

J.C. WILLIAMS GROUP

August 24, 2011

Mr. Kent Kirkpatrick
City Manager
City of Ottawa, City Hall
110 Laurier Avenue West
Ottawa, ON K1P 1J1

**Re: Clarification and Further Thoughts on Lansdowne Village and J.C. Williams
Group's Letter of August 5, 2011**

Dear Mr. Kirkpatrick,

During the Principles and Agents conference call of August 19, 2011, you raised two primary issues that arose based on feedback from the community and Council members at last week's Committee meeting:

- The village being "village like" and a "hybrid", and
- The role of fashion apparel.

The following are our comments.

Being "Village Like" and a "Hybrid"

The use of the term "village like" in our August 5, 2011 letter to you, which was provided to Committee last week, does not reflect a change in the concept for the mixed-use area to be an "Urban Village". The phrase should be taken at face value - namely like a village. It was used to emphasize and strengthen what is implied by the "Urban Village" concept in the context of the Lansdowne revitalization. Specifically, given that the revitalized Lansdowne Park is to be integrated in its urban context, which includes the Bank Street commercial corridor, the adjacent residential areas, and an open space system along the Canal such that the mixed-use area will be very much "like a village" and a hybrid in that it will accommodate a range of uses that support the mixed-use area integrating with its diverse context in both form and function.

It is in this context that we have discussed with Trinity/OSEG the characteristics required to achieve having the mixed-use area established as a unique urban village. These include:

- Being intimate in nature and scale, tight, and j-walkable;
- Reflecting the local environment;
- Having a diverse range of stores consistent with the retail strategy we developed that was approved by Council; and
- Being easily adaptable to change while maintaining the principles of the retail strategy.

Within this environment, retail will function by serving its trade area – in an ever changing way. It will remain relevant to the urban village concept and maintain complementary and synergistic relationships with the Bank Street commercial corridor and the focus of the revitalized Lansdowne so as to become and remain as a unique and distinct place in the City. Retail is not static but evolving. To illustrate this principle, if J.C. Williams Group was recommending an ideal village-like retail mix ten years ago, we may have included a music/CD store, traditional book store, fabric store, travel agent, etc. Today these stores do not exist or are under serious threat.

The Village, as noted in the outset, will be a hybrid because of its unique relationship to Bank Street, the stadium, the housing and offices, the park and canal, the farmers' market, and the programmed cultural events. In fact, it is more than just an urban village due to the extra dimensions that are being added. These extra activity centres will only serve to enhance the overall urban village like feel.

The Role of Fashion Apparel

J.C. Williams Group's Strategic Plan of June 2010 allows for fashion apparel (page 20), but it is to be "limited" as explained in the following paragraph.

It is not in the vision for Lansdowne village to be a regional mall or a retail precinct with a large or dominant proportion of its retail space dedicated to fashion apparel. Some limited specialty type apparel retail that will augment the overall retail offering and that can fit within the retail strategy concepts of lifestyle, sport, fitness, recreation, culture, etc. and/or apparel offerings that blur the lines between these predominate themes, may fit. As stated, retail is evolving with new retail types being established and discrete category lines being blurred.

As examples, there are new retailers that are very focused on certain markets such as apparel stores catering to those that lead active sports focused lifestyles or food retailers

that have unique and distinct product lines. Other blurred category type retailers may include bookstores that sell coffee/tea, grocery stores that sell apparel, bike stores that also service bikes, travel agents that sell luggage, sporting goods stores that teach classes, etc. Retailers are continually re-inventing themselves to be relevant to consumers and their demands/needs. These changes apply to both Bank Street and to Lansdowne Village so that both can be vibrant retail areas. The focus of the retail strategy, consistent with Council's directions, is to ensure that the two areas are complimentary and will work with and support each other.

The overall intent is for Trinity and J.C. Williams Group to work towards achieving the retail mix vision rather than applying strict codes that may be harmful in the long term. As stated, J.C. Williams Group is monitoring these issues on a weekly basis with Trinity. Finally, the statistics provided are a work in progress to illustrate the breadth and range of major retail types that have inquired about space. They are not representative of letters of interest from these retailers.

Summary

J.C. Williams Group would welcome a follow up meeting with the Glebe BIA and Old Ottawa South to discuss the progress on the Lansdowne Village.

Respectfully submitted,



CC John Smit
Graham Bird
Mike Foley
Tim Marc