

# ByWard Market Public Realm Plan

## As We Heard It

### Online Survey #1

July 31 to August 21, 2018

**BYWARD MARKET**  
Public Realm Plan

**MARCHÉ BY**  
Plan du domaine public



E GRAND

THE GRAND

MARKET PLACE

Garden  
Seafood  
Steak  
Pasta  
Dessert

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## Background

The ByWard Market is one of the most well known destinations in Ottawa. This iconic precinct's cultural and heritage assets attract local residents as well as visitors from across Canada and the world. The heritage public market building is at the ByWard Market's symbolic core, but the precinct accommodates a diverse collection of original shops, boutiques, retailers, restaurants and public spaces. Because of its economic and cultural contributions, the City of Ottawa plans to ensure that the Market remains a popular and successful destination in the future.

## Introduction

The ByWard Market Public Realm plan will provide direction and designs to beautify, organize and connect the ByWard Market's public spaces to make them accessible, inclusive, safe and inviting.

Public spaces are defined as city or government-owned, and are open and available to all who choose to be in them. Types of public spaces to be studied in this project include:

- streets,
- sidewalks,
- bike facilities,
- plazas,
- squares,
- parks,
- courtyards,
- open spaces,
- city-owned buildings, and
- city-owned parking lots.

## Consultation Results

An online public consultation was held from July 31 to August 21, 2018 to solicit ideas about the vision for ByWard Market's streets and public spaces. The vision will help guide the study towards creating a plan to improve public spaces in the ByWard Market.

Details of this consultation were communicated to residents using a variety of methods:

- Community Association Website, local partners and social media feeds
- Ward Councillor's office and social media feed
- City of Ottawa Website [ottawa.ca/DesignByWard](http://ottawa.ca/DesignByWard)
- City of Ottawa Public Service Announcements, social media campaign and direct email outreach

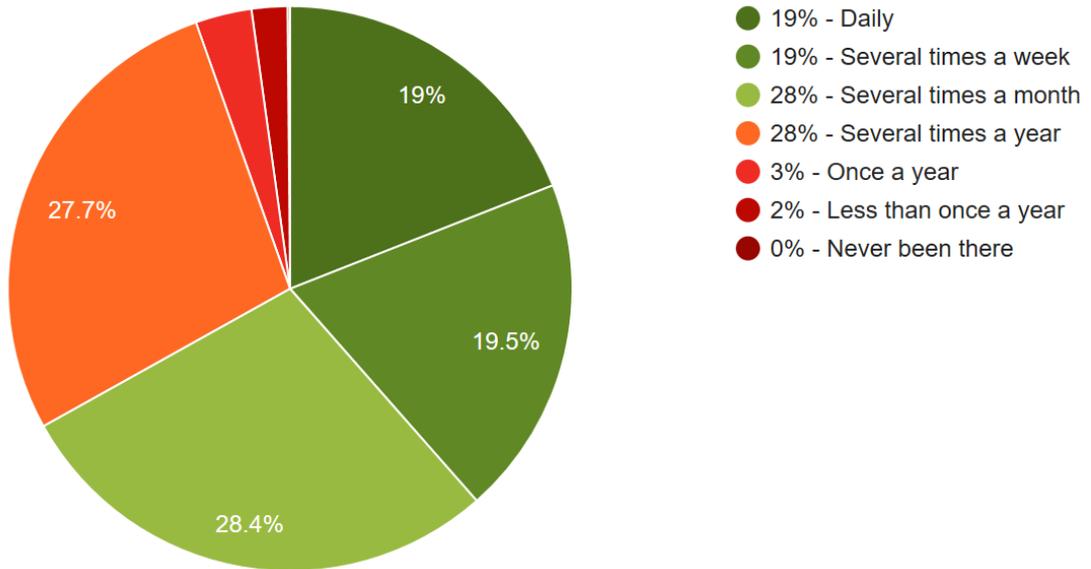
More than 640 residents filled out an online survey and sent in comments.

In terms of identity, the characteristics of the most typical respondent of this questionnaire are: an individual between the ages of 30 to 39, living in either Lowertown, ByWard Market, Sandy Hill or University of Ottawa who often walks to the ByWard Market, visiting it several times a month.

The following provides a summary of the responses to each question in the questionnaire.

# Questionnaire

## 1. How often do you come to the ByWard Market?



## 2. What is your favourite public space in the ByWard Market, and why? (280 characters)



A heat map (above) illustrates the geographic popularity of favourite places in the ByWard Market based on survey responses.

The top five favourite places identified by respondents, in order of popularity, are:

- 1. National Capital Commission (NCC)** courtyards, with Clarendon Lane being the most popular courtyard. Respondents liked the courtyards because they are secluded and are thought of as relatively quiet and safe (i.e. they are “hidden”, clean and feel like they have fewer homeless people), and most importantly they are pedestrian only. Additionally, respondents liked the European feel due to the cobblestones and narrow sidewalks, public art and greenery. Although each courtyard has similar characteristics, Clarendon Lane and Jeanne D’Arc courtyards were the most popular because they offer the most seating. In the case of Clarendon Lane, it also offers desirable patios and shops.
- 2. ByWard Market building and its surroundings** including vendors and George Street Plaza. Respondents like this space because it attracts many visitors to ByWard Market and because of the heritage building, shops, food options and liveliness of the farmer’s market as a unique and vibrant area where pedestrians dominate the space.
- 3. The farmer’s market** to shop for local products and, in some cases, enjoy the ability to converse and make purchases in French.
- 4. George Street Plaza.** Respondents like its open space, the people-watching it offers visitors and residents, its scenery. The plaza’s openness also creates a performance space that provides bystanders with something to see and experience.
- 5. Specific streets** were cited as favourite places due to their abundance of restaurants and patios. Among the favourite streets, respondents identified the pedestrian sections of William Street

Mall due to its rustic buildings, and spaces for busking on William Street and York Street as the most popular.

York Street Plaza was also mentioned but less popular than George Street Plaza. The York Street Fountain and York Steps leading to Major’s Hill Park were also identified as favourite places because of the view of the Market atop the stairs and the mural on the stairs. Respondents mentioned that the fountain is the only public place in the ByWard Market with a water feature, which makes it unique and different from other public places.

Major’s Hill Park was mentioned as a favourite place because of its abundance of trees and green spaces and ample seating areas. Generally, respondents agree that areas with seating, greenery and space for activities are vital characteristics of good public places.

A limited number of respondents stated they do not have any favourite public places in the ByWard Market. Some participants cited too much traffic, parking and cars, noise pollution, crowded sidewalks, the increased presence of homeless people, and lack of greenery as challenges to having an enjoyable experience. Some participants commented they only spend the necessary amount of time in the Market or they avoided it altogether.

Now imagine yourself in the ByWard Market's public spaces in 15 years and think about how you feel, what it looks like, what attracted you there, and how you get around while you're there.

### 3. What is your vision for public spaces in the ByWard Market? (280 characters)

Responses to Question #3 were coded and below are the top sixteen sentiments that emerged, listed in order of frequency (most to least). Direct quotes from respondents are used as descriptors for each sentiment to help explain the idea. *Spelling errors made by respondents have been corrected.*

- 1. A place for people, where pedestrians come first:** Car free. The market should be a pedestrian only area (at least for the summer). There would be less car traffic. A pedestrian mall. Limited vehicle traffic through the area. A pedestrian friendly place with fewer (no?) cars and more people.
- 2. The right mix of vendors, retailers, restaurants and nightlife:** Feeling distinct, independent, and local in an era of franchises and cookie-cutter stores. Buying fruit from local producers. Fresh food vendors, green houses, cafes, and bars. More small business. Have more food options (food trucks too). Indie shops. Fruits & veggies grown by farmers. Classy and cutting edge dining. Fewer (overpriced, kind of mediocre) bars and restaurants. Though the patios are great.
- 3. A creative culture with arts, buskers and music:** Lots of street artists, music. More quaint/creative. Art installations, buskers, fountain(s), sculptures that kids and adults can climb in/on/around. More statues, physical art. Bustling with people, vendors and live music. More art and sculpture. More regular street performances (musicians).
- 4. Something to see and do; creating a dynamic, lively atmosphere:** Programmable open spaces. The market feels crowded, is filled with things to do, and places to stop. A district that is heavily populated with activity and animation. Maybe some animation in summer and winter activities during Winterlude. More vibrant and visually appealing. A dynamic city square. A fun place. A people place.
- 5. More seating; great people-watching:** A place with benches, tables. More sitting spots. Random seating to people watch or catch up with a friend while sipping on a bubble tea outside. Lounging areas. Put out tables and chairs for people watching. More space for sitting and watching the world.
- 6. Safer:** Improved safety and security. Increased sense of safety/security. Safe, comfortable. I envision a ByWard Market that feels friendly and safe.
- 7. Less street people:** Less pan handling. Less homeless people.
- 8. Pedestrians & cyclists:** Inner streets are woonerfs where priority is pedestrians, cyclists. Fewer cars on ByWard Market Road and George Street all year round i.e., almost exclusively a pedestrian/cycling route. Safe for pedestrians and cyclists.
- 9. Family-friendly, a sense of community:** I'd like to see a playground and splash park within Byward Market. Many families do visit or live close by, and the nearest playground is a 15 minute walk away. I

see this as a public area for the family and tourists. Encourage young Ottawa families to visit the downtown.

- 10. Historic and heritage culture:** A place preserving our past in the historic architecture, and with modern interiors. Enhancement of historic “old Ottawa” elements. Think more Stone buildings, quaint and romantic feel. Such as those found in Montreal or Quebec cities. Something that remains genuine and tied to the Market’s roots.
- 11. Inclusive and accessible:** A space that doesn’t lead to conflict - no one should feel they ‘own’ a space in the Market. The spaces are for everyone to use. I would love to see them being used all day, every day, by all kinds of different people. Ethical, genuinely helpful strategies for reducing presence of panhandlers. Better accessibility for more people.
- 12. Cleaner:** [The public spaces] have to be clean. Fresh -- newer/cleaner/wider walking spaces. Keep it clean and in good repair so people will more inclined not to litter or damage anything.
- 13. Relaxing:** A place where one can relax. Needs some place for kids & families to play and rest.
- 14. For residents and tourists:** I see this as a public area for the family and tourists. A usable place that fits locals and tourists. I envision an area where individuals, families and tourists safely walk around, sit, have a bite to eat and feel like they’re in a welcoming, warm environment...
- 15. Shade:** Installing permanent shading structures would create a more inviting space. More shaded places to meet our friends.
- 16. Affordable:** The public spaces should be free, open and have many activities.

A space where on a nice day, we should head there. No plans, no reservations, just head down and enjoy the people of Ottawa.

Examples of vision statements that had the cited the top five themes are:

*“Limited vehicle traffic through the area, bustling with people, vendors and live music, public seating available (benches as well as grass areas)”*

*“York: lots of seating, mature trees, cobblestone boulevard, pedestrian only, buskers and artist galore. I was attracted by the artistic vibe and the vast choices for a cold brew in a hot summer.”*

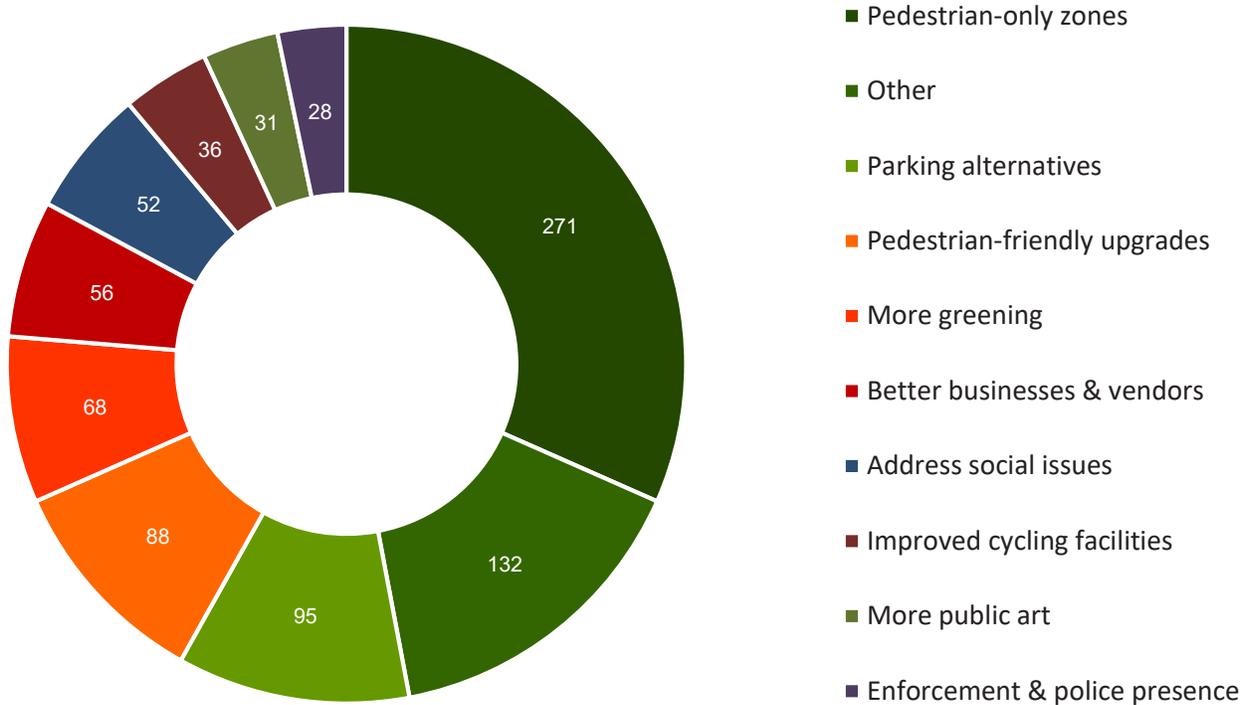
*“The streets that flank the Byward Mall (York, George, Byward and William) should be closed to cars. More permanent structures for the hard working artisans and farmers. More grass, more trees, more seating.”*

*“Pedestrian streets with cafes and vendor trolleys, benches, trees and planters. Corners or other spaces designed to accommodate performers and short-term audiences (sitting blocks, etc.). Shelter from inclement weather -awnings, hard roofs over parts of streets... Ranoutofspace!”*

*“No cars, strictly pedestrians and bike paths, food trucks, lounging areas with even more greenery, community gardens, art, community projects, bigger park areas.”*

#### 4. How do we achieve your vision? (280 characters)

Responses to Question #4 were coded and the top themes emerged. Listed in order of frequency (most to least) and explained below:



**1. Creation of pedestrian-only zones (271):** Respondents identified the desire to create pedestrian-only zones to varying degrees; people’s proposals varied from a full ban on cars to having only several streets pedestrianized on a seasonal basis. Suggested streets to be closed to cars included ByWard Market, William, Clarence, York, Dalhousie and George.

- taxation of businesses
- more accessible accommodations for persons with disabilities
- limiting timing of delivery trucks
- spending city money to realize plan
- enhancing heritage character of precinct
- better architecture
- reducing rental fees for farmers

**2. Other (132):** This category captures a wide variety of ideas. Each idea received a handful of comments, including:

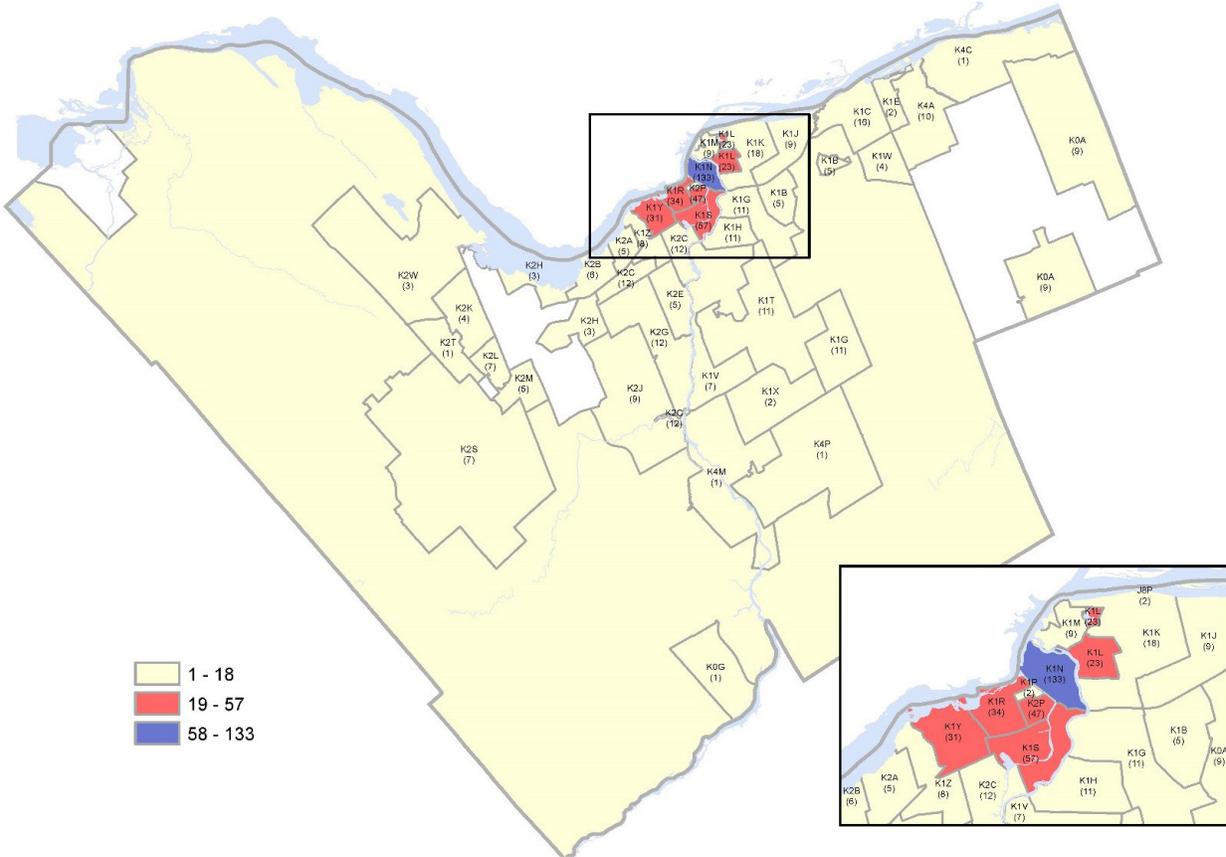
- improved transit facilities
- better maintenance of study area
- higher profile of bilingualism / francophone and French culture
- better lighting
- new public washrooms
- better enforcement of city bylaws and rules

**3. Parking alternatives (95):** Respondents expressed a desire to explore parking alternatives, which was paired frequently with the desire to create pedestrian-only zones. Suggestions for parking alternatives included removing on-street parking in certain locations, having more underground parking and developing parking structures at the edges of ByWard Market to ensure people parked and walked in to area.

- 4. Pedestrian-friendly upgrades (88):** Respondents expressed a desire to have pedestrian-friendly upgrades in the area, including:
  - introducing wider sidewalks,
  - more seating,
  - more shade,
  - beautiful pavers,
  - more narrow streets,
  - more people space,
  - removing A-frame signs from sidewalks,
  - safer crosswalks
- 5. More greening (68):** Respondents expressed a desire for creating more greenspace, planting more trees, flowers and gardens, and adding more planters in the study area.
- 6. Better businesses & vendors (56):** Respondents expressed a need to have better, more diverse, local, Canadian, independent businesses and vendors; and less “junkie” shops and stores.
- 7. Address social issues (52):** Respondents expressed the need to address the social issues in the study area, including homelessness, addictions, panhandling, harassment and prostitution.
- 8. Improved cycling facilities (36):** Respondents expressed a desire for improved cycling infrastructure & facilities such as creating better cycling connections through and to/from the ByWard Market, having secured bike parking, introducing rental bikes and bike signals.
- 9. More public art (31):** Respondents expressed a desire for more public and local art in the study area, as well as an easier application and selection process for artists.
- 10. Greater enforcement and police presence (28):** Respondents expressed a desire to have better enforcement of loitering and having a greater police presence in the ByWard Market.
- 11. Affordable, convenient parking (23):** Respondents expressed a desire to have affordable, convenient, proximate, sufficient, accessible parking spaces.
- 12. Performance space (22):** Respondents expressed a desire to have a new amphitheatre space for music / performances / movies / theatre.
- 13. Great minds’ (20):** Respondents expressed sentiments of having the right people involved in the project; such as ‘top notch’ / ‘world class’ designers, specialists, architects, urban planners as well as ‘young, innovative minds’, ‘fresh ideas’ and partnerships, political courage and being bold.
- 14. Better engagement and listening (20):** Respondents advise the City to be better and more sincere with engagement and listening efforts, including engaging a wider cross-section of people such as residents, immigrants, youth, National Capital Commission, locals, at-risk people, etc. and being ‘less bureaucratic’ about the process.
- 15. Programming (18):** Respondents expressed a desire to have programming in public spaces such as outdoor games, free wifi, events, showcasing of local talent, and festivals.

Finally, we'd like to ask a few questions about you to help us understand who this survey is reaching.

### 5. What is the postal code of your residence?

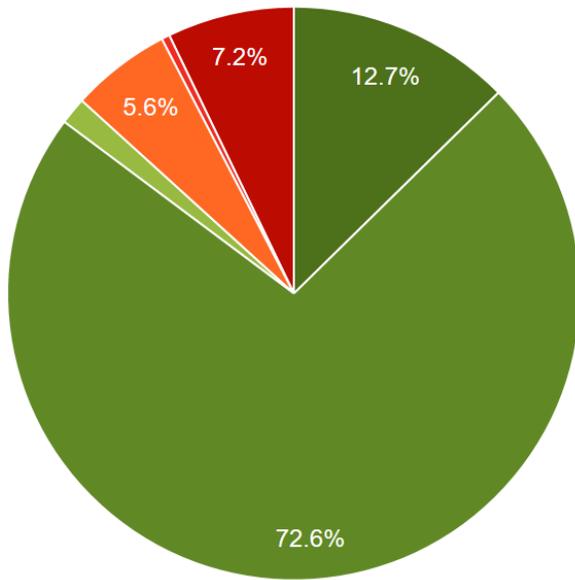


The above map shows the boundaries of the City of Ottawa and the general locations of where respondents lived; the area in blue represents the highest number of respondents.

The postal codes with the highest number of respondents are:

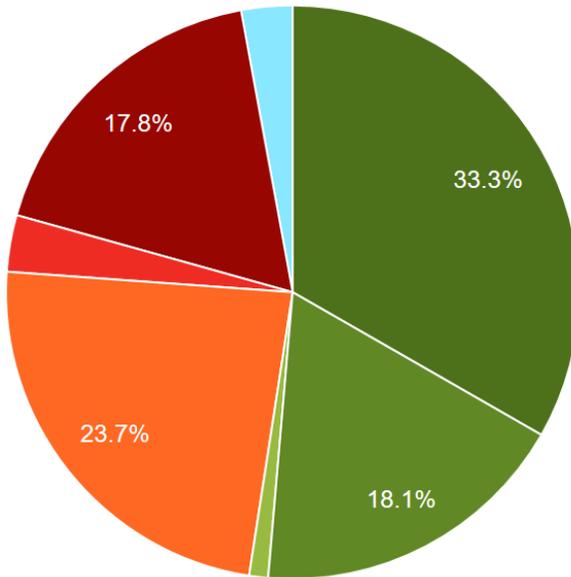
- **K1N:** 133 responses from Lowertown, ByWard Market, Sandy Hill, University of Ottawa
- **K1S:** 57 responses from The Glebe, Old Ottawa South, Old Ottawa East, Carleton University, Dow's Lake area
- **K2P:** 47 responses from Centretown
- 40 responses are from outside The City of Ottawa and not shown on the above map:
  - K0A: 9 from Almonte, Edwards, Embrun, Ashton, Osgoode, Woodlawn
  - J0X: 3 from Ripon, Saint-André-d'Argenteuil, Wakefield
  - J8P, J8T, J8V, J8X, J8Y, J8Z, J9A, J9H, J9J: 25 from Gatineau
  - J9B: 3 from Chelsea

**6. Which of the following best describes you. I am a:**



- 13% - Local resident of ByWard Market
- 73% - Resident of Ottawa/Gatineau
- 2% - Business owner in ByWard Market
- 6% - Employee in ByWard Market
- 0% - Tourist
- 7% - Other, please specify

**7. What mode of travel do you use most often to visit the ByWard Market?**



- 33% - Walk
- 18% - Cycle
- 1% - Taxi or Uber or Lyft
- 24% - Car – Driver
- 3% - Car – Passenger
- 18% - Public Transit
- 3% - Other, please specify

### 8. Which category represents your age?

