

# Formal Review and Public Consultation Program

## 359 Kent Street, 436 & 444 MacLaren Street, Ottawa

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### Project Overview

The property owner (Taggart) is proposing to redevelop the subject property with a mixed-use high-rise building that retains and integrates the two existing detached dwellings along MacLaren Street. The proposed development would provide space for a public use within the development. The proposed tower has a height of 34 storeys and is in the southwest corner of the property with an eight (8) storey podium extending along the south frontage along Gilmour Street. Significant at-grade landscaped space is proposed to abut the three public street frontages.

Official Plan and Zoning By-law Amendment applications have been submitted for the proposed development to permit the increased building height of 34 storeys, and to address site-specific zoning requirements.

Given the proposed building height is above and beyond the 9-storey provision of the Secondary Plan, the proposed development will be evaluated against the policies for “landmark buildings” contained in the Centretown Secondary Plan.

### Project Team

The project team for this file includes:

- Property Owner: Taggart Realty Management (359 Kent Street Ltd.)
- Architect: Hobin Architecture
- Planner: Fotenn Planning + Design
- Landscape Architect: Lashley + Associates

### 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.

The public consultation plan includes the following components:

- / A comprehensive list of planned public engagement initiatives including a series of online public open houses;
- / An embedded 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.

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 on the project and the specific opportunities for feedback 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.

All consultation events will follow the latest directives regarding the COVID-19 pandemic to ensure safe environments and meetings.

Stakeholders to be engaged as part of the consultation include:

- / City Staff (through development review, including heritage, urban design, etc.)
- / Ward Councillor
- / Centretown Citizens' Community Association
- / Heritage Ottawa

These stakeholders will be engaged through the process as described below.

## Work Plan

The proposed Formal Review and Public Consultation Program is detailed below.

### 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.
- The meetings will be arranged by the Project Team.

### 2. Kick-Off Meeting with Ward Councillor

- Taggart has held a meeting with Councillor McKenney, prior to submission of the application, to introduce them to the proposed development and discuss the various aspects of the development.
- This meeting will be arranged by the Project Team.

### 3. 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.

### 4. Special Design Review Panel (SDRP) Pre-Consultation

- Consistent with the Landmark Building policies of the Secondary Plan, the proposed development will be reviewed by a special sub-committee of the City's Urban Design Review Panel (UDRP).
- The SDRP will consist of 3 to 5 members with backgrounds in architecture, landscape architecture, and heritage and knowledge of the Ottawa context. The Panel will be asked to review the building design and public realm components of the project and will act in an advisory capacity to City staff and the project team.
- The first of the meetings will focus on a review of the proposal as submitted to the City and will be a collaborative workshop held virtually.
- A separate MOU will be established for the logistics related to this Special Design Review Panel.

### 5. Applications Deemed Complete

- The applications for Official Plan and Zoning By-law Amendment will be deemed complete by City Staff.

### 6. Project Website/Feedback Forms

- A webpage will be created by the Project Team 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 on both the building design and the proposed public use within the development.
- Social media (Instagram, etc.) will be utilized to inform the public about the opportunities to engage on the project. These posts will direct potential participants to the project website for more information.
- It is anticipated that not everyone from the community will have the time to participate in the formal consultation activities – public consultation meeting. To support inclusivity, feedback forms in both online and printed versions will be made available on the project website throughout the consultation period to collect

ideas, suggestions, and comments. This allows for members of the community to participate during a time when it is most convenient for them.

- The project website and feedback forms will be available throughout the entire development review process (until a Council decision is made).

## **7. Public Consultation Meeting 1**

- The first public consultation session will be organized by the Project Team in coordination with the Ward Councillor.
- The meeting will occur following submission of the applications and will provide an opportunity for the Project Team to present the submitted plans for the site and gather initial feedback on the proposal from members of the community.
- This meeting 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, clarification questions will be answered and then attendees will be sent into “breakout rooms” to discuss a set of questions regarding the proposed development. If this group of attendees is smaller, then the questions will be done as a larger group. The topics of these questions will address:
  - Built Form – proposed design, landmark qualities
  - Public Realm and Public Use – the proposed use of one of the existing buildings as a community facility
- The meeting will be advertised by the Project Team/Ward Councillor using multiple modes of outreach to ensure the public is adequately notified of the event and their opportunities to participate (online, email, fliers etc.).
- The Project Team will summarize the result of the meeting in a consultation summary and posted on the project website for participants to review and local community members to access and comment on if they were unable to attend the initial public consultation meeting.
- Following the commenting period, a final report will be prepared and released by the Project Team to capture all participant voices.
- Feedback received will be incorporated into the revisions and evolution of the project design.

## **8. Stakeholder Consultation**

- A dedicated stakeholder session will be organized by the Project Team to review the proposed development and gather feedback.

## **9. Built Heritage Sub-Committee Pre-Consultation**

- The Project Team will attend the Built Heritage Sub-Committee to share preliminary details of the concept, with the purpose of obtaining initial feedback for incorporation/consideration.

## **10. Receive 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.

## **11. Stakeholder Consultation**

- A dedicated stakeholder session will be organized by the Project Team to review the received technical comments and consult with stakeholders on proposed changes to the plans. Feedback received will inform the revisions made to the plans to respond to all feedback received.

## **12. Special Design Review Panel (SDRP) Review**

- Consistent with the Landmark Building policies of the Secondary Plan, the proposed development will be reviewed by a special sub-committee of the City’s Urban Design Review Panel (UDRP). The SDRP will consist of 3 to 5 members with backgrounds in architecture, landscape architecture, and heritage and knowledge of the Ottawa context. The Panel will be asked to review the building design and public realm components of the project and will act in an advisory capacity to City staff and the project team.
- The second meeting will be a chance for the panel to review the evolved proposal in response to the first panel meeting comments, public and stakeholder feedback, and the first round of technical circulation comments.

### **13. Second Submission**

- The Project Team will assess the technical review comments received from Staff and feedback received from the various consultation meetings, SDRP sessions, stakeholder meetings and Built Heritage Sub-Committee Pre-Consultation, and provide a comprehensive resubmission to City staff.

### **14. Public Consultation Meeting 2**

- The second public consultation meeting will provide an opportunity for the project team to present the revised and updated plans for the site, identify where public input was used, and gather feedback from members of the community on the revised design. Results of the meeting will be summarized in a consultation summary and uploaded on the website.
- 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.).
- Following the release of the consultation summary, a commenting period will be encouraged to allow members of the community who were unable to attend the public meeting to comment on the final design.
- Following the additional feedback window, a final consultation report will be released on the project website. This report will provide a comprehensive review of the two public meetings.

### **15. Built Heritage Sub-Committee Check-In**

- The project team will attend the Built Heritage Sub-Committee to share the evolution of the design plans.

### **16. Stakeholder Consultation**

- A dedicated stakeholder session will be organized by the Project Team to review ongoing feedback received and the evolution of the concepts. Feedback from Stakeholders will inform the third submission to the City.

### **17. Receive Second Round of Technical Review Comments from the City**

- The City will provide a summary of comments resulting from the second round technical circulation of the applications.

### **18. Third Submission**

- The Project Team will assess the technical review comments received from Staff and feedback received from the various consultation meetings, SDRP sessions, stakeholder meetings and Built Heritage Sub-Committee check-ins, and provide a comprehensive resubmission to City staff.

### **19. Special Design Review Panel (SDRP) Review**

- Consistent with the Landmark Building policies of the Secondary Plan, the proposed development will be reviewed by a special sub-committee of the City's Urban Design Review Panel (UDRP).
- The SRDP will consist of 3 to 5 members with backgrounds in architecture, landscape architecture, and heritage and knowledge of the Ottawa context. The Panel will be asked to review the building design and public realm components of the project and will act in an advisory capacity to City staff and the project team.
- The third meeting will be a chance for the panel to review the evolved proposal in response to the second panel meeting comments, the public feedback, and the second round of technical circulation comments.

### **20. Stakeholder Consultation**

- A dedicated stakeholder session will be organized by the Project Team to review ongoing feedback received and the evolution of the concepts. Feedback from Stakeholders will inform the third submission to the City.

### **21. Submit Heritage Application for New Construction/Alteration**

- The application for New Construction/Alteration will occur once the design has evolved.

### **22. Built Heritage Sub-Committee Meeting**

- The applications will be heard by the Built Heritage Sub-Committee for a recommendation to Planning Committee.

**23. Planning 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.

**24. City Council Meeting**

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

# Appendix A

## Engagement Strategy Process Map

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