

**NATIONAL CAPITAL COMMISSION
COMMISSION DE LA CAPITALE NATIONALE**

**LeBreton Flats: Signage
Meeting Minutes**

Sept 22, 2021

10 am–11:30 am EST

Via Microsoft Teams Teleconference

Participants

NCC and others

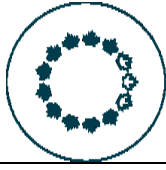
- Émilie Ruel: ER
- Benoit Gélinas: BG
- Laura Mueller: LM
- Katie Paris: KP
- Robert White: RW
- Camille Renaud (minutes)

PAG Members

- Robin Cayer: Algonquin Anishinabeg Nation Tribal Council: RC
- Catharine Vanderline, Executive Director, Options Bytown: CV
- Catharine Callary: CC
- Jason Burgraaf: JB
- Caroline Guimond, Building LeBreton Public Advisory Group: CG
- Adam Melnick, Building LeBreton Public Advisory Group: AM
- Michael Powell: MP
- Rebecca Judd, Social Media Marketing, BIA: RJ
- Zeynep Ekim: ZE
- Larisa Cheshire: LC

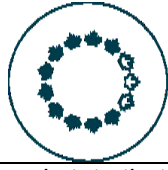
Updates - LeBreton

No.	Member	Item	Response/Action
1	BG	Introduction and thank you for your participation.	
	LM	Update: Library Parcel <ul style="list-style-type: none"> • Shortlisted proponents are Dream LeBreton, One Planet Living LeBreton and Team Central. • Request for proposals document was sent to the proponents in May 2021. Successful proponent should be announced at the Board meeting in January 2022.	
	LM	Pathway Map/Photos	
	LM	Update: Official Plan <ul style="list-style-type: none"> • Making progress to incorporate the policies required to implement the master concept plan directly into the City of Ottawa's new Official Plan. • Draft Pimisi and LeBreton Flats district chapter was just released on the City's website. On Sept 29, an online open house will be held by the City of Ottawa on the full Official Plan. • The City's Planning Committee will be considering the policies of the new Official Plan on Oct 14, which will then go to the city council on Oct 27. • Consideration of amending the Preston Street extension from an arterial road to an active transportation corridor. This matter will be subject to a separate Official Plan amendment process later. • A report was released by the City of Ottawa regarding municipal community benefits that the city will play a role in securing and delivering for the LeBreton Flats project (daycare, recreation, parks, affordable housing). These assets will fit in very well with the overall public benefit approach that we have outlined in the Master Concept Plan. 	
	LM	Update: Cave Creek Collector	



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	<ul style="list-style-type: none"> • Potential construction project we're working on with City Hall: Municipal sewer running through the Albert District will need to be moved before we can contemplate any development in the area. • Proposed corridor on Albert. Segregated cycling lane. 	
MP	Does this proposed cross-section line up with what had been discussed for the original final design proposed for 2024 for Albert Street?	<p>LM: The design the City of Ottawa had originally commissioned in 2019 retained the multi-use pathway along the north side of Albert. It's a constrained corridor, so the possibility of amending that and making it a complete street design comes from the slight widening of the right of way that will be needed to accommodate that sewer being moved. I do not know if the city has rethought that design but that is what they were attempting to do. The other portion of Albert Street (east, near the new library) has more of a configuration like we're seeing here.</p>
LM	<p>Moving on to other implementation steps...</p> <p>With the Library Parcel process well under way, we can proceed with developing the next steps to implement the early phase of the Master Concept Plan phasing strategy, shown here in the red parcels.</p> <p>The parcels shown in red in the Flats District are likely to be offered next in sequence for residential and mixed-use development. We would flag for your feedback the possibility of offering these lands as a long-term ground lease rather than an outright sale of lands. This would keep the land in public hands for the long term, and enable the NCC to offer the possibility of a unique transaction structure to accommodate, for instance, more rental than condo housing options.</p> <p>We are also starting to think about the next steps in defining some potential uses and proponents for destination facilities at LeBreton Flats.</p> <p>We would be looking to establish a process to see what's out there in terms of creative ideas and potential proponents with the resources and ability to make it happen.</p> <p>This approach would focus on parcels A2–4 in the Albert District, shown here, which are identified in the Master Concept Plan as a potential site for a major event centre or other destination use.</p> <p>The site identified as LeBreton Place, shown here as AD1, could also be targeted in this process.</p> <p>This is, of course, aligned with the Master Concept Plan target to "Attract at least one significant anchor with a city-wide, province-wide or national presence in arts, culture, performance or recreation."</p>	
LM	<p>Next steps</p> <p>New Official Plan policies: October 2021</p> <p>Pathway opening: Fall 2021</p> <p>Announcement of the successful proponent for the Library Parcel development: January 2022</p> <p>Process to seek destination uses: TBD</p>	
CG	I think, in the present context in Canada, we are finding a different approach toward reconciliation. It is important to send the message that we are only stewards of the land,	<p>LM: We see a lot of interesting opportunities as well.</p>

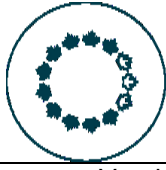


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		and state that it remains public land. It could be established as a model for other lands in the country.	
	CV	Regarding leased land vs. private sale, are you looking at leased land only through CMHC, or are you looking at the potential of leased land through social housing providers or the Ottawa Community Land Trust, where it rests within the community? My concern with CMHC leased land is the original intent is to provide affordable housing but, as soon as housing comes into private ownership, they become unaffordable. Curious to see if you are considering other land trusts or a portion to be leased by non-profit social housing so that we can ensure that the housing is deeply affordable in perpetuity.	<p>LM: We have not evolved a process yet. It would be a competitive process. Open to different possibilities.</p> <p>KP: Agreed. We need to offer land based on certain requirements. It will be a balancing act.</p> <p>LM: Would also flag our target that there be a minimum of 5% affordability in all phases, so that we do get that mix of housing options throughout the area, with an overall target of 25%.</p> <p>CV: Long-term commitment to that affordability is very important.</p>
	MP	<p>If the lands really are of national or public interest, public ownership and perpetuity add flexibility. Glad to see that this is in the mix.</p> <p>We should have a proper definition of “affordable.”</p> <p>Would hope this similar approach to land leases extends to other facilities.</p>	<p>ML: All options are on the table at the moment. We will come back to you with more in-depth discussions with some direction on those items later on.</p>

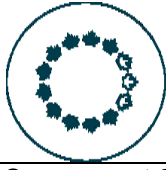
Presentation – Signage

#	Member	Item	Response/Action
		<p>Building LeBreton Signage Plan Concepts Brief</p> <ol style="list-style-type: none"> 1. Background information <ol style="list-style-type: none"> a. Project sign brief b. LeBreton context <ol style="list-style-type: none"> i. Existing site ii. Master Concept Plan iii. New pathway c. Building LeBreton look and feel <p>Components (final proposal can be a mix of concepts)</p>	
	LM	<p>Building LeBreton Signage Plan Concepts Brief</p> <p><u>Objective</u></p> <ol style="list-style-type: none"> 1. Create public excitement and awareness that the overall development project is starting soon. 2. Increase awareness of the NCC’s approach to the project (i.e. Master Concept Plan), focusing on the ultimate vision and how people will see themselves interacting with these spaces in the future, not so much the development process. 3. Identify the LeBreton area. 4. Involve youth, artists, Algonquin partners. <p><u>Audience</u></p> <ul style="list-style-type: none"> - Pedestrian (P) + Vehicular (V) - We want to target messaging at both the pedestrian/cyclist scale, as well as signs targeted more at passersby in vehicles or on transit. <p><u>Concerns</u></p>	



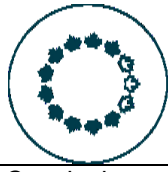
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		<ul style="list-style-type: none"> - Vandalism <p><u>Longevity</u></p> <ul style="list-style-type: none"> - 3–5 years - We would want these signs and installations to last for at least a few years. The site will be in flux, and different areas will be affected by construction in different phases. <p><u>Language</u></p> <p>Trilingual: English, French, Anishinaabemowin (Algonquin language)</p> <p><u>Budget</u></p> <p>Unspecified (to be determined as needed)</p>	
	LM	<p>Building LeBreton: Look and Feel</p> <p>Visual identity and branding that was created for the Building LeBreton project...</p>	
	LM	<p>Components shown</p> <ol style="list-style-type: none"> 1. Can be mixed and matched / implemented in different phases 2. Are conceptual: Actual layout and content would need to be developed 3. Are presented in priority order, based on feasibility / turnaround time <p>This package is ordered in what we see as the order of feasibility and therefore priority. The projects that would be quicker and less expensive to implement are shown first: this is the low-hanging fruit.</p>	
	LM	<p>Component 1: Fence coverings</p> <p><u>Possible locations</u></p> <ul style="list-style-type: none"> - Depends on where new fencing is proposed. Signage should be placed on fencing that is close to pedestrian traffic. <p><u>Goals met</u></p> <ol style="list-style-type: none"> 1. Create public excitement and awareness that the overall development project is starting soon. 2. Increase awareness of the NCC's approach to the project (depending on content). 3. Identify the LeBreton area. <p>Audience: Pedestrian (P) + Vehicular (V)</p>	
	LM	<p>Component 1: Fence Coverings</p> <p>Concepts A and B</p>	
	MP	<p>Having "it's here" on a fence in front of an empty field might elicit some confusion. I like the historical concept.</p>	
	CV	<p>As the first language of the land, I would have the Anishinaabemowin at the top, followed by French and English.</p>	<p>Might consider adding it to the Building LeBreton wordmark as well.</p>
	CV	<p>Curious about the truck in the photo in concept B. Very hard to see.</p>	
	RJ	<p>The font is lacklustre. Readability is obviously very important, but I'm wondering if there's a way of making the font more creative.</p>	<p>LM: Anything is possible at this point. KP: Agreed. It is a bit too corporate.</p>
	MP	<p><i>(Chat comment)</i> I also don't love the font, but understand if you have to connect to the logo.</p>	
	CG	<p>I want to make sure that whatever imagery we take, the recreated/created is well reflected.</p>	
	LM	<p>Component 2: Installation</p> <p><u>Goals met</u></p> <ol style="list-style-type: none"> 1. Create public excitement and awareness that the overall development project is starting soon. 2. Increase awareness of the NCC's approach to the project (depending on imagery). 3. (Potentially) involve youth, artists, Algonquin partners. <p>Audience: Pedestrian (P) + Vehicular (V)</p>	



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LM	Component 2: Installation Concepts 1, 2 and 3	
MP	Let someone bring something creative. These renderings seem to be off in the scrub off the path. Having them in a spot that is more regularly interactive would be nice. These are good examples.	
LC	I wonder if there could be something in that photograph that integrates the various points in history. Integrating that full scope of the history of the land would be a nice approach.	LM: Curious to see if folks have suggestions on how to translate that into an image, symbol or icon. CV: This might be where having Algonquin artists involved in the creation of these art projects will go a long way.
CV	<i>(Chat comment)</i> I like them — a great way to be creative and have fun through art on the site.	
LM	Component 3: Project sight signs — LeBreton look and feel Informative signs about the Master Concept Plan showing renderings of what is planned. It is also an opportunity for signs with historical interpretation.	
MP	<i>(Chat comment)</i> Really take advantage of the QR codes to see if you can provide different and deeper content.	
LM	Component 4: Underpass — Artwork and interpretation Local artists Collaboration with schools Competition City of Ottawa: Mural overview process <u>Goals met</u> <ol style="list-style-type: none"> 1. Create public excitement and awareness that the overall development project is starting soon. 2. Increase awareness of the NCC's approach to the project (i.e. Master Concept Plan: depends on artwork) 3. Opportunities to involve youth, artists, Algonquin partners Audience: Pedestrian (P)	
MP	<i>(Chat comment)</i> The underpass at Booth offers some opportunities to do something exciting and big. Below is from Seattle, but it would be fun to use the space in a way that is outside of the normal paint-on-a-wall box.	CV: Love the suggestion, Michael. That location has lots of potential.
MP	Going beyond painting a wall will provide the opportunity to draw people in.	
RJ	<i>(Chat comment)</i> Super cool idea, Michael. The sculpture strikes me as bolder and shapes more of an overall experience in the area.	
CC	Love the mural or underpass sculpture idea. These are things that are also very pertinent in a tourism landscape. We have operators who offer mural tours (Escape Bicycle Tours is one that does), and we also promote them on Ottawa Tourism.	
CC	Timing and sequencing. If we know some of the other site-worthy things that are coming into LeBreton, we could use that mural space as a reflection of those attractions. It would be good to have something tied to LeBreton.	LM: Are you suggesting concepts that are temporary and cyclical? CC: Thinking more of an evergreen attraction that draws people to the area.
RJ	Could you please share that public consultation info in the chat?	



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LM	Conclusion	
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