



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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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.

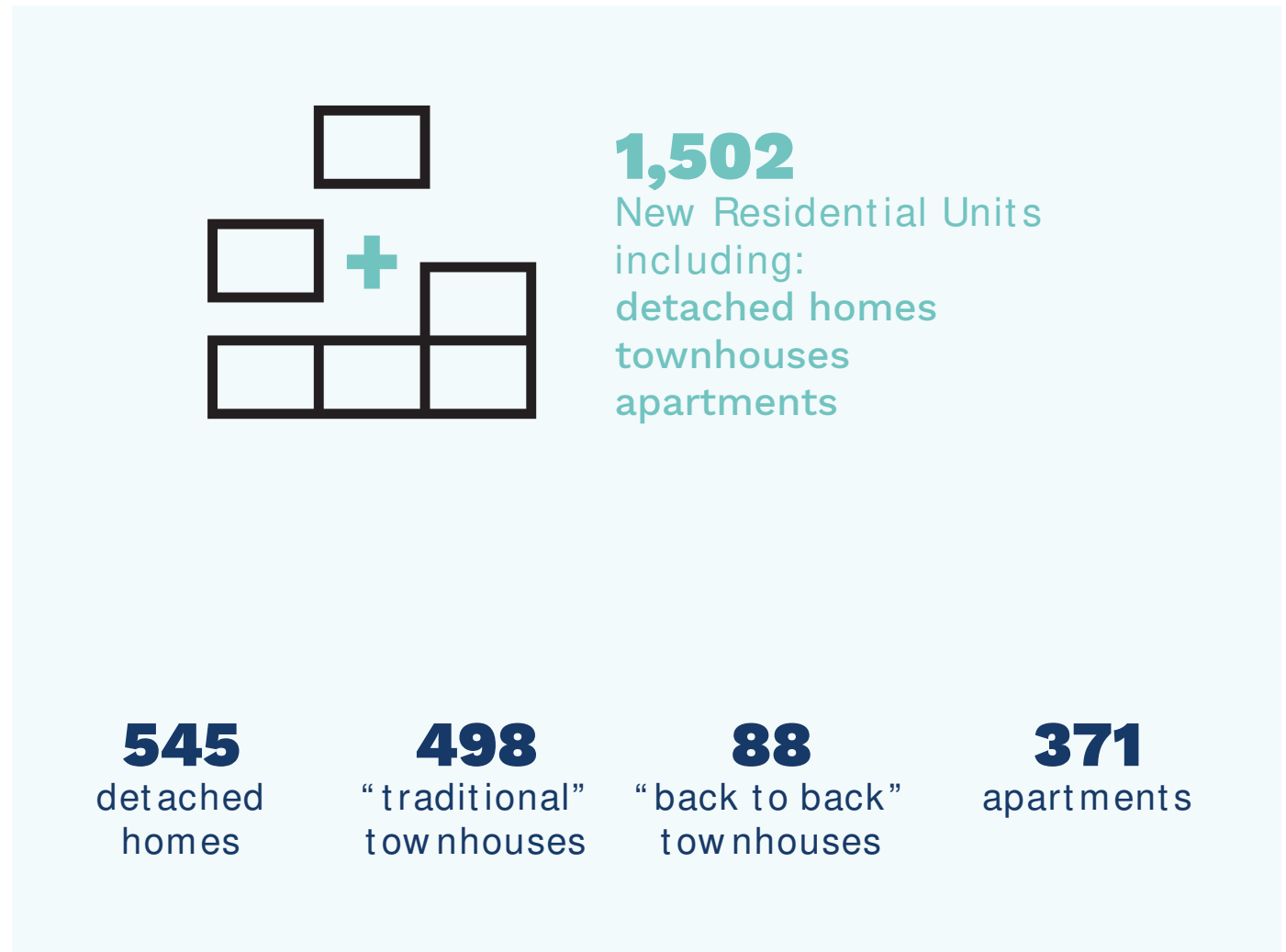


2.1 Purpose of Consultation

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.



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

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:

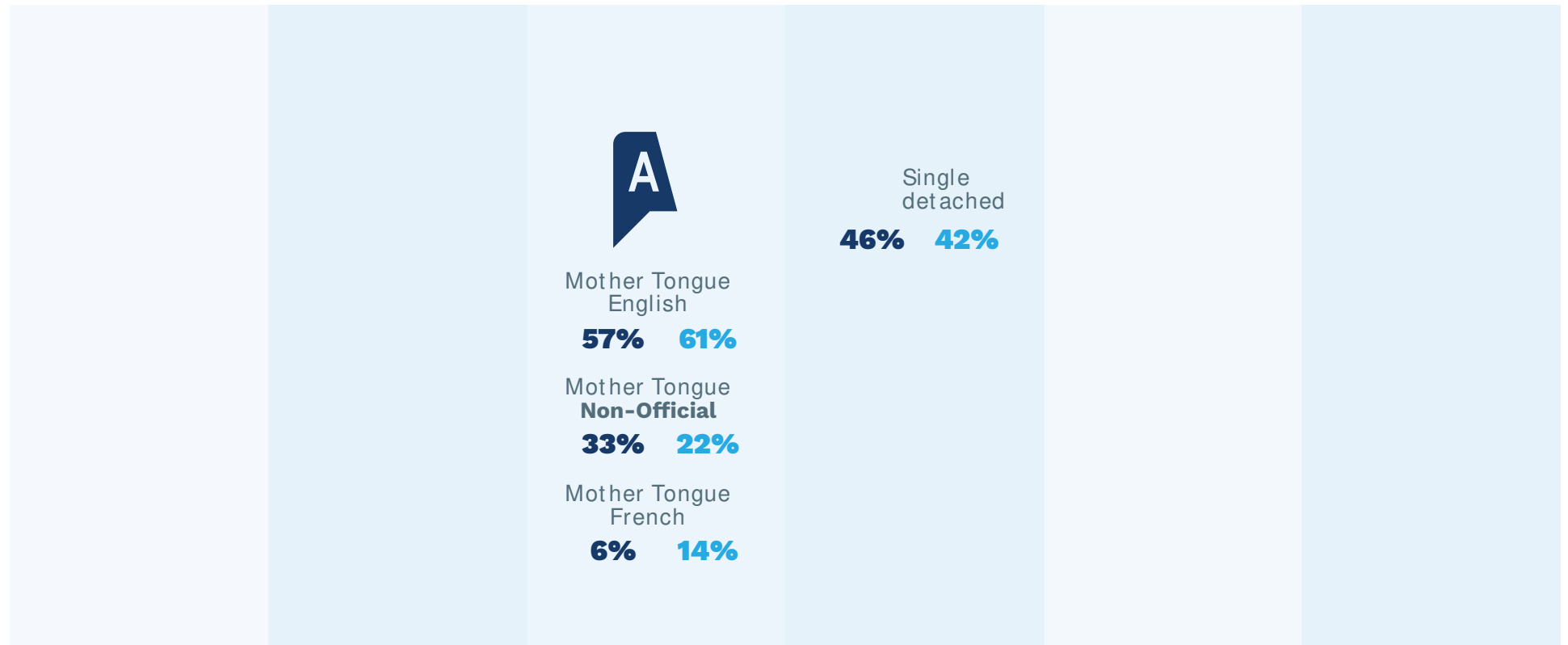
ClubLink's decision to redevelop the Kanata Golf and Country Club opens up new possibilities for the lands. Appreciating that the community values

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.



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.



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.

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

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.



6.1 Pre-application Consultation



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:

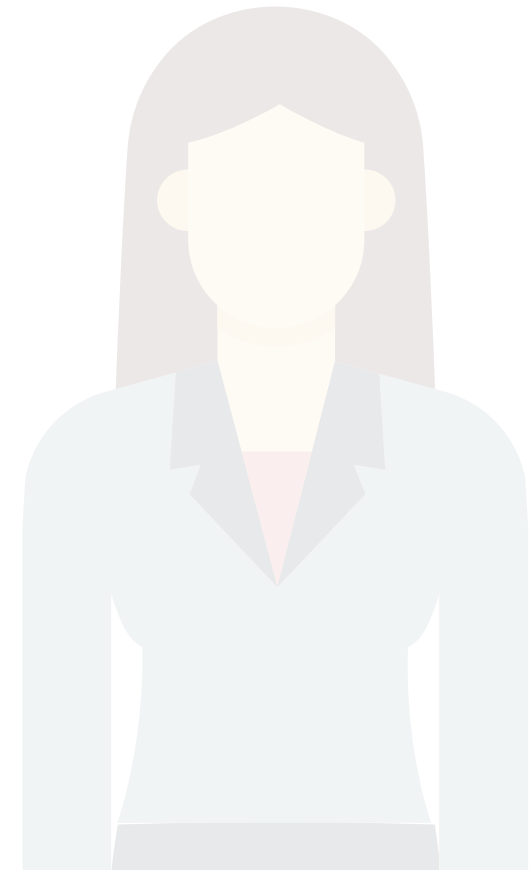


8.1 Engagement Approaches

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:

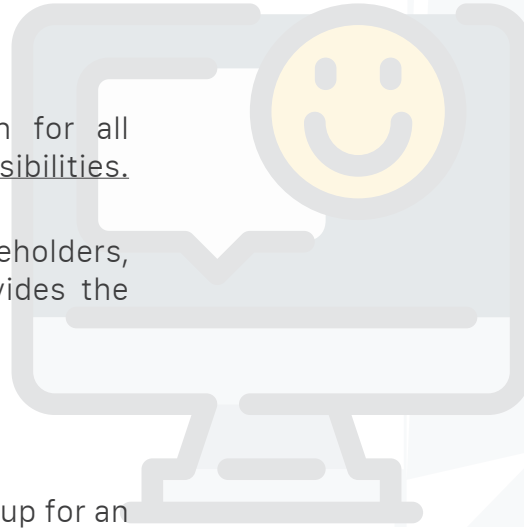
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Online Engagement

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



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
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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

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.

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%	
5 or more persons	12%	

