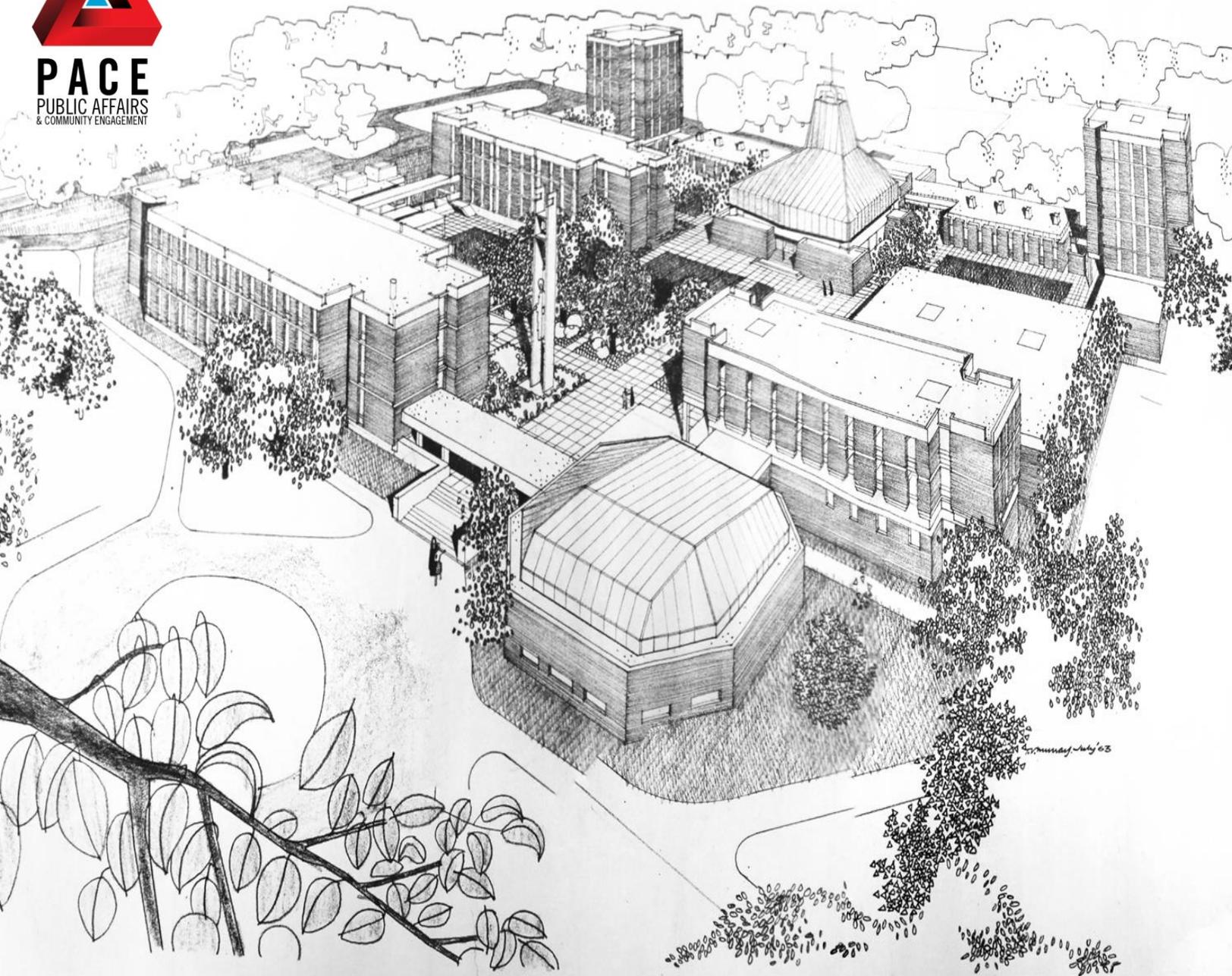




PACE
PUBLIC AFFAIRS
& COMMUNITY ENGAGEMENT



Original sketch by Murray and Murray

Summary Report of Stage 2 of the Engagement Process in Support of the Redevelopment of 1495 Heron Road

—Presented to Canada Lands Company

March 31, 2022

PACE Public Affairs & Community Engagement
www.paceconsulting.ca

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Figure 1: Aerial view of 1495 Heron Road, looking northwest

Executive Summary of Findings

This summary report provides an overview of Stage 2 of the community and stakeholder engagement process that supports the redevelopment of 1495 Heron Road.

Canada Lands Company (Canada Lands) acquired the site from Public Services and Procurement Canada in 2020 after the land was declared surplus in 2014. The 18-acre (7.3-hectare) site is located in Alta Vista Ward and is close to retail services, transit, parkland, and greenspace areas. The site is bound to the south by Heron Road, to the North by Parkland and Wren’s Way, to the west by former St. Patrick High School and Orlando Park, and to the east by the Guildwood Estates neighbourhood.

In summer 2021, Canada Lands retained Stantec as the planning consultant to lead the master planning process. The Stantec team includes ERA Architects, responsible for the site’s heritage analysis, and PACE Public Affairs & Community Engagement leading the project’s engagement process. Prior to this, Canada Lands conducted initial public consultations in March 2021.

ENGAGEMENT PROGRAM OVERVIEW

Stage 2 of the engagement process was held over the period of November 5, 2021 to February 27, 2022. Broadly, the objective was to get members of the public and community stakeholders to react to and share their thoughts on various ideas for how to reimagine 1495 Heron Road as a vibrant mixed-use community.

More specifically, the objectives of the engagement program were to:

- Raise awareness for the redevelopment project;
- Provide an update on the master planning process and the findings to date of the site’s contextual analysis;
- Get the public’s reactions to four “concepts” developed by the Project Team for how the site can be transformed; and
- Ensure that community considerations remain at the forefront and input is continuously incorporated back into the study process.

The table below shows the degree of public engagement for Stage 2:

Engagement	Date	Participation
Public Advisory Committee (PAC)	Site visit: Nov. 5, 2021 Meeting: Dec. 8, 2021	Individuals and organizations that represent the surrounding community
In-person virtual workshop	Feb. 10, 2022	150+ participants
Project Website	Jan. 1 to Feb. 27, 2022	2,859 pageviews
Questionnaire (online and hard copy)	Feb. 11-27, 2022	189 online visits; between 65 and 97 individuals completing all or portions of the questionnaire



Stage 2 Video (YouTube)	Feb. 11-27, 2022	245 views
Email submissions	Ongoing	Various, ongoing

WHAT WE HEARD - GENERALLY

The following list captures the key themes that emerged across all four concepts, distilled from comments obtained throughout all engagement activities, including the public workshop, the online questionnaire, the PAC meeting, and the various submissions received:

Greenspace: The most frequent comments related to the need to build-in more greenspace across all of the concepts, and that the existing greenspace in the north and northwest needed to be preserved and properly integrated with Wren’s Way. A few suggested that a green buffer on the site’s northern boundary would help to better separate the natural setting of Wren’s Way with any new development.

Building Heights: There were many comments that there should be low-rise buildings along the eastern boundary to protect the privacy and enjoyment of adjacent homes, and that taller buildings should be located along Heron and elsewhere.

Commercial and Retail Development Along Heron: There was general support for commercial and retail development (along with taller buildings) along Heron.

Stormwater Management Facility: There were several comments about the location of and need for stormwater management on the site. Several respondents expressed health and safety hazards related to water ponds. Several others believed that, if a pond were proposed for stormwater management, it would be best located in the site’s northwestern corner as it would blend well with the surrounding greenspace. Many were against a pond being located along Heron.

School: There were mixed opinions given about the potential school location. For the most part, respondents liked it closer to Heron Road so that traffic would not become an issue within the site itself. This would result in less nuisance for existing homes in the adjacent Guildwood Estates neighbourhood. A few commented that the school should be located within the heritage campus to allow for the repurposing of heritage buildings. A few suggested that the school’s location should be adjacent to the existing school building to the west (St. Patrick’s).

Heritage: There were relatively few comments about the site’s heritage features. These ranged from repurposing the buildings for use by the school, to keeping the buildings within the public domain so they could be enjoyed by all. A few respondents suggested that buildings should be removed to allow for more greenspace, density, and mixed-use development.

Other: There were a number of comments that more details on the four concepts were required for participants to provide informed responses. For example, many individuals indicated they wanted to know more about housing types and building heights; others wanted to know more about community amenities, such as playgrounds, community centres, public and open spaces, etc.



Overview

INTRODUCTION

This summary report provides an overview of Stage 2 of the community and stakeholder engagement process that supports the redevelopment of 1495 Heron Road by Canada Lands Company (Canada Lands).

Informed by ongoing community input, the process entails the development of a master plan intended to reimagine the former Federal Study Centre as a mixed-use community that connects history with the future, surrounding neighbourhoods with one another, and greenspace with urban living.

In early summer 2021, Canada Lands retained Stantec as the planning consultant to lead the master planning process. The Stantec team includes ERA Architects, responsible for the site's heritage analysis, and PACE Public Affairs & Community Engagement leading the project's engagement process.

Prior to this, Canada Lands conducted Stage 1 of the engagement process in March of 2021. Members of the public indicated that they would like the site to be redeveloped as a mixed-use community (summary report is available [here](#)). There was an underlying theme that the site – located at a juncture between two distinct communities – needed to provide a sense of place and belonging to connect the two.

For this second stage, community and stakeholder input was gathered via several engagement activities held over the period November 2021 to the end of February 2022. All comments and feedback have been reviewed, analyzed, and summarized to inform the Project Study Team.

ABOUT THE PROJECT

Canada Lands Company, a federal Crown corporation, has a mandate to transform former Government of Canada properties and reintegrate them into local communities while ensuring their long-term sustainability and viability.

Canada Lands acquired the 1495 Heron Road site from Public Services and Procurement Canada in 2020 after the land was declared surplus. The 18-acre (7.3-hectare) site consists of 12 buildings, which account for almost 219,000 square feet (20,346 square metres).

The property is in Alta Vista Ward and is close to retail services, transit, parkland, and greenspace areas. The site is bound to the south by Heron Road, to the North by Parkland and Wren's Way, to the west by the former St. Patrick High School and Orlando Park, and to the



east by the Guildwood Estates neighbourhood. Its exterior includes ample surface parking spaces and two tennis courts.

The site was originally designed and developed by the Sisters of the Congregation of Notre Dame in the 1960s, and then purchased by the Government of Canada in 1973 to be used as the Federal Study Centre.

Heritage conservation is an important aspect of this project, and the Project Team’s architectural experts, ERA, are developing an analysis of the site, looking at things like its history, characterizing elements, existing conditions, and adaptive reuse potential.

As well, the Conseil des écoles publiques de l’Est de l’Ontario (CEPEO) has indicated that it is considering some usage of the site. Conversations with the school board are ongoing. For planning purposes, the Project Team has included an area of the site for the school’s purposes.



Figure 2: Aerial view of 1495 Heron Road and surrounding neighbourhoods



Engagement Process

OVERVIEW

Canada Lands places significant emphasis on the importance of engaging and collaborating with the community and civic officials, with a view to preparing a consensus-based plan for the properties they develop, integrated with and connected to the surrounding areas.

The goal of this project is to produce a master plan for 1495 Heron Road that:

- Aligns with Canada Lands' mandate to transform and reintegrate the site into the local community.
- Ensures the site's long-term sustainability and viability.
- Contributes to Canada's national housing strategy.
- Reflects citizen values, desires, and expectations.

As the image below shows, this project comprises five stages. The majority of the project's engagement with the community and stakeholders will be at Stages 1 and 2, where the Project Team is working closely with community members and stakeholders to develop a vision and concept plan for 1495 Heron Road. While community engagement will occur throughout the life of the project, Stages 3 to 5 focus on the implementation of that vision, starting with the municipal approvals process and the beginning of construction to prepare the site for future development.



Figure 3: The Redevelopment Process and Timelines



Stage 1 was initiated by Canada Lands in early 2021 and included an online engagement exercise in the spring of that year. Over 450 respondents identified five key themes for the site: (1) community amenities, (2) heritage conservation, (3) mid-rise residential development, (4) affordability, and (5) sustainability and open space. These now serve as the guiding principles that will guide and inform the development of the master plan.

Building off of this initial phase of engagement, the purpose of Stage 2 is to work with community members and stakeholders to develop a preferred concept plan that will form the basis of the master plan for 1495 Heron Road.

APPROACH TO STAGE 2

Stage 2 of the engagement process was held over the period of November 5, 2021, to February 27, 2022. Broadly, the objective was to get members of the public and community stakeholders to react to and share their thoughts on various ideas for how to reimagine 1495 Heron Road as a vibrant mixed-use community.

More specifically, the objectives of the engagement program were to:

- Raise awareness for the redevelopment project;
- Provide an update on the master planning process and the findings to date of the site's contextual analysis;
- Get the public's reactions to four "concepts" developed by the Project Team for how the site can be transformed (more on this below); and
- Ensure that community considerations remain at the forefront and input is continuously incorporated back into the study process.

The findings from Stage 2 will inform the Project Team's design process as it progresses from four concepts to a single preferred concept.

The public, surrounding communities, and stakeholders were provided with several opportunities to find out more about the project and to provide input into the master planning process. These included:

- Updated information on the project website about Stage 2 and the four concepts;
- A video of a technical presentation on the site's master planning process;
- Meetings and a site visit with members of the project's Public Advisory Committee (see Appendix A for the membership list);
- A virtual public workshop;
- A bilingual questionnaire made available to the public online and in hard copy.

In addition, various comments were submitted to Canada Lands by members of the public via email. These have been reviewed and considered in this summary report.



The table below shows the degree of public engagement for Stage 2:

Engagement	Date	Participation
Public Advisory Committee (PAC)	Site visit: Nov. 5, 2021 Meeting: Dec. 8, 2021	Individuals and organizations that represent the surrounding community
In-person virtual workshop	Feb. 10, 2022	150+ participants
Project Website	Jan. 1 to Feb. 27, 2022	2,859 pageviews
Questionnaire (online and hard copy)	Feb. 11-27, 2022	189 online visits; between 65 and 97 individuals completing all or portions of the questionnaire
Stage 2 Video (YouTube)	Feb. 11-27, 2022	245 views
Email submissions	Ongoing	Various, ongoing

PUBLIC ADVISORY COMMITTEE MEETING

Established by Canada Lands in the summer of 2021, the Planning Advisory Committee (PAC) is made up of representatives from a wide range of interests, including neighbouring community associations and a number of organizations that have a specific interest in the project.

The inaugural meeting of the PAC was held on August 16, 2021, to introduce members to the project and Project Team, provide an overview of the master planning process, and get a preliminary sense of the community's concerns for the redevelopment. A site visit was organized on November 5, 2021, to provide PAC members with a better understanding of the site's rich history and its potential.

A second PAC meeting was held on December 8, 2021. The objective was to get the members' reactions to the four draft concepts and to get input into the planning of the public workshop.

VIRTUAL PUBLIC WORKSHOP

On February 10, 2022, members of the public were invited to take part in a virtual workshop to solicit input on how 1495 Heron Road can be reimaged as a mixed-use community.

During this workshop, participants were presented with a technical presentation on the master planning process. This was followed by facilitated small group discussions to review each of the four concepts (using the Mural platform – see image below) and to discuss with participants what they liked, their concerns, and any opportunities specific to a concept.

150 participants attended the two-hour workshop.



1495 HERON ROAD - COMMUNITY MEETING 1

Welcome!

This board is a place to record your ideas, concerns, questions, thoughts and recommendations pertaining to the 1495 Heron Road project. There are spaces to discuss area specific ideas, corridor-wide ideas and ideas about our engagement approaches.

GROUP 1

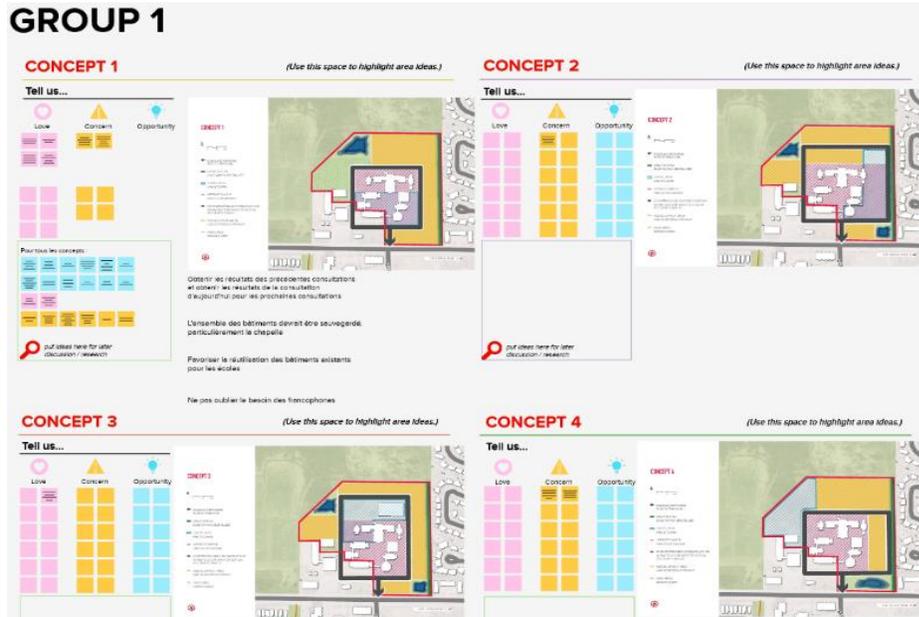


Figure 4: Image of the workshop's small group breakout exercises using the Mural platform

QUESTIONNAIRE

Members of the public were invited to participate in an online questionnaire. The questionnaire was open from February 11 to February 27, 2022, and was visited by 189 individuals. Hard copies of the questionnaire were mailed to respondents upon request, two of which were completed and returned to the Project Team.

Broadly, the objective of this exercise was to obtain the public's reaction to various ideas for how to reimagine 1495 Heron Road as a vibrant mixed-use community. More specifically, respondents were asked to comment on the four concepts developed by the Project Team. For each concept, respondents were asked to read a short description, view the concept rendering, and answer three questions. Respondents could also provide general comments about all four options.

The questionnaire took approximately 20 minutes to complete. Respondents were encouraged to learn more about the concepts and the master plan process by accessing a technical presentation made available on the project website (in PDF and video format). Between 65 and 97 individuals completed all or portions of the bilingual questionnaire, which consisted of a mix of 15 closed- and open-ended questions.



Participation in the online exercise was optional and by interest and was not intended to be statistically representative of a randomly selected population. In order to remove barriers to participation, respondents only needed to provide their postal code to begin the exercise; first and last names were optional and no other demographic data was collected.

A copy of the questions along with an analysis of the responses can be found at Appendix B.

VARIOUS PUBLIC AND STAKEHOLDER SUBMISSIONS

A number of submissions were sent to Canada Lands by email. These have been reviewed for the purposes of this report and copies have been shared with the Project Team to assist with the master plan's development.

PROMOTION

A series of promotional activities were implemented to raise awareness and drive participation at the workshop and in the online questionnaire, as well as to establish a shared understanding of the project. Specific communications activities included:

1. Email notices to:
 - a. The 1495 Heron Road subscriber list (116 subscribers);
 - b. PAC members with a request to share with their networks;
 - c. Elected officials with a request to share with their constituents;
 - d. Community organizations (e.g., Heron Gate, the Somali Centre for Family Services, nearby schools, community centres);
2. Postcard distribution via Canada Post to 13,000 mailboxes within a 1.5 km radius of the site;
3. Organic and promoted social media posts on Canada Lands' Facebook (2,000 followers) and Twitter (625 followers) accounts;
4. Advertising in *Le Droit* and the *Ottawa Citizen*.



What We Heard

ANALYSIS

As part of its reporting mandate, PACE reviewed all input received during Stage 2 of the engagement process. The analysis below presents the main themes and trends that were distilled from public and stakeholder input, and captures key insights provided by participants to inform and guide decision-making related to redevelopment of 1495 Heron Road.

In each of the engagement activities, information was provided about the Project Team’s analysis of 1495 Heron Road and on the four concepts. Materials and a video were also posted on the project website and participants in the engagement process were encouraged to review these before providing comments.

For summary purposes, a snapshot of the four concepts is provided below. More detailed information on the master planning process can be found on the project website:

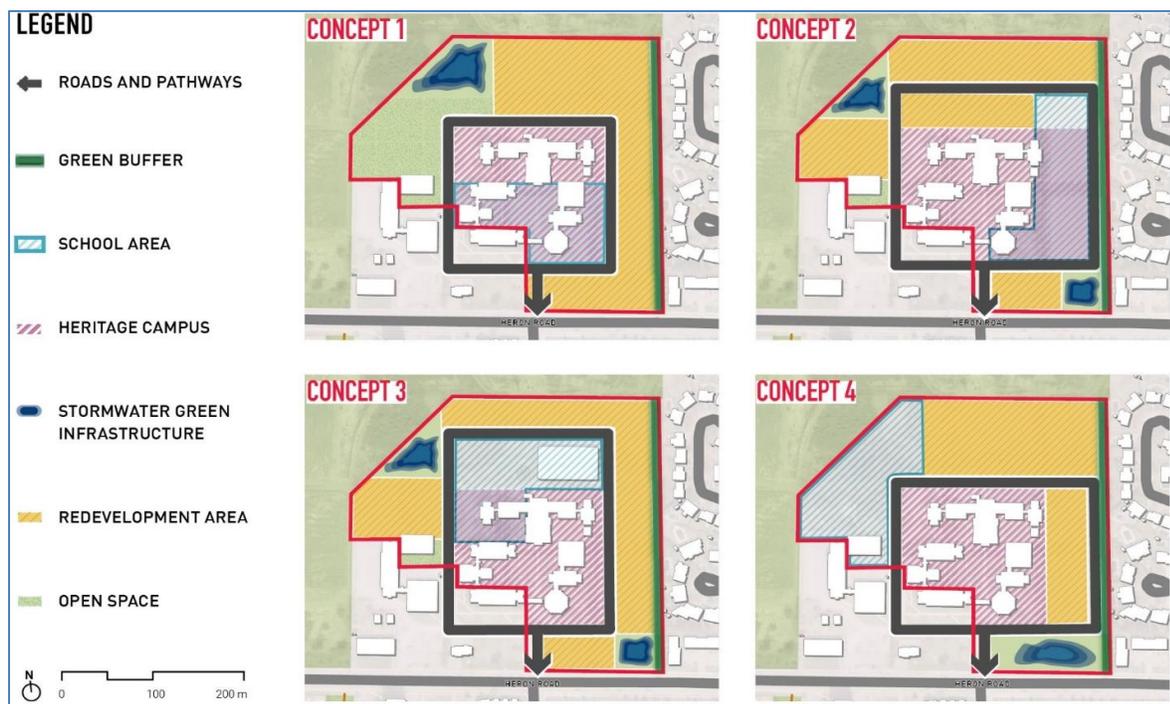


Figure 5: Image showing all four draft concepts

With regards to the analysis below the use of the expression “most participants” represents a very strong support or an impression of near unanimity for an idea. Similarly the term “many” indicates predominance or support by a large number of respondents while the expression “several” indicates a frequent but not predominant theme. The expression “some” represents a notable but minority view while “a few” represents an even smaller minority. Even though a comment may have only been made once it is sometimes reported in the analysis if found to be insightful innovative or highly poignant.



KEY THEMES

The following list captures the key themes that emerged across all four concepts, distilled from comments obtained throughout all engagement activities, including the public workshop, the online questionnaire, the PAC meeting, and the various submissions received:

Greenspace

The most frequent comments related to the need to build-in more greenspace across all of the concepts, and that the existing greenspace in the north and northwest needed to be preserved and properly integrated with Wren's Way. A few suggested that a green buffer on the site's northern boundary would help to better separate the natural setting of Wren's Way with any new development. A small minority stated that there was already ample greenspace surrounding the site.

Supporting statements:

"Keep as much greenspace as possible." [Workshop Participant]

"It's not clear how the paths in the greenspace to the north will connect with the new development area. It would be nice if there [could be] a green buffer." [Questionnaire Respondent]

"I am an advocate for green space, but I am not sure why there is so much of it in the plan when more of the property is surrounded by green space." [Questionnaire Respondent]

"I would like to see a natural barrier such as the existing berm with trees on top, to screen the housing that backs onto the green space... What residents like about the green space is its semi-wilderness feel." [Email submission]

Building Heights

There were many comments that there should be low-rise buildings along the eastern boundary to protect the privacy and enjoyment of adjacent homes in the Guildwood Estates neighbourhood, and that taller buildings should be located along Heron.

Supporting statements:

"Lower height should be adjacent to the existing neighborhoods." [Workshop Participant]

"It would be nice to keep the higher density on Heron street - and match existing residential height on edges to transition down." [Workshop Participant]



“A stepdown of building height would avoid overshadowing the properties to the east.”
[Questionnaire Respondent]

“Guildwood residents will be greatly impacted if you build mid-rises directly adjacent to the footpath.” [Questionnaire Respondent]

“The largest buildings should be along Heron to give maximum protection to Wren’s Way.”
[Email Submission]

Commercial and Retail Development Along Heron

There was general support for commercial and retail development (along with taller buildings) along Heron.

Supporting statements:

“Development closer to Heron would allow for better greenspace opportunity.”
[Workshop Participant]

“Commercial would make the most sense along Heron.” [Workshop Participant]

“Along Heron Road, there should be taller buildings with commercial and no stormwater pond.” [Questionnaire Respondent]

“Development should not be too close to the buffer zone. I would suggest that you add some development on Heron adjacent to the entrance.” [Questionnaire Respondent]

“Higher elevation/density structures to be situated along Heron Road. It mirrors the Heron Gate development of six story buildings fronting on the south side of Heron.”
[Email Submission]

Stormwater Management Facility: There were several comments about the location of and need for stormwater management on the site. Several respondents expressed health and safety hazards related to water ponds. Several others believed that, if a pond were proposed for stormwater management, it would be best located in the site’s northwestern corner as it would blend well with the surrounding greenspace. Many were against a pond being located along Heron.

Supporting statements:

“Great opportunity for buildings along the edge of Heron, instead of a stormwater pond.”
[Workshop Participant]



“Stormwater basins - not a positive feature as they tend to be noisy, smelly, and buggy.”
[Workshop Participant]

“Does it make sense to have a stormwater pond that close to an elementary school? I would think there could be safety concerns unless there is significant fencing, which would not be pleasant looking...” [Questionnaire Respondent]

“Find alternative to ponds - eyesores/safety hazard, especially with schools.”
[Questionnaire Respondent]

“Stormwater surge ponds do not service the legitimate park needs of future Canada Lands residents.” [Email Submission]

School

There were mixed opinions about the potential school location. For the most part, respondents liked it closer to Heron Road so that traffic would not become an issue within the site itself. This would also result in less nuisance for existing homes in the adjacent Guildwood Estates neighbourhood. A few commented that the school should be located within the heritage campus to allow for the repurposing of heritage buildings. A few suggested that the school's location should be adjacent to the existing school building to the west (St. Patrick's).

Supporting statements:

“The school abutting the residential area makes me wonder about lighting - schools often have strong, high lighting that might spill over into the residential area.” [Workshop Participant]

“What is good about having the school on the back is that it would open up on the green space.”
[Workshop Participant]

“Ensure the school drop-off does not require all parents driving through the development.”
[Questionnaire Respondent]

“The new school should be within the heritage campus – there are a number of buildings available that could accommodate it.” [Questionnaire Respondent]

“If it is built, should be at the Heron end to mitigate pollution of cars, idling buses and a necessary parking lot.” [Email Submission]

Heritage

There were relatively few comments about the site's heritage features. These ranged from repurposing the buildings for use by the school, to keeping the buildings within the public domain so they could be enjoyed by all. A few participants suggested the campus-style



buildings would be well suited for a seniors' village. A few others suggested that buildings should be removed to allow for more greenspace, density, and mixed-use development.

Supporting statements:

"Reuse and repurposing of existing buildings is a sustainability issue as well as heritage."
[Workshop Participant]

"Perhaps removal of some of the heritage campus would allow for more flexibility." [Workshop Participant]

"The school should not be on the heritage site. The heritage area should be accessible to the public and the chapel and theatre preserved." [Questionnaire Respondent]

"Shrink the heritage space to allow for more open spaces." [Questionnaire Respondent]

"The focal point should be on the existing heritage buildings. The ones that have been identified include the Bell Tower, the space behind it and the Chapel." [Email Submission]

Other

There were a number of comments that more details on the four concepts were required for participants to provide informed responses. For example, several individuals indicated they wanted to know more about what kind of development might occur (such as housing types, building heights, etc.). Others wanted to know more about community amenities they could expect, such as playgrounds, community centres, public and open spaces, etc.

CONCEPTS

The following captures the most frequently made comments about each concept:

Concept 1

- Comments provided for Concept 1 were generally balanced.
- There was a general sentiment that greenspace/open space on the northside of the site needed to be protected and properly integrated with Wren's Way. Many respondents also indicated that they wished for more greenspace and open space throughout the site.
- There were mixed feelings about the location of the school, and differences in how participants at the workshop responded from those who completed the questionnaire. Generally, questionnaire respondents like the school's close proximity to Heron Road. Workshop participants, however, were cool on the school's location, often citing how a school would impact the campus' heritage features, while others were concerned with school-related parking and traffic. Some participants supported the repurposing of heritage buildings for the school's use.



- Although there are many options for stormwater management, several concerns were raised specifically related to a pond – either due to health hazards or safety concerns. Many participants indicated that they liked the stormwater management facility location in Concept 1 as it naturally integrated with the surrounding greenspace.
- A number of comments were made indicating that new development along the site’s eastern boundary should be low-rise (human scale), to protect the privacy of the existing adjacent homes. It was also noted that taller buildings should be located along Heron.
- Traffic across the site was a general concern.

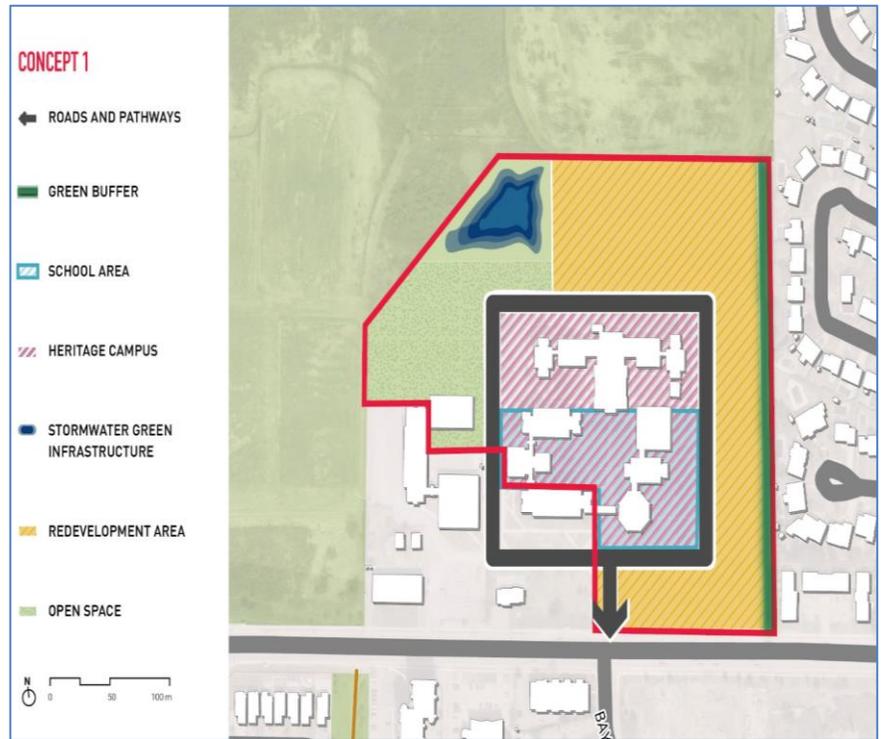


Figure 6: Image of Concept 1

Concept 2

- Many of the comments made about Concept 2 concerned the need for more greenspace and open space and the protection of the site’s existing greenspace on the northside.
- A number of participants also indicated, for a variety of reasons, that they didn’t like the location of the stormwater management facility along Heron. A smaller number stated they had health and safety concerns associated with ponds generally as a form of stormwater management.
- Some participants did not like the school’s location in the east, adjacent to the existing

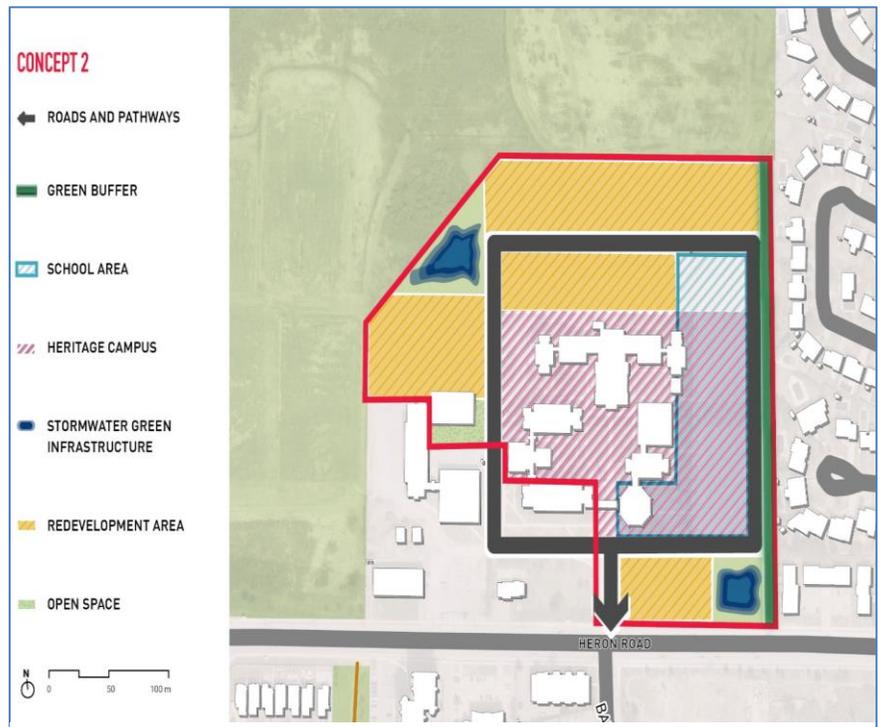


Figure 7: Image of Concept 2



homes, citing noise, lighting, and buses as key concerns. Others noted that a larger buffer was required between the new development and the Guildwood Estates community.

- There were a few comments about the need to build taller buildings along Heron Road, and to make them commercial or retail units.
- A few participants indicated that the proposed road was located too close to the existing homes on the site's eastern boundary.
- A few participants noted that they liked that the site's heritage campus was best preserved with Concept 2.

Concept 3

- There were several comments about the need for more greenspace and protecting existing trees. A few respondents suggested that greenspaces should not be split across the site, as shown in Concept 3.

- There were also a number of comments about the stormwater management facility. While some expressed health and safety concerns about ponds as a form of stormwater management, others stated they did not like the location of a potential pond along Heron Road and that it should be closer to the existing greenspace on the north and northwest sides of the site. A few indicated that the stormwater facility should not be split across two locations on the site.

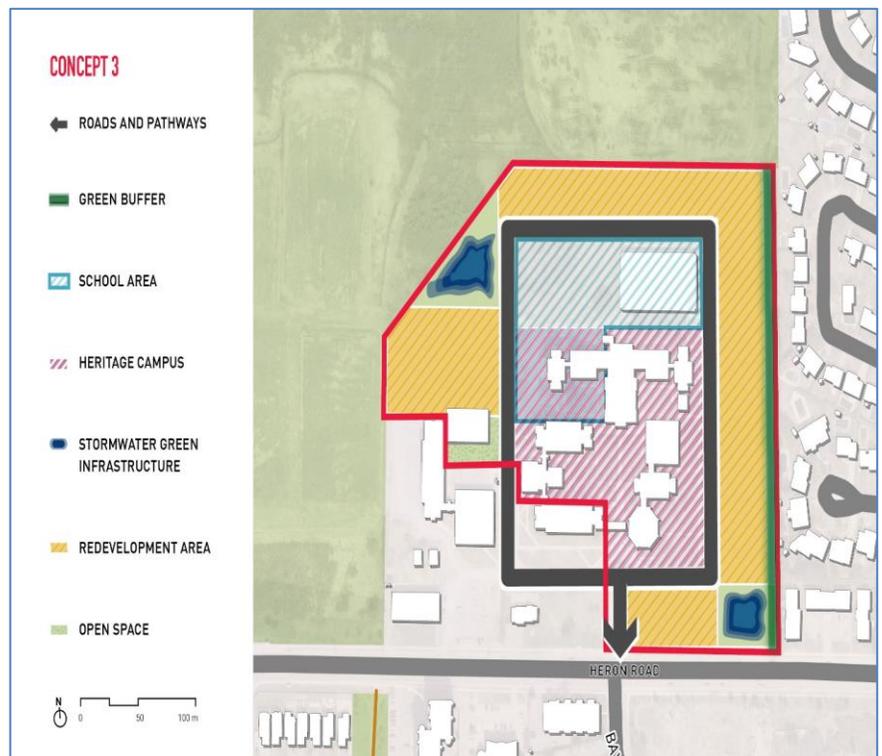


Figure 8: Image of Concept 3

- Several participants indicated that they believe the school should be located closer to Heron; traffic concerns were a key concern. Some stated they did not like development in the north of the site, while others thought it made sense because of its proximity to greenspace.
- A few stated that taller buildings should be built along Heron, and away from the site's eastern boundary.
- A few stated that the new road should include a second access to Heron.



Concept 4

- Sentiments for Concept 4 were generally balanced. As with the others, most of the comments related to the need to have more greenspace and open space and/or to protect the existing greenspace in the north and northwest sides of the site.
- A number of comments were made about the location of the school. Some participants felt the school was too far from Heron, others stated they didn't like the impact it would have on existing greenspace. A few commented that they liked the school's location as it was close to the existing school building (St. Patrick's), the soccer fields and park space at Orlando Park, and the ample greenspace to the north and northwest.
- Some participants stated that any new buildings to the east adjacent to existing homes needed to be low-rise.
- Several participants commented that they didn't like the location of the stormwater management facility along Heron, and that it should be located instead in the north or northwest sides of the parcel.
- Several comments were made about the need to build taller buildings along Heron.

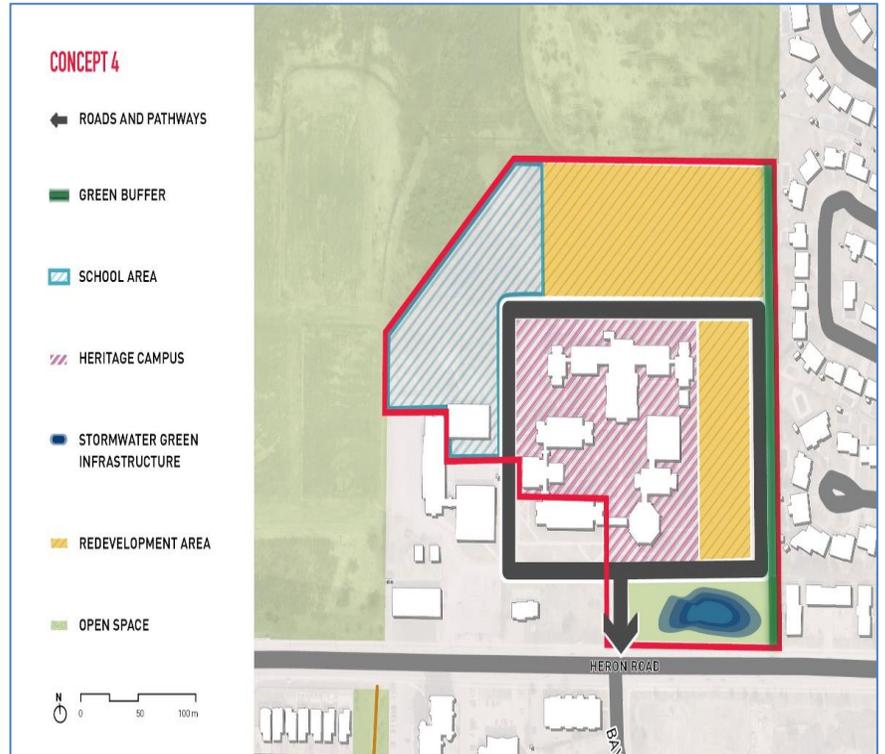


Figure 9: Image of Concept 4



Next Steps

Canada Lands and the Stantec project team are working collaboratively to create a draft plan (preferred concept) for Heron Road, which will be shared with the public.

The draft plan will seek to combine the best features of the four previously shared concepts. The plan will be informed by ongoing site studies, existing planning policies and requirements, Canada Lands' goals, and all community feedback shared to date. The plan will balance many interests while adhering to the project's guiding principles developed at Stage 1 of the engagement process.

The draft plan will be shared with the community in spring 2022, along with engagement activities to solicit public feedback.

Once the draft plan has been shared and final community comments have been considered, Canada Lands and Stantec will begin to prepare the plans and studies that will form part of a development application to the City of Ottawa, which will be submitted before July 2022.

The development application will follow the City's formal review process, timelines, and requirements for public engagement outlined by the Planning Act and Official Plan. The City of Ottawa development application is a public process, and the community will have further opportunity to comment.



Appendix A

PUBLIC ADVISORY COMMITTEE FOR 1495 HERON ROAD – MEMBERSHIP LIST

- Marty Carr, President, Alta Vista Community Association (AVCA)
- Lynne Davidson-Fournier, Guildwood Estates Community
- Andy Fast, Student representative
- Adam Halawa, Community Leader, Ball 'til I Fall
- Luis Juarez, Heritage Planner, City of Ottawa
- Yanessa Luciano, Student representative
- Emma Morin, Student representative
- John Redins, Resident and Accessibility Advocate
- Mike Reid, Councillor's Assistant, Councillor Cloutier's Office



Appendix B

DETAILED ANALYSIS OF THE ONLINE QUESTIONNAIRE

The following is the analysis of the Stage 2 questionnaire which was made available to members of the public via the 1495 Heron Road [project website](#).

The questionnaire was open from February 11 to February 27, 2022. Broadly, the objective was to obtain the public's reaction to various ideas for how to reimagine 1495 Heron Road as a vibrant mixed-use community. More specifically, respondents were asked to comment on four designs, or "concepts," developed by the Project Team. For each concept, respondents were asked to read a short description, view the concept rendering, and answer three questions. Respondents could also provide general comments about all four options.

The findings from this online exercise, along with the input collected through the other engagement activities at this phase, will inform the Project Team's decision-making process as it progresses from four concepts to a single preferred concept.

The questionnaire took approximately 20 minutes to complete. Respondents were encouraged to learn more about the concepts and the master plan process by accessing a technical presentation made available on the project website (in PDF and video format).

Participation in the online exercise was optional and by interest. The analysis therefore reflects the perspectives of respondents only and is not intended to be statistically representative of a randomly selected population.

Participation

In total, there were 2,859 pageviews of the project website and 189 individuals reviewed the questionnaire. Between 65 and 97 individuals completed all or portions of the bilingual questionnaire, which consisted of a mix of 15 closed- and open-ended questions. In order to remove barriers to participation, respondents only needed to provide their postal code to begin the exercise; first and last names were optional and no other demographic data was collected.

With regards to the analysis below the use of the expression "most participants" represents a very strong support or an impression of near unanimity for an idea. Similarly the term "many" indicates predominance or support by a large number of respondents while the expression "several" indicates a frequent but not predominant theme. The expression "some" represents a notable but minority view while "a few" represents an even smaller minority. Even though a comment may have only been made once it is sometimes reported in the analysis if found to be insightful innovative or highly poignant.



ANALYSIS

The analysis below follows the order of the questionnaire.

Concept 1

Respondents were provided with the following information on Concept 1, and asked to complete three questions:

Inspired by historical areas and surroundings

In Concept 1, the main redevelopment area (e.g., housing, amenities, etc.) is to the east ensuring a connection with the neighbouring residential community (Guildwood Estates), while including a green buffer zone (such as trees and shrubs) to separate the two. To the west, the open space from neighbouring Orlando Park and Parkland is extended into the site with a new open space and a stormwater green infrastructure, such as a pond. In the centre, space is provided for a potential French-language public elementary school within the heritage campus (former Campanile also known as the Federal Study Centre). A square-shaped roadway surrounds the centre.

Concept 1 highlights:

- *Square street layout surrounding the heritage campus*
- *Main redevelopment concentrated in the north and east portions of the site*
- *Room for a potential new school, which would be located in the heritage area of the former Campanile Campus*
- *Open space and stormwater green infrastructure is concentrated in the northwest area*

Question 1: Tell us what you like about Concept 1. Please review the list of statements below and tell us whether you agree or disagree with each statement as it applies to Concept 1:

(Agree / Somewhat agree / Somewhat disagree / Disagree / Neutral or don't know)

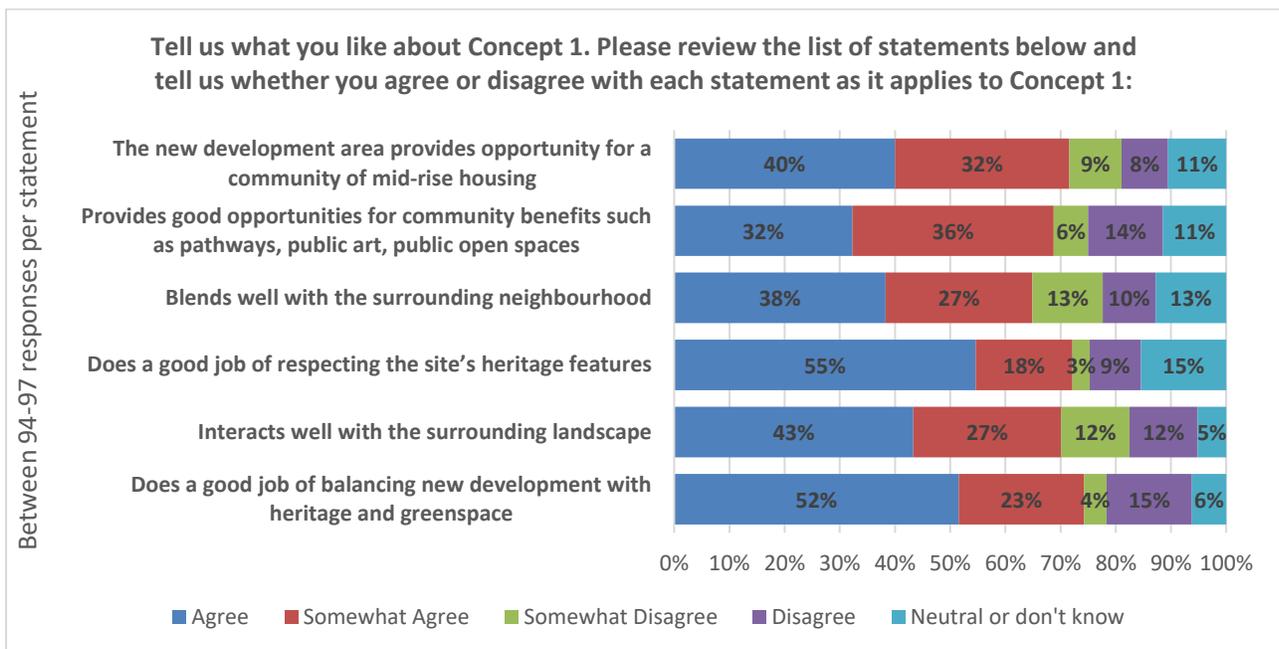
- *Does a good job of balancing new development with heritage and greenspace*
- *Interacts well with the surrounding landscape*
- *Does a good job of respecting the site's heritage features*
- *Blends well with the surrounding neighbourhood*
- *Provides good opportunities for community benefits such as pathways, public art, public open spaces*
- *The new development area provides opportunity for a community of mid-rise housing*

Analysis

- Between 94 and 97 individuals responded to this question.
- For the most part, the majority of respondents agree with all of the statements as they apply to Concept 1 (six-in-ten or higher for each statement).



- The statements that have the most support (“agree” and “somewhat agree” combined) are:
- "Does a good job of balancing new development with heritage and greenspace" (75%);
 - "Does a good job of respecting the site’s heritage features" (73%); and
 - “The new development area provides opportunity for a community of mid-rise housing” (72%).
- The statement that received the least amount of support is "Interacts well with the surrounding landscape," with one quarter (24%) of respondents stating they "disagreed" or "somewhat disagreed" with it.



Question 2: Please select from the list below the top 3 things you like to most about Concept 1:

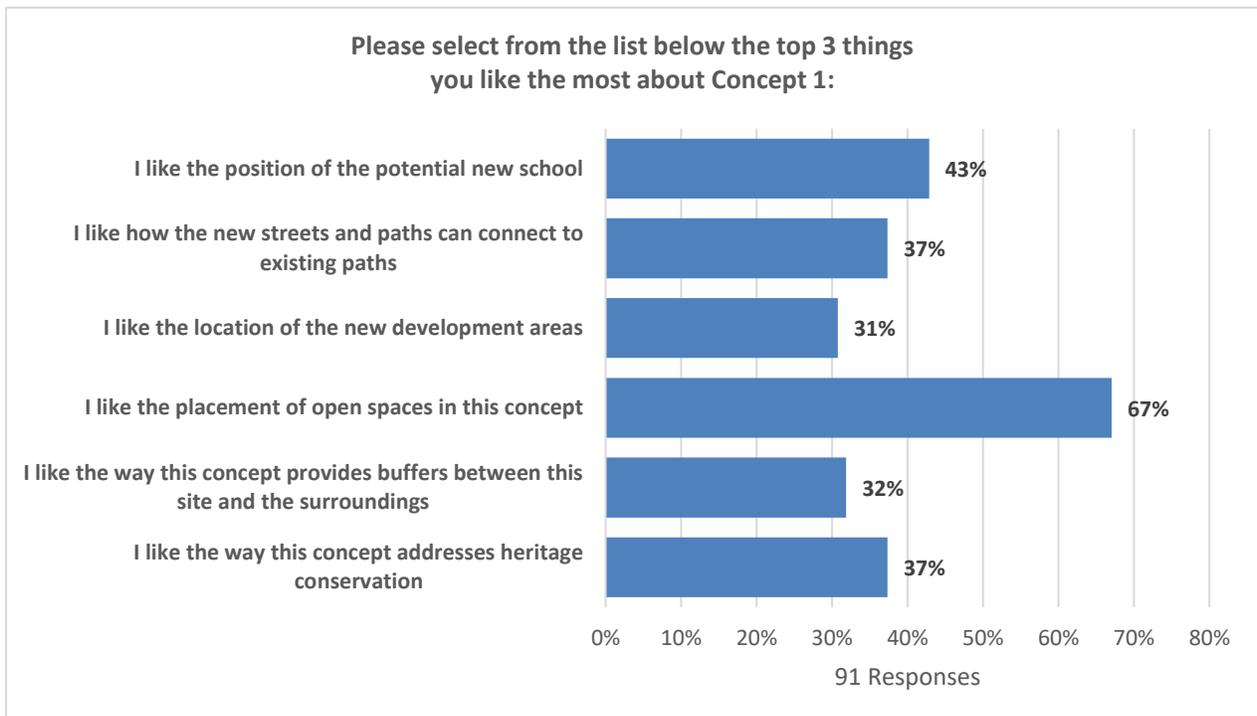
- I like the way this concept addresses heritage conservation
- I like the way this concept provides buffers between this site and the surroundings
- I like the placement of open spaces in this concept
- I like the location of the new development areas
- I like how the new streets and paths can connect to existing paths
- I like the position of the potential new school
- Other (open-ended):

Analysis

- Ninety-one (91) individuals responded to this question.
- The statements that were selected most often for Concept 1 are:
- "I like the placement of open spaces in this concept," was selected far more often than any other statement (61 of 91, or 67%);



- "I like the position of the potential new school," was the second most popular statement, selected by 39 respondents (43%);
 - There was a tie for the third most selected option, between "I like the way this concept addresses heritage conservation" and "I like how the new streets and paths can connect to existing paths" (34 selections each, or 37% of responses).
- The statement that was the least supported for Concept 1 was "I like the location of the new development areas," selected by 28 respondents (31%).
- 34 respondents selected "Other." (The analysis of comments provided in "Other" has been incorporated into the analysis at Question 3, below.)



Question 3: Do you have any ideas for how we can improve Concept 1?

Analysis

**includes analysis of the open-ended comments provided in the previous question.*

The following is a summary compilation of the most frequently made comments:

- Comments provided for Concept 1 were generally balanced.
- There was a general sentiment that greenspace/open space on the northside of the site needed to be protected and properly integrated with Wren's Way. Many respondents also indicated that they wished for more greenspace and open space throughout the site.
- Several liked the location of the school and its close proximity to Heron Road. There was mixed feelings about how a school would impact the campus' heritage features, with



some respondents expressing concern while others encouraging the repurposing of heritage buildings for the school's use.

- Several respondents expressed a concern for a pond – either due to health hazards or safety concerns. Many respondents indicated that they liked the stormwater management facility location as it naturally integrated with the surrounding greenspace.
- A number of respondents indicated that new development along the site's eastern boundary should be low-rise, to protect the privacy of the existing adjacent homes. It was also noted that taller buildings should be located along Heron.

Concept 2

Respondents were provided with the following information on Concept 2, and asked to complete identical questions that were asked for Concept 1:

Mixed-use development throughout the site

In Concept 2, redevelopment areas (e.g., housing, amenities, etc.) are proposed at the site's entrance on Heron Road, to the north, and to the west. A square-shaped roadway runs along the eastern boundary. A green buffer (such as trees and shrubs) separates the site from neighbouring residential homes in Guildwood Estates. On this eastern edge, and throughout the redevelopment areas, open spaces add to the public space. Stormwater green infrastructures (such as ponds), which also serve as open spaces, are located in the northwest and southeast corners. Space for a potential French-language public elementary school is located mostly within the portion of the heritage campus (former Campanile also known as the Federal Study Centre) where there are currently few buildings.

Concept 2 highlights:

- *Square street layout along the eastern boundary*
- *Redevelopment areas spread out to the south, north, and east*
- *Room for a potential new school, which would be located in the eastern portion of the heritage campus*
- *Open space in the eastern portion of the site and spread out throughout the redevelopment areas*
- *Stormwater green infrastructure in the northwest and southeast corners*

Question 4: Tell us what you like about Concept 2. Please review the list of statements below and tell us whether you agree or disagree with each statement as it applies to Concept 2:

(Agree / Somewhat agree / Somewhat disagree / Disagree / Neutral or don't know)

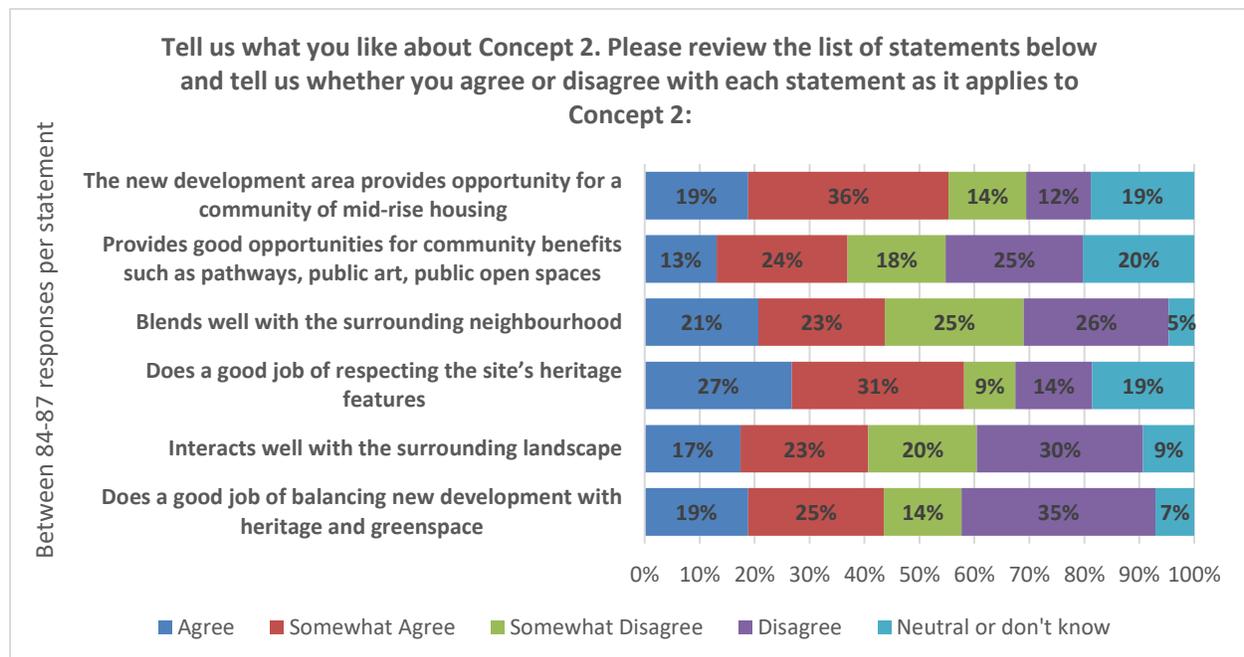
- > *Does a good job of balancing new development with heritage and greenspace*
- > *Interacts well with the surrounding landscape*
- > *Does a good job of respecting the site's heritage features*
- > *Blends well with the surrounding neighbourhood*



- > Provides good opportunities for community benefits such as pathways, public art, public open spaces
- > The new development area provides opportunity for a community of mid-rise housing

Analysis

- Between 84 and 87 individuals responded to this question.
- The statements that have the most support (“agree” and “somewhat agree” combined) are:
 - "Does a good job of respecting the site’s heritage features" (58%); and
 - "The new development area provides opportunity for a community of mid-rise housing," followed closely (55%);
- There was a fairly high degree of disagreement with four of the six statements, of which "Blends well with the surrounding neighbourhood" ranked the lowest (51% of respondents; 23 "Disagree" and 22 "Somewhat disagree").
- The two other statements that ranked in the bottom were "Interacts well with the surrounding landscape," with fifty per cent (50%) of respondents disagreeing with it, and forty-nine per cent (49%) disagreeing with "Does a good job of balancing new development with heritage and greenspace."
- It is noteworthy that this latter statement (heritage and greenspace) received the highest number of ‘disagree’ selections than any other of the statements, by one third (one-in-three or 35%) of respondents.



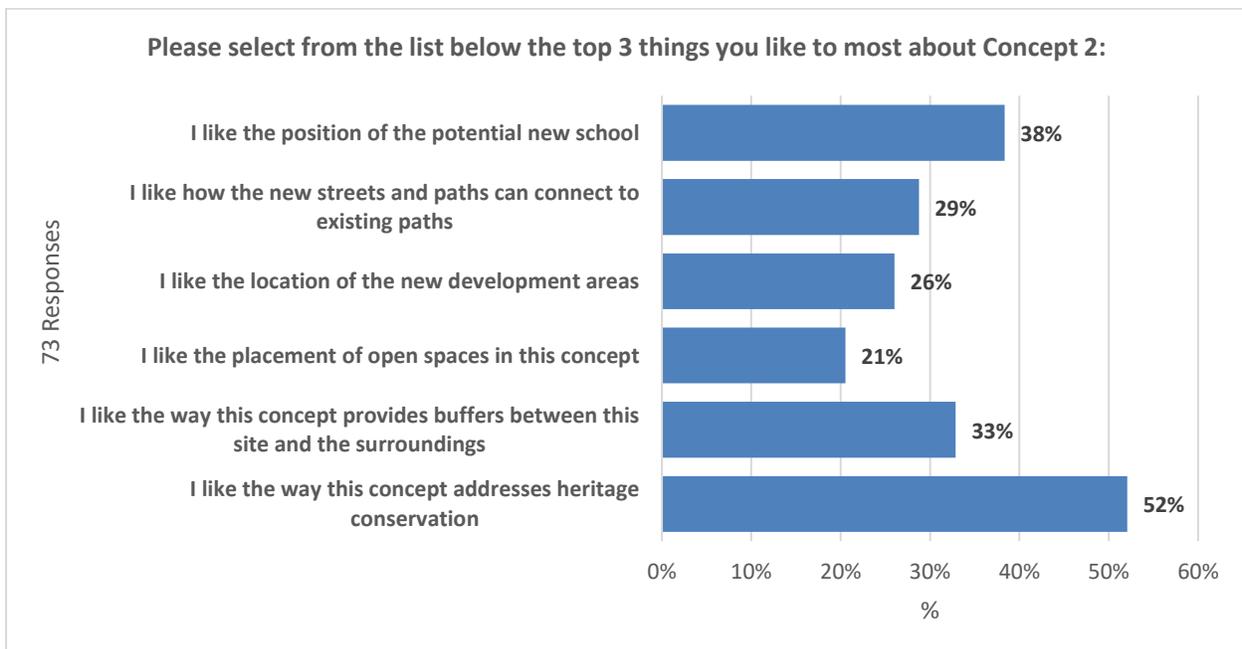
Question 5:

Please select from the list below the top 3 things you like to most about Concept 2:

- *I like the way this concept addresses heritage conservation*
- *I like the way this concept provides buffers between this site and the surroundings*
- *I like the placement of open spaces in this concept*
- *I like the location of the new development areas*
- *I like how the new streets and paths can connect to existing paths*
- *I like the position of the potential new school*
- *Other (open-ended):*

Analysis

- 73 individuals responded to this question.
- The statements that were selected most often for Concept 2 are:
 - *"I like the way this concept addresses heritage conservation,"* was liked far more often than any other statement (38 of 73, or 52%);
 - *"I like the position of the potential new school"* received the next highest level of support (28 respondents or 38%);
 - *"I like the way this concept provides buffers between this site and the surroundings"* was the third highest ranked statement (24 or 33%).
- The statement that received the least amount of support was *"I like the placement of open spaces in this concept,"* which was selected by only twenty-one per cent of respondents (15 of 73, or 21%).
- 27 respondents selected "Other." (The analysis of comments provided in "Other" has been incorporated into the analysis at Question 6, below.)



Question 6:

Do you have any ideas for how we can improve Concept 2?

Analysis

**includes analysis for comments provided in the previous question.*

The following is a summary compilation of the most frequently made comments:

- There was a higher degree of concern expressed for Concept 2 than Concept 1, most of which related to greenspace and the stormwater management facilities.
- Many of the comments made about Concept 2 concerned the need for more greenspace and the protection of the site's existing greenspace on the northside.
- A number of respondents also indicated, for a variety of reasons, that they didn't like the location of the stormwater management facility along Heron. A smaller number of respondents stated they had health and safety concerns related to ponds, generally.
- There were a few comments about the need to build taller buildings along Heron Road, and to make them commercial or retail units.
- A few respondents indicated that the proposed road was located too close to the existing homes on the site's eastern boundary.

Concept 3

Respondents were provided with the following information on Concept 3:

New development surrounds the heritage campus

In Concept 3, the main redevelopment area (e.g., housing, amenities, etc.) surrounds the heritage campus (former Campanile also known as the Federal Study Centre), separated by a new north-south rectangular-shaped roadway. A green buffer zone (such as trees, shrubs, etc.) separates neighbouring residential homes in Guildwood Estates from the site. On this eastern edge, and throughout the redevelopment areas, open spaces add to the public space. Stormwater green infrastructures (such as ponds), which also serve as open spaces, are located in the northwest and southeast corners. Space for a potential French-language public elementary school is located in the north and west section of the heritage campus.

Concept 3 highlights:

- *Rectangular street pattern oriented in a north-south direction*
- *Redevelopment area surrounds the heritage campus*
- *Room for a potential new school, which would be located in the north and west section of the heritage campus*
- *Open spaces in the eastern area and spread out throughout the redevelopment areas*
- *Stormwater management infrastructure in the northwest and southeast corners*



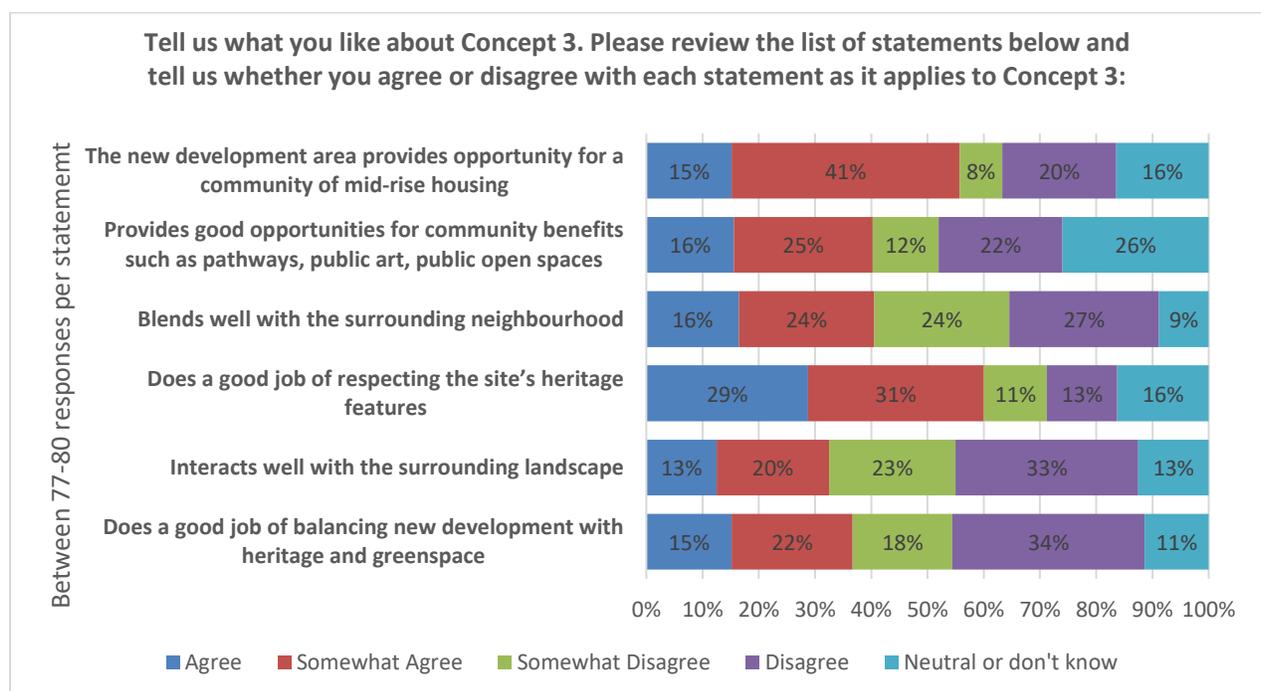
Question 7: Tell us what you like about Concept 3. Please review the list of statements below and tell us whether you agree or disagree with each statement as it applies to Concept 3:

(Agree / Somewhat agree / Somewhat disagree / Disagree / Neutral or don't know)

- Does a good job of balancing new development with heritage and greenspace
- Interacts well with the surrounding landscape
- Does a good job of respecting the site's heritage features
- Blends well with the surrounding neighbourhood
- Provides good opportunities for community benefits such as pathways, public art, public open spaces
- The new development area provides opportunity for a community of mid-rise housing

Analysis

- Between 77 and 80 individuals responded to this question.
- The statements that have the most support ("agree" and "somewhat agree" combined):
 - "Does a good job of respecting the site's heritage features" was selected by nearly two thirds of respondents (48 of 80, or 60%);
 - "The new development area provides opportunity for a community of mid-rise housing" received the next highest level of support (44 of 79, or 56%);
 - "Blends well with the surrounding neighbourhood" received the third highest level of support (32 of 79, or 40%).
- Respondents indicated a high degree of disagreement with two statements in particular:
 - "Interacts well with the surrounding landscape" (44 of 80, or 55%); and
 - "Does a good job of balancing new development with heritage and greenspace" (41 of 79, or 52%).

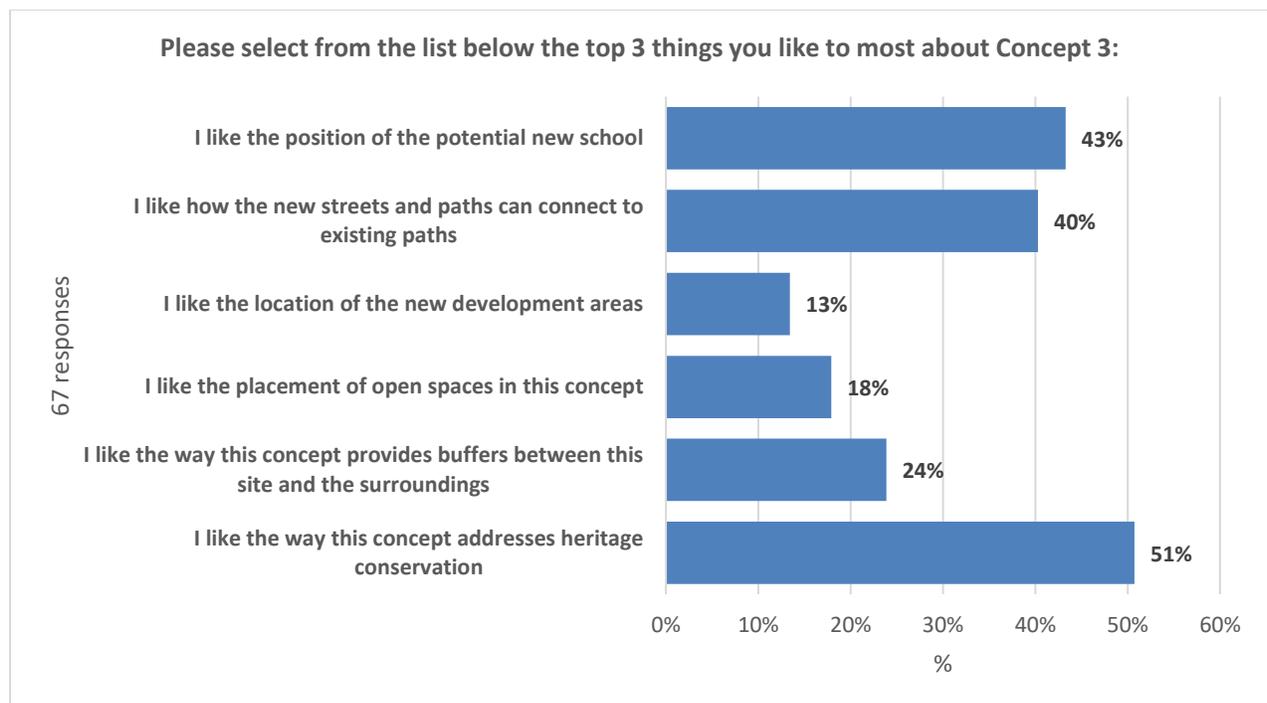


Question 8: Please select from the list below the top 3 things you like to most about Concept 3:

- *I like the way this concept addresses heritage conservation*
- *I like the way this concept provides buffers between this site and the surroundings*
- *I like the placement of open spaces in this concept*
- *I like the location of the new development areas*
- *I like how the new streets and paths can connect to existing paths*
- *I like the position of the potential new school*
- *Other (open-ended):*

Analysis

- 67 respondents responded to this question.
- The statements that were selected most often for Concept 3 are:
 - *"I like the way this concept addresses heritage conservation"* received the most amount of support (34 of 67, or 51%);
 - *"I like the position of the potential new school"* was the next most supported statement (29 of 67, or 43%);
 - *"I like how the new streets and paths can connect to existing paths"* was the third highest rated statement (27, or 40%).
- The statement that received the least amount of support was *"I like the location of the new development areas"* (9 of 67, or 13%).
- 24 respondents selected "Other." (The analysis of comments provided in "Other" has been incorporated into the analysis at Question 9, below.)



Question 9:

Do you have any ideas for how we can improve Concept 3?

Analysis

**includes analysis for comments provided in the previous question.*

The following is a summary compilation of the most frequently made comments:

- There were several comments about the need for more greenspace and protecting existing trees. A few respondents suggested that greenspaces should not be split across the site, as shown in Concept 3.
- There were also a number of comments about the stormwater management facility. While some expressed health and safety concerns about ponds, other stated they did not like the stormwater management facility's location along Heron Road and that it should be closer to the existing greenspace on the north and northwest sides of the site.
- Several respondents also indicated that they believe the school should be located closer to Heron; traffic concerns were a key concern. Others stated they did not like development in the north of the site.
- A few stated that taller buildings should be built along Heron, and away from the site's eastern boundary.

Concept 4

Respondents were provided with the following information on Concept 4:

Blending heritage with modern architecture

In Concept 4, two main redevelopment areas (e.g., housing, amenities, etc.) are proposed. One follows the northern boundary and the other is blended into the eastern side of the heritage campus (former Campanile Campus also known as the Federal Study Centre) where there are currently few buildings. A rectangular-shaped roadway in an east-west orientation runs along the eastern boundary. A green buffer zone (such as trees, shrubs, etc.) separates the site from the neighbouring residential homes in Guildwood Estates. Open spaces are integrated throughout the redevelopment areas adding to the public space. Stormwater green infrastructure (such as a pond), also acting as an open space, is located along Heron Road, next to the main entrance. Space for a potential French-language public elementary school is located in the northwest portion of the site, next to Orlando Park and Parkland.

Concept 4 highlights:

- *Rectangular street pattern oriented in an east-west direction*
- *Integrated redevelopment area next to the heritage campus*
- *Room for a potential new school, which would be located in the northwest portion of the site, next to the park*
- *Open spaces spread out throughout the redevelopment areas*
- *Stormwater green infrastructure along Heron Road*



Question 10: Tell us what you like about Concept 4. Please review the list of statements below and tell us whether you agree or disagree with each statement as it applies to Concept 4:

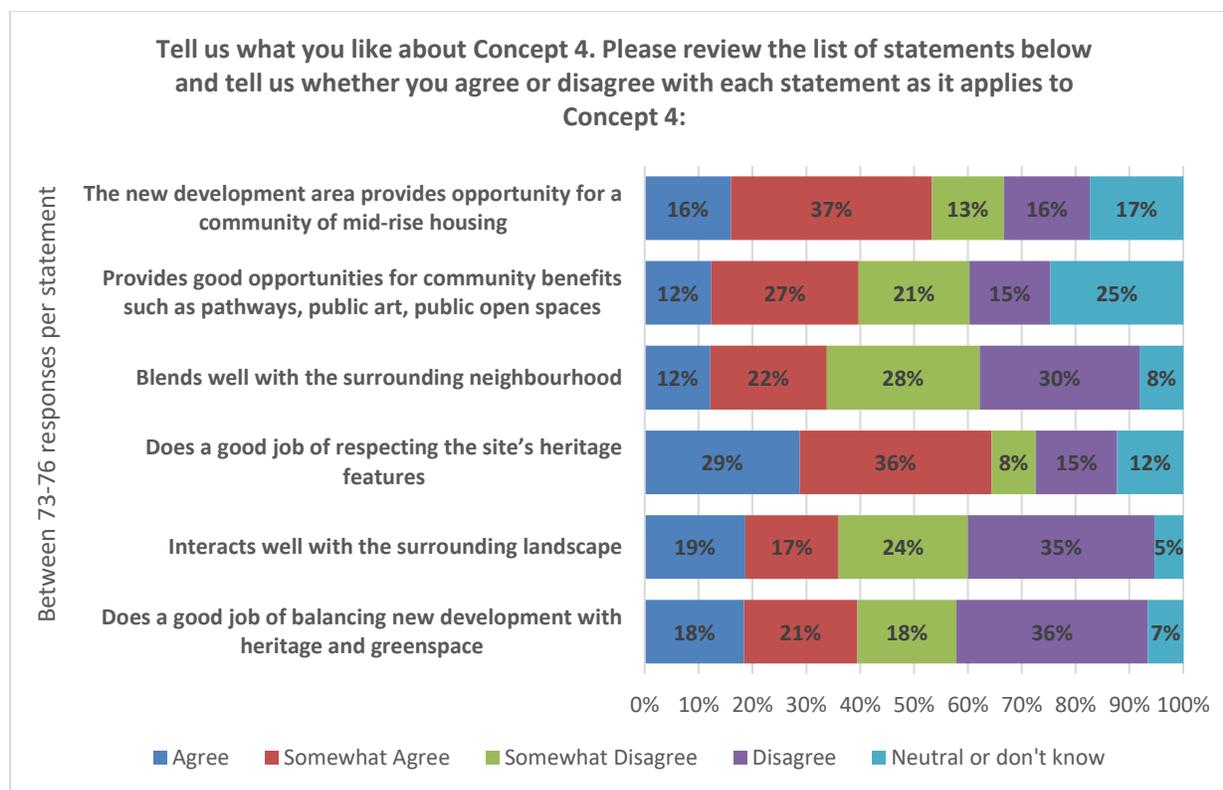
(Agree / Somewhat agree / Somewhat disagree / Disagree / Neutral or don't know)

- *Does a good job of balancing new development with heritage and greenspace*
- *Interacts well with the surrounding landscape*
- *Does a good job of respecting the site's heritage features*
- *Blends well with the surrounding neighbourhood*
- *Provides good opportunities for community benefits such as pathways, public art, public open spaces*
- *The new development area provides opportunity for a community of mid-rise housing*

Analysis

- Between 73 and 76 respondents completed this question.
- The statements that have the most support ("agree" and "somewhat agree" combined) are:
 - *"Does a good job of respecting the site's heritage features"* received the most amount of support with just under two thirds of respondents indicating their agreement for it (47 of 73, or 65%);
 - *"The new development area provides opportunity for a community of mid-rise housing"* received the second highest degree of support (40 of 75, or 53%);
 - *"Provides good opportunities for community benefits such as pathways, public art, public open spaces"* received the third highest degree of support (29 of 73, or 39%).
- There was a fairly high degree of disagreement with three of the six statements:
 - Over half of respondents disagreed with *"Interacts well with the surrounding landscape"* (44 of 75, or 59%) and *"Blends well with the surrounding neighbourhood"* (43 of 74, or 58%);
 - This was closely followed by *"Does a good job of balancing new development with heritage and greenspace,"* with just over half of respondents disagreeing with it (41 of 76, or 54%).





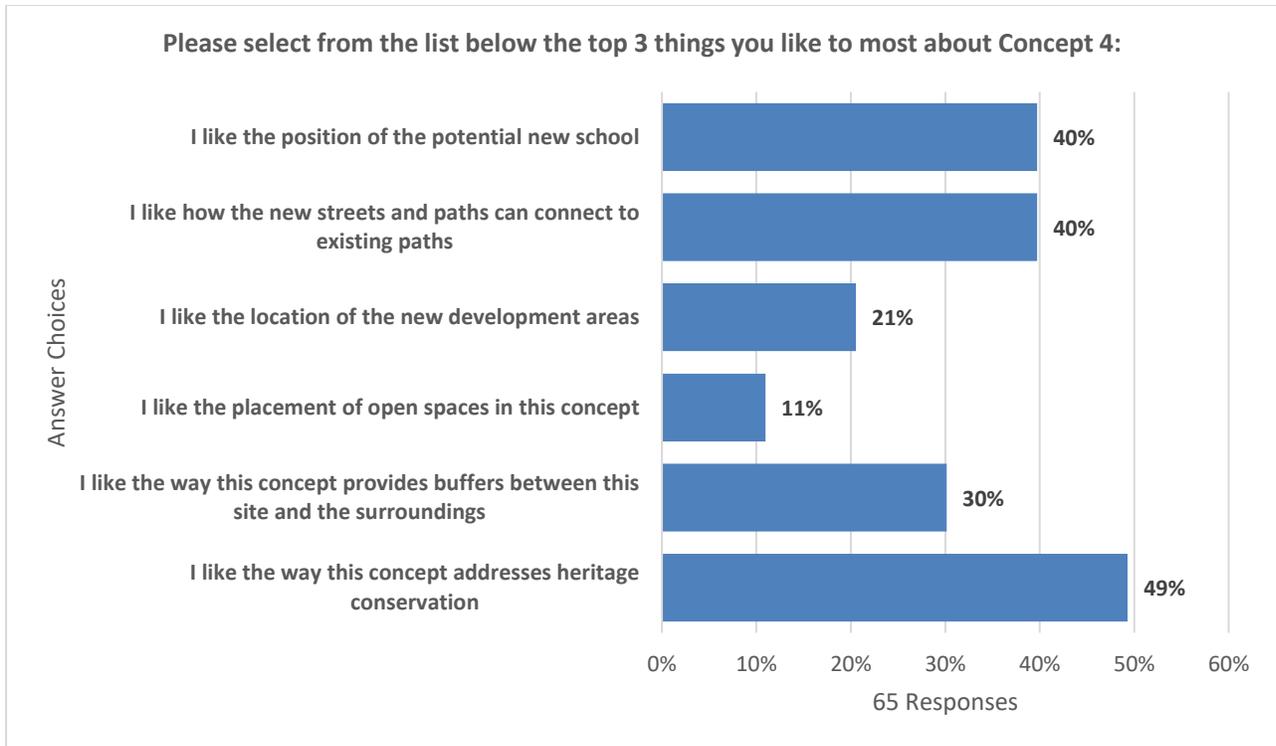
Question 11: Please select from the list below the top 3 things you like to most about Concept 4:

- *I like the way this concept addresses heritage conservation*
- *I like the way this concept provides buffers between this site and the surroundings*
- *I like the placement of open spaces in this concept*
- *I like the location of the new development areas*
- *I like how the new streets and paths can connect to existing paths*
- *I like the position of the potential new school*
- *Other (open-ended):*

Analysis

- 65 respondents completed this question.
- The statements that were selected most often for Concept 4 are:
 - *"I like the way this concept addresses heritage conservation"* received the highest support, and was selected by half of respondents (36 of 65, or 49%);
 - *"I like how the new streets and paths can connect to existing paths"* and *"I like the position of the potential new school"* were tied in the amount of support they received (29 of 65 responses, or 40%).
- The statement that received the least amount of support was *"I like the placement of open spaces in this concept,"* selected by only 8 of 65 respondents (11%).
- 23 respondents selected "Other." (The analysis of comments provided in "Other" has been incorporated into the analysis at Question 12, below.)





Question 12:

Do you have any ideas for how we can improve Concept 4?

Analysis

**includes analysis for comments provided in the previous question.*

The following is a summary compilation of the most frequently made comments:

- Most of the comments for Concept related to the need to have more greenspace and/or to protect the existing greenspace in the north and northwest sides of the site.
- A number of comments were made about the location of the school. Some respondents felt the school was too far from Heron, others stated they didn't like the impact it would have on existing greenspace. A few commented that they liked the school's location as it was close to the soccer fields and park space at Orlando Park.
- Several respondents commented that they didn't like the location of the stormwater management facility along Heron, and that it should be located instead in the north or northwest sides of the parcel.
- Several comments were made about the need to build taller buildings along Heron.



Exit Question

Question 13:

Do you have any other thoughts or ideas you'd like to share with the Project Team regarding the four concepts?

Analysis

The responses for this final question closely mirrored the comments that were provided for each concept. The following is a summary compilation of the most frequently made comments:

- **Greenspace:** There should be more greenspace and the existing greenspace in the northside should be preserved and integrated with Wren's Way, acting as a buffer zone to the more developed areas.
- **Building heights:** Taller buildings should be located along Heron and building heights should gradually decrease to low-rises in the east and north.
- **Heron Road:** Development along Heron should be dedicated to commercial and retail.
- **Stormwater Management Facility:** Several respondents expressed concerns related to a stormwater pond. Others indicated that the stormwater management facility be located on the north or northwest side of the site.
- **School:** There were mixed opinions about where best to locate the school. A primary concern was traffic and the impact on the Guildwood Estates neighbourhood.
- **Heritage:** There were relatively few comments related to the site's heritage features. Some respondents wanted the heritage campus to be repurposed, while a few believed the campus should be removed to allow for more greenspace and mixed-use development.

