

Formal Review and Public Consultation Program

267 O'Connor Street

1

Project Overview

The property owner (Taggart), is proposing to redevelop the subject property with two (2) high-rise mixed-use buildings and a sizeable Privately Owned Public Space (POPS). The area of the POPS is proposed to be approximately 1500m² with frontage on O'Connor, Gilmour and MacLaren streets. The planning applications required for this re-development proposal include an Official Plan Amendment (OPA), Zoning By-law Amendment (ZBLA), and Heritage Permit Application initially with a Site Plan Control Application submitted at a later date.

Due to the height (27+ storeys) of the proposed towers the, "Landmark Building" policy of the Centretown Secondary Plan is applicable. Policy 3.9.5.5 of the Centretown Secondary Plan describes specific criteria for the consideration of a "Landmark Building" and states that prior to considering a proposal for a Landmark Building in Centretown, a formal and rigorous application and review process that includes public consultation shall be developed for consideration by the appropriate standing committee of Council and shall be adopted by Council.

The Formal review and public consultation process detailed below is therefore submitted for your consideration.

Formal Review and Public Consultation Program

The Formal Review and Public Consultation Plan is guided by the overarching principle of ongoing and consistent community engagement and conversation during the entirety of the application process, which is critical to the success of the project. Therefore, the proposed strategy is integrated into the overarching development applications process and will be refined through discussions with City Staff, the Ward Councillor, and the Centretown Citizen's Community Association.

The most important element of a successful Formal Review and Public Consultation Plan is clarity. Fotenn aims to provide user-friendly, plain-language messages throughout the project.

Our public consultation plan includes the following components:

- / A comprehensive list of planned public engagement initiatives including on-line public open house as well as a planned site visit if appropriate and advisable;
- / An approach to ensure inclusivity regarding participants and other community stakeholders;
- / A strategy specifying our approach for engaging and informing citizens through various forms of social media platforms including a project website and online surveys to build project interaction and awareness;
- / A comprehensive management plan to acknowledge, incorporate, and address the submitted public consultation feedback received from all stakeholders,
- / A thorough and project-wide update meeting schedule for Staff and Council.

A series of regular postings will be prepared to keep the public updated on the progress of the project and upcoming opportunities for participation in the process. It is anticipated that all public engagement events and activities will be advertised using the full suite of tools, but that more targeted messaging may be used in certain cases for specific groups.

The approach to public consultation will be based on the following principles:

- / Draw on previous consultation records and make connections between the processes;
- / Produce clear and consistent messaging to effectively inform the public from the outset;
- / Ensure that stakeholders are being educated and informed to allow for meaningful participation in the process;
- / Identify ways of contacting hard-to-reach groups, and provide a variety of options to engage in the process;
- / Ensure public consultation events and methods of providing feedback are inclusive and accessible to people of all ages and abilities;
- / Allow for a balance of formal and informal engagement opportunities, and
- / Make engagement fun and rewarding.

Examples of consultation techniques that have proven successful include:

- / Community walk-about and mapping activities;

- / Workshops and design charrettes, including demographic-specific workshops;
- / Public presentations and open houses; and
- Project websites, social media, and targeted emails.
- / Due to the current challenges for public consultation as a result of the ongoing COVID-19 pandemic Fotenn will endeavour to provide for a full and comprehensive consultation and review process made available online for people to participate.

Work Plan

The proposed Formal Review and Public Consultation Program is detailed below. Generally, the events described are anticipated to occur in order as listed.

1. Pre-Application Consultation Meetings

- The pre-application process which has been previously completed provided the opportunity for Staff, members of the Community Association, and the Project Team to discuss the proposal and to exchange information on development considerations early in the planning process. The pre-application consultation meeting included a review of land use policies and guidelines, zoning information, public consultation, transportation and engineering requirements, and other issues. Importantly, the Centretown Secondary Plan policies regarding “Landmark Buildings” were discussed in detail. Representatives of the Centretown Citizens Community Association were also in attendance to discuss the proposal and provide feedback to the project team.

2. Kick-off Centretown Citizen Community Association (CCCA) Meeting

- The initial meeting with the CCCA will occur prior to the submission of the application package and will provide an opportunity to present the preliminary design of the buildings as well as the public realm. This meeting will aim to establish high-level objectives that the CCCA would like to see implemented in the overall design and layout of the site.

3. Kick-Off Meeting with Ward Councillor

- The Ward Councillor has been involved in on-going discussions regarding building design, site layout, the provision of a substantial at-grade community amenity area and has been engaged to provide guidance on the ongoing public consultation process. Taggart and Fotenn will work collaboratively with the Councillor’s office regarding future outreach and public consultation on this project.

4. Submit Application

- Once formally submitted, the application will be subject to the established and statutory public notification and consultation process which includes signage on the subject property as well as opportunities to submit comment via the City Development Applications webpage or directly to the City Planner assigned to this file.

5. Formal Urban Design Review Panel (UDRP)

- The Urban Design Review Process will be confirmed through discussions with Municipal Staff, the Ward Councillor, the CCCA, and the Panel.
- The initial UDRP meeting will represent an important opportunity to present the proposal to the panel and receive early feedback on the building design and overall site layout including at-grade amenity space in the form of a Privately Owned Public Space (POPS).
- Given the prominence and importance of this project it is anticipated that this application will establish and benefit from an ongoing review that involves a working group consisting of a sub-group of the larger UDRP to review and provide guidance on the application as it evolves.

6. Public Consultation Meeting

- The first public consultation session will occur following submission of the applications and will provide an opportunity for the project team to present the conceptual plans for the site and gather initial feedback on the proposal from members of the community.
- The first engagement session is proposed as a presentation format, featuring a presentation by the Team, with multiple forms of visual media to aid in communication and understanding of the project. Following

- the presentation, attendees will be invited to ask questions about the process and provide input on the land use planning issues facing their community.
- The public consultation meeting will be advertised using multiple modes of outreach to ensure the public is adequately notified of the event and their opportunities to participate (online, email, fliers etc.).
 - Results of the meeting will be summarized in an “As We Heard It” report.
- 7. Design Charrette**
- A Design Charette for the public realm design will be held to ensure community stakeholders are provided the opportunity to contemplate and present their ideas of what that space looks and feels like.
 - The design charette will be advertised using multiple modes of outreach to ensure the public is adequately notified of the event and their opportunities to participate (online, email, fliers etc.).
 - Results of the charrette will be summarized in an “As We Heard It” report.
- 8. Receive and Respond to the First Round of Technical Review Comments from the City**
- The technical review process conducted by City of Ottawa Staff represents a rigorous and comprehensive assessment of the submitted plans and reports. The outcome of this review is a series of comments and feedback on the various aspects of the project to ensure compliance with all relevant and required municipal, provincial, and federal regulations and requirements.
 - The project team will assess the technical review comments received from Staff and provide written response and revise all materials accordingly.
- 9. Centretown Citizens Community Association Check-in (x3).**
- Throughout the formal review process, the project team will host regular meetings/discussions with the CCCA to provide updates and receive feedback as the design and layout of this projects evolves.
- 10. Public Website/ Public survey**
- A webpage will be created to provide information and feedback opportunities to the public. The website will be the hub of all the most current public information related to the project. It will also provide a contact email address for residents and business owners to provide input.
 - A survey will be hosted on the website to provide an opportunity for those not able to participate in formal engagement activities.
 - A paper version of the survey will be made available for those interested members of the public.
- 11. Second Public Meeting**
- The second public consultation meeting will provide an opportunity for the project team to present the revised and updated plans for the site and gather feedback from members of the community. Results of the meeting will be summarized in an “As We Heard It” report.
 - The second public consultation meeting will be advertised using multiple modes of media to ensure the public is adequately notified on the event and their opportunities to participate (online, email, fliers, etc.).
- 12. Public Site Walk-Through.**
- If permitted, the public open house will provide an opportunity to conduct a site-visit and discuss potential design and landscaping approach for the public realm (POPS).
 - The open house would involve visual materials strategically placed throughout the site to provide for a contextual understanding of the proposed plans for the POPS.
 - The public site walk-through will be advertised using multiple modes of outreach to ensure the public is adequately notified on the event and their opportunities to participate (online, email, fliers, etc.).
- 13. Ward Councillor Check-in**
- Prior to finalizing the plans, it is proposed that Fotenn will host a meeting with the Ward Councillor to provide an update on any revisions or alterations and to gain their feedback.
- 14. Receive and Respond to Second Round of Technical Review Comments from the City (If required).**
- The project team will assess the technical review comments received from Staff and provide written response and revise all materials accordingly.
 - Once complete, the proposal will be scheduled for a public hearing at Planning Committee.

15. Planning Committee Meeting & Heritage Committee Meeting – Statutory Public Hearing

- When ready, the application will be presented and considered at Planning Committee. This process will involve the opportunity for public delegations to present their position on the application. The project team will also attend to present the proposal and answer any questions posed by City Councillors on Planning Committee.
- The City of Ottawa Planning Committee will then make a recommendation to City Council.

16. City Council Meeting

- Ottawa City Council will ultimately consider and decide on the proposal.

APPENDIX A: PROPOSED CONSULTATION STEPS

