Identifying these groups assisted in developing the engagement approaches put forward in this strategy. As we continue to engage with interested parties, this list will grow and approaches will evolve to support a dynamic engagement process.



6.0 STAKEHOLDER OUTREACH?

6.1 Pre-application Consultation



7.0 WHAT WILL WE BE DISCUSSING?

7.1 List of Matters to be Addressed

The following list outlines various topics that may be brought forward for discussion and consultation with regards to the proposal:



**Project
Description**



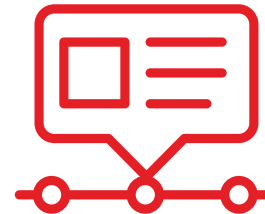
**Design &
Built Form**



Green/Open space



Traffic



**The Development
Process & Estimated
Timeline**

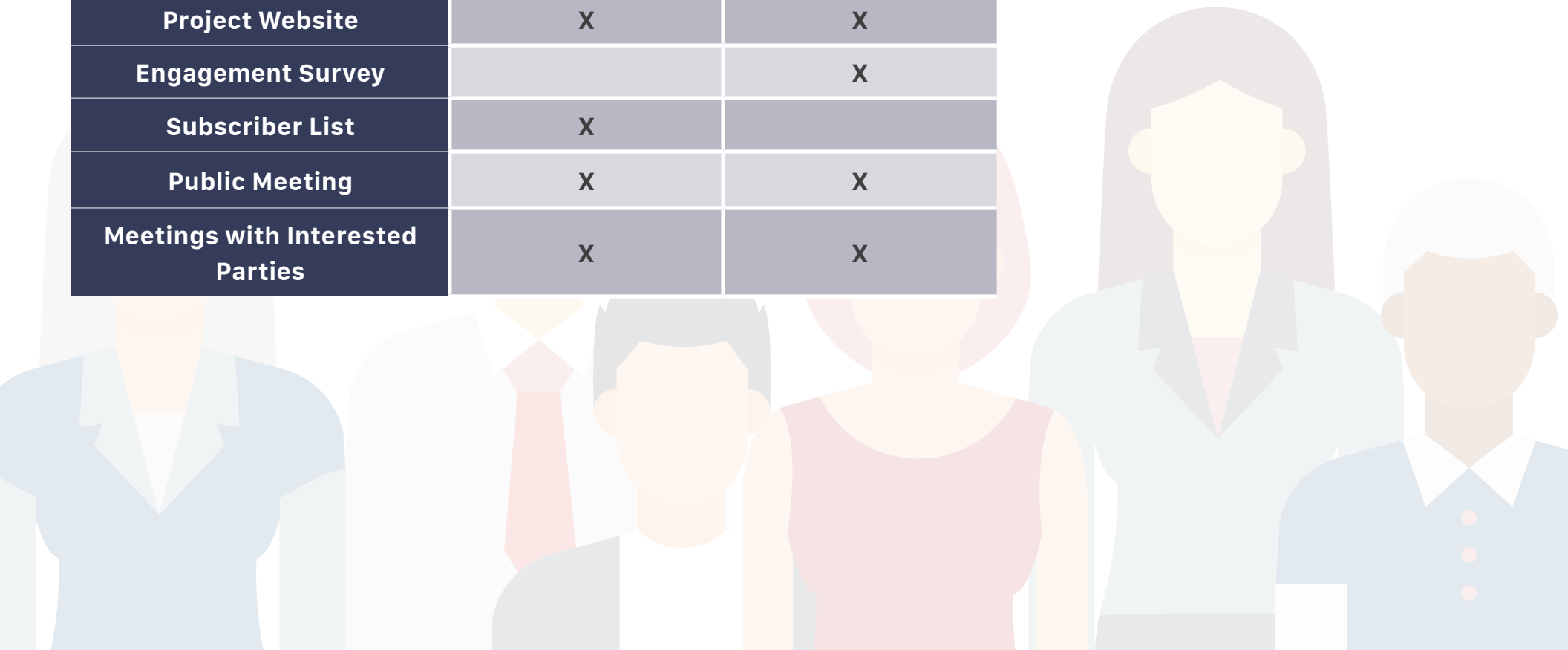
8.0 HOW ARE WE ENGAGING?

8.1 Engagement Approaches

The project partners will communicate and engage the community through a multi-channel approach, both in person and online.

As mentioned in Section 6.2, the following engagement methods have taken into consideration ways of involving a) the broader public and b) specific stakeholder groups:

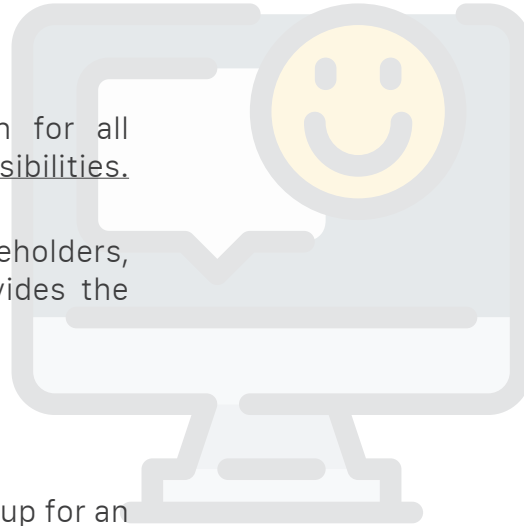
Engagement Approach	Inform	Engage
Project Website	X	X
Engagement Survey		X
Subscriber List	X	
Public Meeting	X	X
Meetings with Interested Parties	X	X



Online Engagement

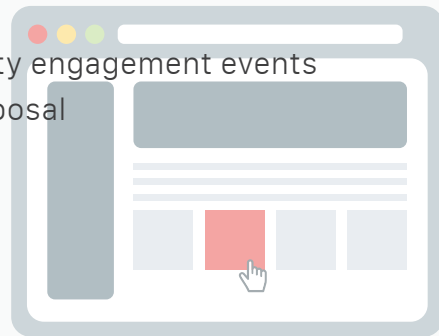
Project Website

- The project website serves as a central location for all information related to the proposal <https://kanatapossibilities.ca/>
- The purpose of the website is to inform residents, stakeholders, and interested members of the public. It also provides the opportunity to:
 - Learn more about the project
 - Be notified about any upcoming meetings
 - Ask questions and provide input
 - Visitors to the site will have the option to sign up for an email update list through the microsite
 - Ask questions, provide comments, and learn more
- Any reoccurring questions/comments that are submitted to the website will be added to the Frequently Asked Questions section of the website



Subscriber List

- Through the project website there is an option to sign-up for project updates; this sign-up feature has begun to build a list of interested parties
- Members of the list will receive email updates with regards to the proposal; these updates may include:
 - Updates to the proposal
 - Major milestones
 - Summaries of community engagement events
 - News related to the proposal



Engagement Survey

- The engagement survey will be hosted on the project website
- The purpose of the survey is to:
 - Consult with community members on how they would like to be informed throughout the process
 - Understand their concerns/questions/feedback
 - Continue to build the contact list of people who wish to be kept informed about the project
 - Gather input on topics such as housing type, public/green space, accessibility, and the guiding principles of the community design overall
- Results from the survey will be used to inform project planning and communications
- Multiple surveys may be conducted through the project website based on feedback from the initial survey



In-Person Engagement

The Applicant will be following the City of Ottawa's development application process outlined below as identified on the City's website:

City of Ottawa Standard Public Consultation Methods

- Once the application is submitted the assigned staff will contact the Ward Councillor and community organizations who have requested pre-consultation. A meeting with the applicant may be requested at this stage
- All application materials will be provided on the City's Development Application Search Tool, designed to give citizens greater access to development applications
- The City of Ottawa is responsible for the production, posting, and maintenance and removal of an on-site sign detailing the application that has been submitted. For subdivision proposals once the details of the community meeting are confirmed, they are also affixed to the sign

A **community information and comment session** is required for all subdivision applications and may be requested for zoning by-law amendment proposals.

- Purpose of this meeting is for staff to work with the applicant, Ward Councillor, community organizations, and the general public to resolve any issues or problems identified with the application
- Notice of application and public meeting will be circulated to all residents living within 120m of the site, community organizations, and the posting of the on-site sign at least 14 days before the meeting

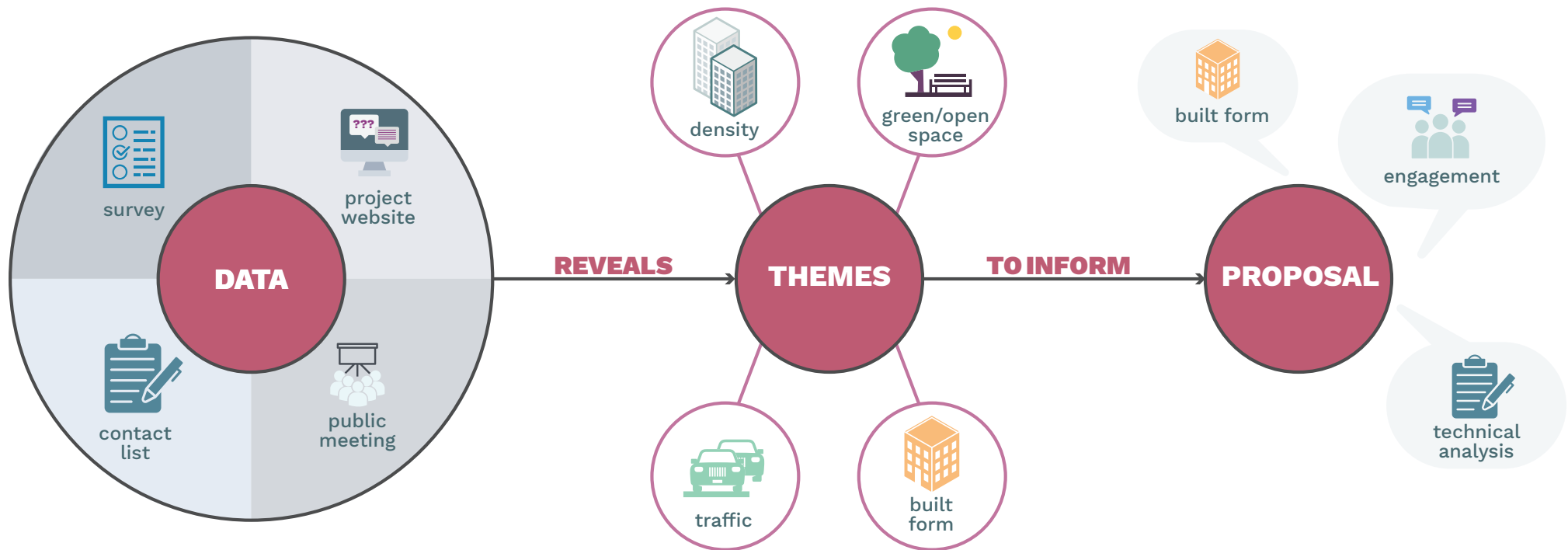


9.0 HOW WILL WE SHARE FEEDBACK?

9.1 Methodology for Evaluating Feedback

Notes, feedback forms, questions, general comments and documentation stemming from the survey, City-led consultations, as well as any comments or feedback directed to the project dedicated email will be synthesized and analyzed to **reveal** recurring **themes and patterns**. Those themes and patterns will **inform the proposal** throughout the application process.

The below figure describes this feedback evaluation process. The data sources outlined below are what have been chosen thus far to solicit feedback and inform the community. A summary will be generated and made available to the public on the project website. This report will allow the community to understand what was said throughout the process and how it evolved with further consultation.



10.0 CONCLUSION

The Project Team is committed to engaging with the community throughout the duration of the proposal. The approach to this component of the project is to ensure that there is an opportunity for members of the public to engage in the process in a manner that is convenient and accessible to them. The process has been developed to allow for a broad range of voices to contribute to the discussion.

APPENDIX A

Demographic Snapshot of Ward 4: Kanata North in comparison to the City of Ottawa

Socio-Economic Indicator		Ward 4	City of Ottawa
Age	0 to 19 years	29%	23%
	20 to 34 years	15%	21%
	35 to 64 years	43%	41%
	65+ years	13%	14%
	Median household income (total)	\$114,378	\$85,969
Mother Tongue	English	57%	61%
	Non-Official	33%	22%
	French	6%	14%
Housing Structure Type	Single-Detached House	46%	42%
	Apartment 5+ storeys	8%	18%
	Semi-detached	3%	5%
	Row House	39%	21%
	Apartment <5 storeys	4%	10%
	Duplex	0%	2%
	Other	<1%	<1%
Housing Tenure	Owners	81%	66%
	Renters	19%	34%
Visible Minority		38%	26%
Household Size	1-person	18%	28%
	2-person	29%	33%
	3-person	18%	16%
	4-person	22%	15%
	5 or more persons	12%	8%
Education	No certificate, diploma, degree	10%	12%
	High school	20%	24%
	Apprenticeship or trades	3%	4%
	College, CEGEP, other	18%	20%
	University below bachelor level	2%	2%
	Bachelors' degree	28%	23%
	University above bachelor level	18%	15%

