

# 2026-EOI-01 Hotel Development in Deep River ON

## Addendum 1 – Response to questions received

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### 1 Clarification of Project Vision

The Town of Deep River would like to thank all those who have expressed an interest in this potential development.

The purpose of this Expression of Interest process is to identify suitable partners that the Town can work with to further a potential hotel development in Deep River. At this time, we hope to learn more about your development experience, see recent examples of your work, and find out more about your ideas for what is possible in Deep River. We would like to emphasise that we are interested in short term accommodation proposals of all types.

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### 2 Development Partnership Structure

#### **2.1 Is the Town looking for submissions from construction firms, hotel brands, and/or hotel operators? Is the Town seeking submissions only from hotel chains / developers / franchisees, or will the Town also welcome proposals for related services?**

At this time, the Town hopes to receive submissions from hoteliers, developers, and other groups who have experience in bringing a hotel to market. While the Town will facilitate and support building out this project, we do not anticipate being an active partner in the design, construction, or operation of the hotel. Having said that the Town always remains open to discussion from all developers regarding housing, commercial and industrial development in Deep River.

#### **2.2 Is the Town envisioning land sale, lease, joint venture, or public-private partnership (PPP) models?**

While the Town does not anticipate being an active partner in the design, construction, ownership or operation of the hotel, we would welcome proposals and discussions of all development models.

#### **2.3 Will the Town consider incentives (servicing support, tax incentives, planning fast-tracking) to accelerate development? Are there any municipal incentives in place to support the development?**

The Town is open to proposals which include the potential for incentives and/or fee relief. Detailed discussions about charges and fee relief, deferrals and other incentives are not expected

to be part of this RFEOI process, but would be included as part of the direct negotiations and planning work with the chosen development partner.

## **2.4 What level of community consultation does the Town expect during concept and design phases?**

The Town does not anticipate or require any community consultation outside of that required for formal Planning Act-related applications where necessary (e.g. zoning amendments, if required).

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## **3 Site & Planning Clarifications**

Note that the CBRE report identified three potential sites that were used as the basis for the analysis. There are various other similarly zoned properties in Deep River which may be suitable for this development. While the Town does not have a preference for any specific property, it should be noted that Area #1 is town-owned, and has been declared as surplus land.

### **3.1 What are the zoning permissions, height limits, parking requirements, or other regulatory constraints for a hotel on the identified parcels?**

All identified sites fall within the HIGHWAY COMMERCIAL zone. This zone allows a wide variety of commercial uses, including hotels, eating establishments, licensed establishments, travel centres, etc.

Specific zone provisions for a hotel include:

- Building height (maximum): 15m
- Parking (hotel): 1.0 parking space per room plus any other required spaces for other uses
- Parking (eating establishment): 1.0 parking space per 10m<sup>2</sup> of gross leasable floor area
- Parking (licensed establishment): 1.0 parking space per 4 persons design capacity

More detail can be found in Section 13 of the Town's Zoning By-law, available [here on deepriver.ca](https://www.deepriver.ca).

**NOTE: Town staff will work with developers to identify and facilitate any minor variance or zoning amendment applications should the zoning provisions present obstacles to the proponent's preferred form of development.**

### **3.2 Are there municipal utilities (water, sewer, electrical) infrastructure already present at the identified sites, or should on-site improvements be anticipated?**

Municipal water and sanitary sewer service, along with electricity and natural gas, are present along most of Hwy17. The identified potential sites are serviced as follows:

- Area #1: Water and sanitary sewer service lines from the mains on Hwy17 to the property line will be installed in 2026; hydro and natural gas are present at the roadway.

- Area #2: Water, sanitary sewer, hydro, and natural gas services exist on the property.
- Area #3: No services exist on the property, but are available on the roadway.

### **3.3 What size are the three potential sites?**

- Area #1: The Town can make approximately 4 to 6 acres available for this development.
- Area #2: Approximately 3.5 acres
- Area #3: Approximately 8 acres

### **3.4 Have environmental assessments or geotechnical studies been completed for the identified sites?**

The Town is not aware of any environmental assessments or geotechnical studies performed on the listed sites.

### **3.5 What is a typical land value in Deep River?**

While there have been relatively few recent sales of vacant land with Hwy17 frontage, recent experience suggests that land values would be between \$50,000/acre and \$80,000/acre.

**NOTE: These values are provided for information and background only, and should not be used for any other purposes.**

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## **4 Branding & Operator Considerations**

### **4.1 Has the Town engaged with any major hotel brands to gauge interest in a 65-room format?**

The Town has not engaged with any hotel brands directly.

### **4.2 Is the Town open to facilitating introductions to preferred brand partners, or should the proponent manage this independently?**

The Town anticipates that developers will engage with hotel brands directly. Where appropriate, the Town is happy to participate in any potential engagement between developers and hotel brands.

### **4.3 Are there any local preferences regarding amenities (pool, meeting room, fitness centre) beyond those identified by CBRE?**

The Town does not have any further preferences or requirements for amenities, but would welcome proposals from developers.

Consistent with CBRE's report, our discussions with local employers indicate a strong need for extended stay facilities (e.g. suites), and additional event/meeting spaces.

#### **4.4 How many rooms is the Town looking for?**

The Town does not have a preference on the number of rooms.

#### **4.5 Would the Town consider a mixed commercial/residential development?**

Although this RFEOI is focussed on short- to mid-term accommodation development, the Town remains open to proposals of all types at any time.

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## **5 Operational & Market Insights**

### **5.1 Can the Town provide further details on corporate travel patterns from CNL and Garrison Petawawa (seasonality, length of stay, weekday/weekend mix)?**

In general, the Town's discussions with local employers indicate a strong need for extended stay facilities (e.g. suites), and additional event/meeting spaces. The strong corporate demand (weekday, multi-day stays) was confirmed by the CBRE study, driven in particular by CNL's active academic and corporate partnership programs. More detail can be found in the detailed CBRE report (attached).

Extract from CBRE report re Canadian Nuclear Laboratories:

"The CNL campus spans over 9000 acres and directly employs about 3250 people. ... [and] the campus had over 4,000 visitors in 2024...

CNL also has an extensive Academic Partnership program that hosts a significant number of students throughout the year through academic programs on the CNL campus, including about 60 to 80 students throughout the summer semester, and about 30 in the fall/winter semesters... There are a number of supporting scientists, contractors, and other visitors throughout the year who require accommodations."

In discussions with the Town, CNL has also expressed that a lack of appropriate accommodation is a constraint on the expansion of their academic programs.

Garrison Petawawa employs about 6,100 people, including about 1,000 civilians, and is one of the largest military bases in Canada. Increased defense spending commitments from the Federal Government is likely to result in increased activity, including increased personnel and infrastructure renewal. Although CBRE was not able to confirm specifics at the time of their study, CBRE and Town staff anticipate more detailed engagement with Garrison Petawawa at a future point in the process.

## **5.2 Can the Town facilitate discussions with the primary local employers regarding their projected demand and the possibility of block guarantees?**

The Town will facilitate direct discussions between the selected developer and the primary local employers.

## **5.3 Are there anticipated major infrastructure or industrial investments in the area that may influence future demand or services provided?**

Both Canadian Nuclear Laboratories and Garrison Petawawa are expanding their facilities and operations. AECL is investing over \$1 billion into revitalizing the CNL campus over the next ten years ([article on aecl.com](#)). With the Federal Government's commitment to doubling defense spending, Garrison Petawawa is both expanding personnel (military service members and civilian support staff) and significantly reinvesting in its facilities.

In addition, the Deep River and District Health campus is expanding with the current construction of a new 96-bed long term facility (opening in 2027), a new primary healthcare facility (opened in August 2025). The health campus includes an emergency department, which is frequently staffed by visiting and locum physicians and other workers.

The Town is also excited to see planning progress on a new graphite mine in the Bisset Creek area (approximately 40km northwest from Deep River). ([Canadian Mining Journal article, March 2025](#)).

There are significant number of multi-residential and other housing developments currently in the planning pipeline. This is expected to have a significant increase in Deep River's housing stock. It is important to note that municipal utility capacity for this development s available.

## **5.4 How does the Town envision the hotel integrating into existing tourism strategies?**

The Town of Deep River and surrounding area are four-season tourism destinations. Snowmobiling and ATVing are particular attractions, with a large staging site in Town (directly connected to Area #1), and ready access to the large cross-provincial trail networks. The Town is scenically located on the Ottawa River and has several boat launches and a marina. The Town hosts a variety of festivals, including a bi-annual multi-day music festival.

The Town participates and supports regional tourism strategies driven by the Ottawa Valley Tourism Association and the County of Renfrew.

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## **6 Project Timelines & Collaboration**

### **6.1 Does the Town have target milestones for site selection, negotiations, and commencement of construction?**

The Town would like to see this project be developed as soon as is feasible. Consistent with CBRE's analysis and input from local employers, there is immediate demand for increased accommodation capacity. We do not have specific timelines or milestones set.

### **6.2 Will the Town provide support with permitting coordination or inter-agency approvals?**

Where possible, the Town will facilitate and provide support to expedite permits, approvals, and potential development. The Town of Deep River is the approval authority for zoning amendments, minor variances, and site plan control. The Town's Chief Building Official is a full-time employee and is responsible for all building permits and inspections.

Official Plan amendments and consents (severances) fall with the County of Renfrew's jurisdiction. Town staff have a strong working relationship to facilitate efficient planning processes.

The Town will provide support, where possible, for other agency approvals.

### **6.3 What communication structure does the Town prefer during the development process (bi-monthly touchpoints, steering committee involved, etc.)?**

The Town would appreciate frequent communication, but is open to a variety of forms. Town staff typically have regular touchpoints with our development partners, and provide updates to Council. The Town's Planning and Building department consists of three staff, including the CAO, who are highly flexible and able to accommodate either formal or informal communication structures. The Town does not currently have a standing Development or similar Committee of Council.

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## **7 Submission Format**

### **7.1 What form should a submission to the RFEOI take?**

At this time, we hope to learn more about your development experience, see recent examples of your work, and find out more about your ideas for what is possible in Deep River. In addition to the required information (contact details, statement of acceptance), submissions can include written or visual descriptions of previous projects in various forms, and a description of a development concept for Deep River (preferably including an estimated timeline). No formally prescribed submission format is required.

