



COMMISSION DE LA CAPITALE NATIONALE
NATIONAL CAPITAL COMMISSION

Ruisseau de la Brasserie (Brewery Creek) Land Use Plan

CONSULTATION REPORT

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Background

About the site

The National Capital Commission (NCC) owns the undeveloped lands along Ruisseau de la Brasserie (Brewery Creek) in downtown Gatineau. These lands are located between Wright Street and the Shell service station, and Montcalm Street and Brewery Creek.

The site formerly housed buildings and was used for industrial and commercial purposes; however, over the course of the second half of the 20th century, contaminated land was left behind after industrial activity ceased and the buildings disappeared.

About the project

In 2022–2023, the NCC developed a land use plan for Brewery Creek to help revitalize the neighbourhood and enable access to the creek. The aim of this project is to:

- decontaminate the site (\$8 to \$10M investment);
- develop a linear park to highlight the Brewery Creek shoreline, while ensuring public access (\$7M to \$10M investment);
- develop universally accessible green spaces with revenues generated from building construction;
- create new, permanent housing that will encourage individuals and families to reside in downtown Gatineau;
- promote a mixed-use development that will contribute to the vibrancy of the downtown area;
- contribute to the development of Montcalm Street as a commercial hub;
- facilitate active transportation.

In June 2022, the NCC consulted with provincial and municipal stakeholders and public transit authorities to refine the redevelopment plan. The NCC presented the plan at the Gatineau downtown issues table (Table de concertation du centre-ville de Gatineau) on October 13, 2023, and received mixed reactions from the public.

Certain stakeholders were in favour of the proposed investments and decontamination, while others did not support adding more buildings, preferring to keep it as green space.

To ensure that the project would integrate positively into the neighbourhood and to also create an attractive destination in the National Capital Region, the NCC conducted public consultations in February and March 2024. This document is an analysis of the information gathered during these events.

Public consultation events

The NCC organized three public consultation sessions to gather comments from the public about the key themes of the redevelopment plan, including the reconfiguration of public spaces, amenities and desired services, types of buildings, and connection with the community.

Meetings with key stakeholders

February 13, 2024, 4:30 pm to 6 pm
Native Women's Association of Canada building, Gatineau

Participation:

8 representatives from the following groups:

- Association du patrimoine du ruisseau de la Brasserie
- Gatineau Chamber of Commerce
- Association des résidents et résidentes de l'île de Hull
- Vision Centre-ville

Format:

- Presentation about the land's history, the project's terms of reference, strategic directions, project phases and proposed redevelopment concepts
- Questions and discussion session

Open house

February 29, 2024, 3 pm to 8 pm

Artist-run centre AXENÉO7 in Gatineau



Participation:

- 131 members of the public (207 written comments and 970 reactions to the comments)

Format:

- In a first room, members of the public were able to view descriptive panels describing the history of the site, the project's terms of reference, strategic directions, project phases and proposed redevelopment concepts, and also talk to NCC experts.

- In the next room, members of the public were invited to leave comments and suggestions regarding various themes and issues on post-it notes. People could also show which comments they liked by applying stickers.



Online survey

February 29 to March 14, 2024

QuestionPro platform on the NCC website

Participation:

500 survey responses

Format:

- Participants answered 11 questions related to the themes of public spaces, infrastructure, site animation, building use, integration of the project into the neighbourhood, and sustainable development.

What we heard

The NCC documented both the public's and stakeholders' feedback to better understand the community's values and the main issues raised in order to potentially adjust the redevelopment plan, the mitigation measures used to lessen impacts, and the amendment to the NCC's Ottawa River North Shore Parklands Plan.

Feedback from the meeting with key stakeholders

Here are the main issues raised by participants at the meeting:

- Participants showed an interest in affordable and spacious housing with multiple bedrooms for families, which would encourage people to reside in the neighbourhood in the long term.
- The discussions revolved around a desire to see a transformation in the neighbourhood that would go beyond the four proposed buildings, possibly by contemplating bold and unique design concepts and by reviewing the possibility of placing conditions on the architectural styles determined in the plan or offer.
- One participant questioned the need to deliver a financially sustainable project and not respecting the special planning program (PPU) for a project that is 100% publicly funded.
- Certain participants raised concerns about the four-building vision, which might be perceived as a wall limiting the public's access to the linear park and view of the creek. There was a suggestion to reorganize the project to maximize green space and limit the surface area of the buildings.
- There was a discussion regarding housing affordability and the possibility of designing for social affordability.
- Following a few concerns regarding commercial use, one participant suggested including a clause in the proponent's lease to oversee and preserve businesses over a long term.
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Feedback from the open house event

Feedback received from the open house revealed seven main themes. Given that these themes intersect, a comments summary was prepared for each theme to simplify understanding.

Green spaces: There is much demand for preserving and maximizing green spaces. Many of the participants stressed the importance of preserving green spaces by creating a park, planting more trees and protecting the shoreline. Others contributed more specific ideas, such as an open-air botanical garden, community gardens, or soil bioremediation with pumpkins.

Public access: The comments underscore the importance of universal public access to the shoreline, inclusive infrastructure, and easy access to outdoor activities and sports. Several commenters voiced their opposition to privatizing public spaces and insisted that the area should remain 100% public. There is a concern that the buildings will be a barrier to public access to the creek shoreline.

Access to the water: Comments highlighted the importance of clean creek water for various activities such as swimming and fishing, as well as a view of the creek from the street. Participants also expressed an interest in water activities and a desire to have an area to launch watercraft.

Housing: Comments on housing and buildings were varied. Some participants expressed a desire to see affordable social housing that would be available to families, while others opposed housing construction.

Architecture: Several comments focused on the height of the buildings, alignment with Ville de Gatineau plans, and respect for the heritage site. Several people suggested limiting building height or square footage to maximize green spaces and increase views of the creek from the street. Some suggested varying the architectural design and mentioned LEED certification.

Businesses and services: Participants proposed various types of local and neighbourhood businesses, such as coffee shops, bistros, neighbourhood grocery stores, drugstores and daycare centres. There appears to be some consensus regarding local welcoming and friendly meeting places such as patios and bistros. There were also suggestions for cultural and artistic venues and for spaces for community associations and Indigenous Peoples' engagement.

Activities and events: Comments highlighted the importance of providing venues for cultural events and performances. Specific suggestions included concerts, artist exhibitions, and public markets. There were also suggestions for outdoor sports facilities with courts, equipment rentals and water activities.


Other comments: Some comments did not fit into the above categories, such as suggestions for lighting, public transit, and the need for alignment with the Ville de Gatineau and the planning process.

These comments reflect a desire to preserve and improve access to the shoreline and natural spaces, while ensuring public access. There is strong opposition to the idea of privatizing the site and a desire for affordable social housing.

Survey





Survey timelines:
February 29 to
March 14, 2024





Environmental priorities:

- Plant native plants and trees
- Conserve the natural environment
- Plant trees that provide shade

Preferred business types:

 Cafes
  Bistros

 Bakeries
  Corner/
grocery stores



Preferred housing:

- Affordable housing
- Family-friendly (3+ bedrooms) housing
- Do not add housing in this location
- Social housing/co-ops
- Low-rise apartment buildings

Key themes:

 Maximize green space

Affordable, family-friendly housing



 Food and beverage options

Neighbourhood needs to be a unique destination with events and attractions



 Maintain public access to the waterfront

Prioritize public and active transit infrastructure



Desired facilities:

 82%
Bike parking

 81%
Public washrooms

 77%
Drinking water fountains

 77%
Night lighting

Interest in activities / amenities:

75%

Public markets, arts and craft fairs

65%

Space for outdoor performances and concerts

56%

Green space for physical activities

54%

Interpretation panels about history of the area

53%

Permanent skating rink amenities

Demographics:

8%

are visible minorities

8%

identify as a person with a disability

3%

identify as Indigenous

91%

are between the ages of 25-74

61%

French speaking

33%

English speaking

Preferred amenities for public spaces:

94%

Relaxation areas

59%

Bistros (NCC-style bistro)

57%

Commemorative artwork

Next steps

Comments received will be reviewed and will inform the development of the call for land use proposals to find a proponent for the project.

The call for tenders will include the intent to maintain access to the shoreline, integrate affordable housing targets and propose massing that is within the range established by the Ville de Gatineau.

We will also let the successful proponent know that we expect the public to continue to be consulted during the next stages of the project.

Appendix 1: Promotion

Media coverage

- Le Droit
 - o OP-ED Letter by Maryse Gaudreault <https://www.ledroit.com/opinions/points-de-vue/2024/02/27/un-catalyseur-pour-revitaliser-notre-centre-ville-HWIWECAGV5FJBIPBOMYQIXWFKY/>
 - o [Gatineau s'active dans le secteur du ruisseau de la Brasserie \(ledroit.com\)](#)
 - o [Revitalisation du ruisseau de la Brasserie : des citoyens laissent la chance au coureur \(ledroit.com\)](#)
- Radio Canada
 - o (9:15) [Épisode du jeudi 29 février 2024 | Le téléjournal Ottawa-Gatineau \(radio-canada.ca\)](#)
 - o [Le plan de la CCN pour la rive est du ruisseau de la Brasserie ne fait pas l'unanimité | Radio-Canada](#)
 - o [Rattrapage du jeudi 29 février 2024 \(radio-canada.ca\)](#)
- TVA
 - o [TVA 18H – 29 février 2024 - TVA Gatineau \(10:15\)](#)
- Radio 104.7
 - o [Revitalisation du ruisseau de la Brasserie: la consultation aura lieu jeudi — 104.7 Outaouais \(fm1047.ca\)](#)

Internet

- Project webpage [Land use plan for Ruisseau de la Brasserie \(Brewery Creek\) - National Capital Commission \(ccn-ncc.gc.ca\)](#)
- Webpage to promote open house [Community Open House: Ruisseau de la Brasserie \(Brewery Creek\) Land Use Plan](#)

Newsletters

- February 22, 2024: Invitation newsletter – Public engagement list
- February 23, 2024: [Kollectif](#) newsletter
- March 8, 2024: Survey reminder newsletter – Public engagement list

NCC Newsletter Statistics						
Date	Number of emails sent	Number of emails opened	% of emails opened	Clicks	% clicks	Unsub
February 22, 2024	3139	1761	56%	240	14%	2
March 8, 2024	3302	1790	54%	223	12%	3

Digital ads

Published between February 21 and March 13, 2024

Media	Total Impressions	Total Clicks
Google Ads	50,273	410
Linked In Ads	91,988	273