

Chair's Report – March 2015

1. **Greystone Village “Plan of Subdivision” Meeting (March 3, 2015):** The well-attended mandatory public meeting on Regional’s plan of submission, now under consideration by city staff and other agencies, was consistent with information previously provided to the community by Regional (see <http://oblatesredevelopment.com/> - as of March 4 the site didn’t have the presentation used at the March 3rd meeting but it is to be posted). The key difference that I noticed was that the graphics showing proposed building types were more detailed than what we’d previously seen. Concerns raised in the Q&A session were such matters as: compatibility of the development’s architectural style with “OOE” style; the reasons for and extent of tree removal; use of Clegg Street for soil remediation trucking; access along river during construction; and jurisdiction over the 30m open space along the river. As Councillor Chernushenko noted at the outset, the proposal has been well-consulted on.
2. **Greystone Construction Update:** Josh Kardish says Regional Group will provide regular updates on upcoming work on the Greystone Village site. In recent emails he notes that probably before the end of March, Regional will begin stockpiling clean fill from the LRT excavations. The stockpile will be near the Oblate tennis court and the material will be used to replace the contaminated fill that Regional will be removing from the site. Related to this effort will be the need to fence off adjacent Regional property. The actual clean-up is now scheduled for some time in the fall when the stockpile will be used up.

The question arose whether there would be a conflict between CAG’s paddling camp and Regional work and Josh Kardish responded: “[Regional has] no work planned on Clegg until the fall and we could work around any access issues in September if we do need to overlap at all...the only time that we will be disturbing the Clegg/shoreline area will be tie in services and (if) the City wants us to help grade out lands for the MUP...we would work with the OOECA and the paddling group to do this at times that don’t conflict with the planned use.”

“In terms of interrupted access on the Oblates lands along the River – there will be one or two periods that I can think of now where we need to close off access entirely but they won’t be long and it will be our stated goal to try and always maintain the corridor through the duration of the development.”

Other dates of note, as per Josh Kardish’s remarks at the Plan of Subdivision meeting, are:

- April, 2015: sales centre construction to begin
- Summer, 2015: sales begin
- Winter, 2015-2016: civil works (e.g., sewers for phase 1)
- House construction: ??? (need to check site)

3. **Rideau River Flooding (“610 Action Plan”) Meeting (March 2, 2015):** Thanks to the efforts of Pauline Lynch Stewart and Peter Croal, a public meeting to discuss readiness for possible serious flooding of the Rideau River in the Brantwood Park area was held March 2 at Old Town Hall. The city was well-represented by Jim Montgomery, Bryden Denyes, Nadine Leduc, city volunteers Real St-Amand and Sharon Pypops, and Joanna Linsangan of Councillor Chernushenko's office; and Patrick Larson of the Rideau Valley Conservation Authority provided valuable knowledge.

The three-part discussion dealt with how residents can individually prepare for emergencies such as flooding; what are the specific issues pertaining to flooding in the Brantwood Park area; and how can the community better communicate key information pertaining to flooding of the Rideau. Lots of questions were raised (e.g., just how high / how far would the waters rise in the Brantwood Park area with a “one in a hundred year” flood; what would be the impact of the sewers simultaneously backing up; would there be merit in having the Onslow dike raised; what’s the best way of sand-bagging).

Peter Croal has proposed that the community response be called the “610 Action Plan since 610 cubic metres/second is the point at which things may get a bit wet.” Pauline and Peter, working with the community association and CAG, will run a trial flooding communications response this spring. For details please see Pauline’s presentation on the website.

4. **Main Street Update:** Josée Vallée reports (March 4, 2015): “The Main Street Renewal contract is presently out for tender and we are still on track for a spring construction start. Here is our proposed schedule at this time:
- Tender Closing: end of March
 - Meeting with business owners - March
 - Council approval for additional project authority (Budget Adjustment Report) – April
 - Working Group Meeting – End of April - Tentatively April 29th
 - Commence Work Order - beginning of May
 - Public Open House – May - Tentatively May 11th
 - Construction Start – end of May or beginning of June

“The schedule was pushed by a few weeks because the budget is being approved partly under the Budget Adjustment Report in April instead of solely under the normal budget in March. We will try to expedite the process as much as possible to start construction as early as possible in May.

“The Councillor's Office is presently organizing a meeting with business owners for the end of March.

“As far as other up-coming construction work, it is my understanding that Lei Gong just sent you some information on the bridge project. [This information is that there will be “a lane closure to allow for the construction, between Elliot Avenue and Riverside Drive. One lane will remain open to traffic in either direction at all times. This preliminary work as part of the McIlraith Bridge rehabilitation project is to install wildlife mitigation measurements to protect barn swallows and turtles. Work is expected to commence March 2015. Completion of all work is anticipated by the end of April 2015.” {I have no idea what this work entails!}]

“Also, Hydro Ottawa will commence work on Main Street (close to the bridge), around May 4th. Public notification for this work will be done in April.

“As for Marlowe, traffic staging involving a bus route cannot change on a weekly basis and the Contractor will need some space to efficiently and safely complete the work. We anticipate that the contractor will need to close the northbound lane between Riverdale and Clegg for 1 construction season (we are anticipating a maximum of 6 months at this point).

“We are presently reviewing our cut-through traffic strategy with the Councillor.”

5. ***Domicile – 141 Main Update:*** Dave Renfro, Domicile's lead for their development on the "Sisters' Property," met February 17th with Stephen Pope and myself to provide an update. The plan remains essentially the same as what we've seen but with much better detailing, especially the vertical elements and, of significance, they now are proposing public access between the six storey condo on the west half of the property and the four-storey condo on the east half. This will provide greater connectivity for pedestrians and cyclists and will also mean cars will be able to go out onto Oblate rather than having to exit down (eastbound) Springhurst thus reducing the amount of new traffic on Springhurst ... looks like a good improvement to me. Dave also asked if the community had any particular enterprises it wanted to see on the ground floor. Stephen noted the desire for healthy / sustainable lifestyle shops and also the lack of restaurants/pubs in the community. The new drawings of the development should be available on the Domicile site before long. The name of the development will be “The Corners on Main.”
6. ***New Officers / Volunteers Sought – November AGM:*** I'd appreciate knowing who does not want to stand for re-election at the AGM in November. I will have served two two-year terms as president and will be stepping down so the Board will need to find a new candidate. Also, we continue to have the unfilled positions of Vice-President and City Centre Coalition representative. Ideally these would be filled for the balance of the term.

The Board also would like to find a lawyer within the community who could do pro bono work pertaining to incorporation implementation and other matters from time

to time. Similarly, as Eddie Gillis has noted, if there is a person with park planning expertise it would be great if they could volunteer to serve on the Parks Creation and Expansion committee.

7. ***Mural on Main Street Underpass:*** After the completion of construction on Main I'd propose the association approach the city to support the creation of murals on the walls of the Main Street – Queensway underpass, just as there are two with the Metcalfe underpass. Yasir Naqvi commented that “another underpass mural is a great idea.” The underpass mural project is a partnership between various departments at the City of Ottawa, the Ontario Ministry of Transportation, and the National Capital Commission. Nick Masciantonio had originally raised this idea some time ago.
8. ***NCC Approves CBD Bus Detour and Safe Clegg-CBD Crossing:*** The NCC recently approved the temporary detouring of northbound OC Transpo service from Main Street onto Colonel By between Clegg Street and Hawthorne Avenue. This detour is necessary to maintain northbound bus service within the community during the Main Street ‘Complete Street’ transformation from 2015 to 2017. The NCC has also approved an intersection improvement, including signalization, at the Colonel By / Clegg Intersection. This work will also commence this spring.
9. ***Community Mailboxes – Canada Post:*** Terry Kelly of Canada Post reports that the corporation “has been working on proposing Community Mail box locations in existing neighbourhoods in efforts to be as least intrusive as possible. The proposed placement of the mail boxes will be utilizing municipal property and the only possible private land would be on Condominium Corporations or business property with signed agreements. No Community Mail boxes will be placed on private residential homeowner property. There is no standard distance from a residence. However, we are trying to keep the locations centralized to best serve everyone. We are in the process of the community outreach process and all residents will be receiving letters describing our proposed locations. We welcome feedback from residents on our proposed locations.” Ron Rose has asked for a meeting so we get a better sense of what might be proposed in OOE.
10. ***TD Sign on Veil at Lansdowne:*** It's interesting to note that John Smit, the City's officer responsible for Lansdowne signage, made no mention of the possibility of a large sign on the Lansdowne stadium veil when he responded to questions when the Lansdowne Signage policy was before the city's Planning Committee, June 12, 2012. Indeed it's my view that he – intentionally or otherwise - misled councillors and deceptively answered questions from the Glebe's Bob Brocklebank and Councillor Chernushenko. My research continues.
https://app06.ottawa.ca/city_hall/webcast/committee/index_en.html?vod=2012/pla n-20120612.flv (10:00 - 26:00)

11. **City Budget, 2015:** None of the budget requests that we suggested seem to have made it into the city budget. Also, it looks as though the Hospital Link will get an extra \$4M bringing the total of about \$70m for a 1.2k roadway.
12. **99 Greenfield OMB Decision:** Dedicated King's Landing residents had partial success with their appeal. As one of the appellants noted: "the requirement for a redesign presents hopeful possibilities." It was a very serious and admirable effort, one that may have relevance if other community members or the association itself launches an appeal.
13. **OOE / OOECA / CAG Branding:** Draft terms of reference for "branding" work are attached. Michael Dawson has volunteered to take the lead on this for OOECA. Kevin Farrell would be the CAG rep.

Old Ottawa East – Better Branding of the Community and its Organizations

Objective: Engage the community to better understand what residents feel are the key themes and the identity of the community. Based on this engagement:

- I. Propose options to for a new logo for the OOECA and CAG to help make these volunteer organizations more clearly known, understood and appreciated
- II. Provide options for better establishing and promoting the identity of the community, including consideration for alternative names for the community

Background:

- CAG and OOECA’s logos are images of Old Town Hall, which, while of historical significance, don’t clearly convey the essence of the community.
- The two organizations are volunteer-based but some members of the public erroneously view them as tax-funded parts of the City of Ottawa, leading to different expectations than what are possible with volunteer-based organizations.
- Old Ottawa East is a growing, centrally located community but it’s not particularly evident to people outside (and some within) the community just where OOE is and what it consists of ... indeed the recent creation of the new office of the AIDS Committee of Ottawa was repeatedly described as being in Sandy Hill while it is very much in Old Ottawa East. Similarly, some think of Ottawa East as being the St. Laurent area or beyond or they view it as part of Old Ottawa South or even, in some cases, the Glebe.
- With the Main St reconstruction and Regional & Domicile developments occurring over the next several years, there will be both an influx of new residents and an increased focus on the community. This presents a unique opportunity to help establish and better promote the identity of the community.

Outputs:

- Options (i.e. designs) for a new logo that would be shared by OOECA and CAG but, with two versions, supporting clear differentiation between the two organizations.
- Recommendations for how to better establish and promote the identity of the community.
- Consideration of alternative names for the community, including a discussion of the merits (or not) of renaming the community. This work would involve reviewing similar analyses / efforts elsewhere.

Process/Schedule:

Further to the Boards’ approval of terms of reference (March 2015) the following activities will be undertaken:

Option 1 – Working Group Approach

PHASE ONE

1. Establish a working group - March
2. Conduct an environmental scan – April-May

- Review History of community
 - Review pertinent background documents re: CAG and OECA
 - Review Branding initiatives in other Ottawa communities to identify tactics to promote brand awareness
3. Identify themes and differentiators– May
 - Identify themes and differentiators to support logo design contest
 - Identify OOE 'story', tag lines to support logo design contest
 4. Conduct community logo design contest: June-July
 - TBD what would be involved
 5. Hold focus groups (August-September)
 - Conduct 'table talk' style focus groups:
 - To review and validate the logo designs and narrow selection
 - To discuss options for better establishing and promoting the identity of the community
 - To solicit interest in more seriously considering alternate name for the community
 - Gather required information to be used together to provide recommendation to Boards
 - Number of interviews and reporting methods to be determined
 6. Present recommendation to Boards based on collected inputs: October
 - Draft and present recommendations to Boards:
 - Draft and Propose recommendation for new logos and motion to move forward with formal design asset development
 - Draft and Present recommendations to better establish and promote the identity of the community
 - Recommend motion for Phase 2 (Phase 2 of the project (if approved by OOECA board), would be to continue further development/refinement of the alternative naming activity). Where necessary carry forward recommendations to joint AGM: November
 -
 7. Development of design assets for selected logos: November
 8. Launch and communicate new logos (OECA and CAG): December

PHASE TWO (would require refinement based on Phase One outcomes)

9. Research means for establishing alternative community name: November 2015 – February 2016

- Review Branding initiatives in other Ottawa communities to identify tactics to promote brand awareness
- Consult City to investigate requirements and steps associated with formally changing the community name
- Consult with other community associations to understand challenges, barriers and opportunities with formally changing the community name
- Consider community engagement to solicit interest in more seriously considering alternate name for the community (key stakeholders to include: community members, businesses, education sector, etc)

10. Summary of analysis on merit of alternative name for community and recommendation: March-April 2016

11. Options analysis presented to OOEAC and CAG Boards – May 2016

Option 2 – High Community Engagement Approach

PHASE ONE

1. Establish a working group - March
2. Conduct an environmental scan – April-May
 - Review History of community
 - Review pertinent background documents re: CAG and OECA
 - Identify key areas for survey
3. Community Engagement – May - September
 - i) Draft and implement survey (May-June)
 - Design survey (most feasible option given timelines and resources)
 - Communications and promotions (opportunities to promote survey and initiative include: Main Event (June 20), community BBQ/picnics, etc)
 - ii) Data collection and reporting (June-July)
 - Collect data from the community to better understand what residents feel are the key themes and the identity of the community
 - Collect data from the community understand how the community feels current OOE name reflects the identity of the community and opportunities to improve
 - Collect data community that informs ideas for new logo
 - Produce survey report (suggest using Fluid Survey where reports can be generated)
 - Identify themes and differentiators to test in focus groups
 - Identify OOE 'story', tag lines to test in focus group

- iii) Hold focus groups (August-September)
 - Design focus group questions document
 - Conduct 'table talk' style focus groups:
 - To review and validate community engagement findings
 - Test OOE 'story', tag lines to test in focus group
 - To discuss options for better establishing and promoting the identity of the community
 - To solicit interest in more seriously considering alternate name for the community (note: this may fit better in phase two)
 - Gather required information to be used together to provide recommendation to Boards
 - Number of interviews and reporting methods to be determined
4. Present recommendation to Boards based on collected inputs: October
- Draft and present and recommendations to Boards:
 - Draft and present community design themes and differentiators
 - Draft and present community brand statement
 - Draft and Propose design requirements for new logos
 - Draft and Present recommendations to better establish and promote the identity of the community
 - Recommend motion for community logo contest to develop new logos for OECA and CAG
 - Recommend motion for Phase 2 (Phase 2 of the project (if approved by OOECA board), would be to continue further development/refinement of the alternative naming activity). Where necessary carry forward recommendations to joint AGM: November

PHASE TWO (would require refinement based on Phase One outcomes)

5. Conduct community logo design contest: November-December
- TBD what would be involved
6. Research means for establishing alternative community name: November 2015 – February 2016
- Review Branding initiatives in other Ottawa communities to identify tactics to promote brand awareness
 - Consult City to investigate requirements and steps associated with formally changing the community name
 - Consult with other community associations to understand challenges, barriers and opportunities with formally changing the community name
 - Consider community engagement to solicit interest in more seriously considering alternate name for the community (key stakeholders to include: community members, businesses, education sector, etc)

7. Launch and communicate new logos (OECA and CAG): January 2016
8. Summary of analysis on merit of alternative name for community and recommendation:
March-April 2016
9. Options analysis presented to OOEAC and CAG Boards – May 2016

Budget:

Estimate for initial logo design: \$500 (\$250 from each organization)

Project Team: Kevin Farrell (CAG); Michael Dawson (OOECA); John Dance (OOECA) + ?