

DOWNTOWN REVITALIZATION MEASUREMENT FRAMEWORK – Year 1

AREA OF FOCUS	OBJECTIVES	SHORT-TERM ACTIONS	IMPACT	PERFORMANCE INDICATORS
Rebalance Uses	<ul style="list-style-type: none"> Identify coordinated partnership opportunities to advance strategic redevelopment 	<ul style="list-style-type: none"> ➤ Establish a Federal-City partnership table on redevelopment of federal assets ➤ Advance 1010 Somerset redevelopment implementation ➤ Propose a Bayview Yards redevelopment concept plan ➤ Prioritize underutilized municipal lands for mixed-use and residential development 	<ul style="list-style-type: none"> Stronger and more sustainable economic environment A diversified mix of uses (investment, employment, living, tourism) 	<p align="center"><i>To be identified in year 2 (2027), following foundational strategic analyses and engagement</i></p>
	<ul style="list-style-type: none"> Implement targeted incentives to support adaptive reuse and revitalization 	<ul style="list-style-type: none"> ➤ Evaluate redevelopment incentive programs as a component of the <i>Downtown Revitalization Toolkit</i> ➤ Introduce Additional Residential Unit (ARU) and Missing Middle accelerator programs ➤ Implement office-to-alternative conversion incentive program ➤ Continue to advance expedited conversion and approval processes to accelerate adaptive reuse ➤ Analysis and development of downtown incentives program 	<ul style="list-style-type: none"> Increased day-to-night activity to support local businesses 	<p>1.a) Increase # of downtown residential population</p> <p>1.b) Increase # of new residential units</p> <p>1.c) Increase # of new office conversions or adaptive reuse projects</p>
Diversify and Strengthen Ottawa’s Downtown Economy	<ul style="list-style-type: none"> Strengthen and modernize small business support 	<ul style="list-style-type: none"> ➤ Package and launch small business sector supports as a component of the <i>Downtown Revitalization Toolkit</i> 	<ul style="list-style-type: none"> Increased storefront activity Improved small business sustainability 	<p>2.a) Increase \$ of visitor spending downtown</p> <p>2.b) Increase # of small businesses</p> <p>2.c) Decrease % commercial vacancy rates</p>
				<p>3.a) Increase # of total downtown employment</p>

	<ul style="list-style-type: none"> Accelerate the diversification of industry sectors 	<ul style="list-style-type: none"> ➤ Launch a downtown-focused investment attraction program to proactively target emerging industries 	<ul style="list-style-type: none"> Increased growth in emerging, high-value sectors 	3.b) Increase % share of total downtown employment across emerging industries
Improve Community Safety and Well-being	<ul style="list-style-type: none"> Strengthen coordinated safety and outreach partnerships 	<p>Coordinate outreach services as a component of the <i>Downtown Revitalization Toolkit</i></p> <ul style="list-style-type: none"> ➤ Implement Unsheltered Homelessness Outreach Model ➤ Expand ANCHOR across downtown ➤ Advance the Positive Alternatives to Drug Use Pilot ➤ Implement Readiness, Resiliency and Responsiveness framework 	<ul style="list-style-type: none"> Vulnerable individuals/ households are supported through compassionate, coordinated intervention 	4.a) Increase # of unsheltered people who are document-ready for case management supports
	<ul style="list-style-type: none"> Advance safety-by-design enhancements to support well-being 	<ul style="list-style-type: none"> ➤ Implement the Chinatown streetlighting project ➤ Deliver Laurier Street public realm enhancements, including lighting, trees, pavers, and planters. ➤ Expand downtown-specific safety measures on public transit ➤ Expand OPS CORE services into new area of downtown 	<ul style="list-style-type: none"> Improved real and perceived safety to increase downtown use and longer dwell times 	5. Decrease # of reported criminal incidents downtown
Transform Places and Spaces	<ul style="list-style-type: none"> Expand and implement activation initiatives 	<ul style="list-style-type: none"> ➤ Expand the Street Seats Program to Chinatown ➤ Launch ACE District – Arts Corridor initiative (OAG) ➤ Advance the Ottawa 200+: Portraits, Places, and People gallery experience 	<ul style="list-style-type: none"> Increase economic activity and community life by creating an environment that invites people to use public spaces. 	6. Increase # of days of event programming / activations
	<ul style="list-style-type: none"> Advance targeted public realm enhancements 	<ul style="list-style-type: none"> ➤ Implementation of Canadiana Block project ➤ Redesign concept of Sparks Street 	<ul style="list-style-type: none"> Increase foot traffic and activity throughout the day and evening to support local businesses. 	7. Increase # of visitors in the downtown core