

ByWard Market Public Realm Plan

As We Heard It #2

September to November 2018

The Planning Partnership

BYWARD MARKET
Public Realm Plan

MARCHÉ BY
Plan du domaine public

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PRICE - WEEK

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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 has 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. Public assets 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.

The ByWard Market Public Realm Plan study is being undertaken from September 2018 to late 2019, and will involve public and stakeholder consultation throughout.

Consultation Results

Three in-person public consultation events were held between September and November 2018 to find out from the public which spaces in the ByWard Market are working well and where improvements could be made. The results of these events will help guide the study towards creating a plan to improve public spaces in

the ByWard Market. More than 400 residents participated in the consultation events between September and November 2018.

Details of these consultation events were communicated to residents using social media, the project webpage, e-newsletters, flyers, and public service announcements.

On September 20 and 22, 2018, the first Public Life Study in the ByWard Market took place. The study occurred from 9:00 am to 10:00 pm on Thursday and Saturday across seven different locations in the ByWard Market and was led by 8-80 Cities staff with support from more than two dozen trained volunteers.

On November 8, 2018, one-on-one interviews were held at 55 ByWard Market Square from 9:00 am to 8:00 pm. Participants scheduled interviews beforehand and some dropped in. On November 9, 2018 the team visited ByWard Market, Francois Dupuis Recreation Centre and Minto Recreation Centre with the Roving Information Station to inform people that the study was underway and to collect input.

In addition, meetings were held with representatives of the Ottawa Markets, ByWard Market Business Improvement Association (BIA), Downtown Rideau BIA, Lowertown Community Association and ByWard Standholders Association.

This report summarizes the results of the responses collected from September to November 2018.

Public Life Study

Round 1 (September 2018) Preliminary Results

Public Life Studies provide a snapshot of the daily rhythms and patterns of a public space. This will help the team to understand who visits ByWard Market, when they go, and what they do there. This information will inform the ByWard Market Public Realm Plan, and ground future decision-making with data.

The first Public Life Study in ByWard Market took place on Thursday, September 20, 2018 and Saturday, September 22, 2018. The study occurred from 9:00 am to 10:00 pm, and was implemented by 8 80 Cities staff with support from more than two dozen trained volunteers.

Method

The Public Life Study uses three tools:

- *Travel counts* to quantify the number of people who walk, bike, or use mobility devices to pass through a specific area of ByWard Market. Travel counts are conducted for 15 minutes every hour. The results are multiplied by four to produce an estimated travel pattern for each hour of the day.
- *Behaviour Analysis* identifies the number of people who spend time in a specific area of ByWard Market and what they do there. Behaviour Analysis is conducted for 15 minutes every hour. The results are multiplied by four to approximate the level of activity for each hour of the day.
- *Intercept Surveys* collect qualitative data from people who are in ByWard Market. Volunteers approach passers-by and invite them to complete the voluntary survey.

This report presents the preliminary findings from the first round of Public Life Studies. More detailed analysis of the findings will be done on completion of two more rounds of Public Life Studies occurring in the winter and summer of 2019.



45

Volunteers

350

Surveys

7

Survey Locations

28

Hours of surveying

Public Life Study Locations

1. York and William Street Plaza
 2. York and Sussex
 3. George and Sussex
 4. George Street Plaza
 5. Colonel By and Rideau Underpass
 6. Clarence
- Bonus: King Edward Ave. and York St.

Preliminary Findings

How many people pass through ByWard Market each hour of the day?

Observations:

- Very few people pass through on bicycle
- Lunch time and post-work bring the most visitors on the weekday
- It is consistently busy during the weekend from noon onwards
- Overall, ByWard Market is significantly busier on weekends than weekdays

What are the age ranges of people passing through at different times of the day?

Observations:

- Overall, visitors to ByWard Market represent diverse age ranges, with the exception of children.
- Very few children under the age of 14 visit ByWard Market during the weekday. On average, this group comprises 2-3% of all visitors.

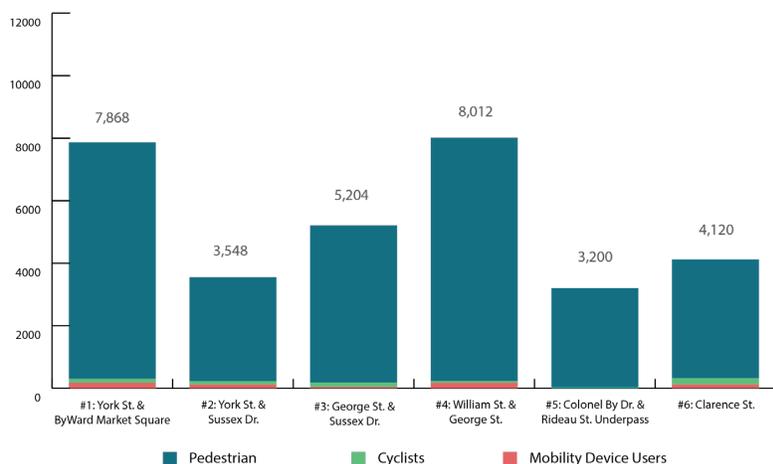
Where do people pass through?

The charts show the number of people passing through the survey locations in ByWard Market on an average weekday and weekend day.

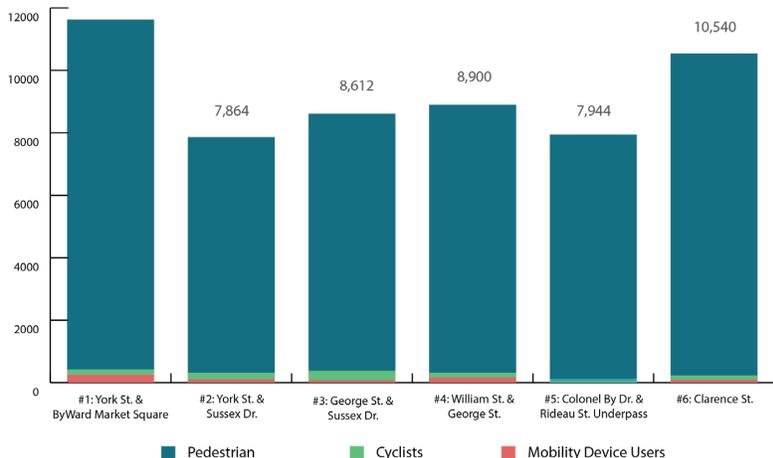
Observations:

- On the weekday, Location #1 (York St. and ByWard Market Square) and Location #4 (William St. and George St.) are the busiest sites
- On the weekend, Location #1 (York St. and ByWard Market Square) and Location #6 (Clarence St.) are the busiest locations
- Location #3 (George St. and Sussex Dr.) is the busiest location for cyclists
- Location #2 (York St. and Sussex Dr.) and Location #5 (Colonel By Dr. and Rideau St. Underpass) are the least busy locations on both the weekday and the weekend
- On the weekend, the number of people passing through increases by 40 – 155 percent across all locations except for Location #4 (William St. and George St.) which sees only a 10% increase
- Location #6 (Clarence St.) sees the largest increase of visitors on the weekend compared to the weekday, which speaks to its role as destination for nightlife and entertainment

Weekday



Weekend



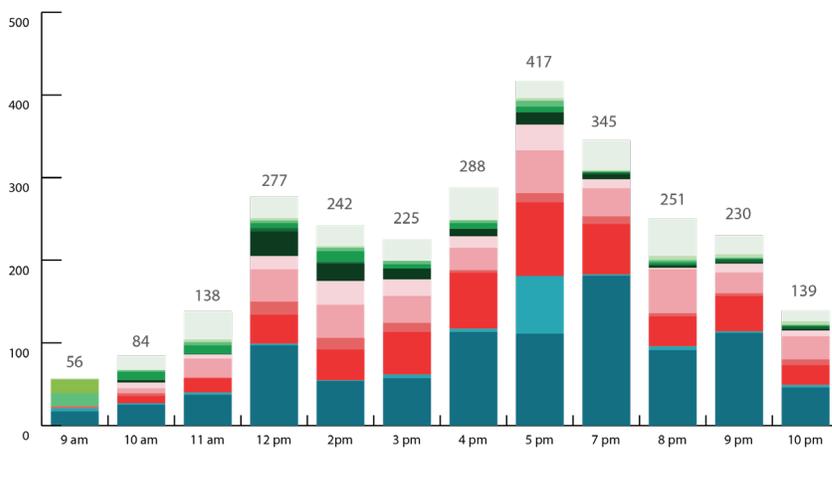
What do people do throughout the day?

These charts show the total number of activities taking place in ByWard Market throughout the day on an average weekday and weekend day.

Observations:

- Sitting and taking photos are much more common activities on the weekend than the weekday
- Overall, there are relatively few people using secondary sitting which implies that there are adequate facilities for public seating
- The most common activities are standing, taking photos, sitting on a bench, and sitting at a café or patio.

Weekday



Standing

- Standing
- Waiting for transit

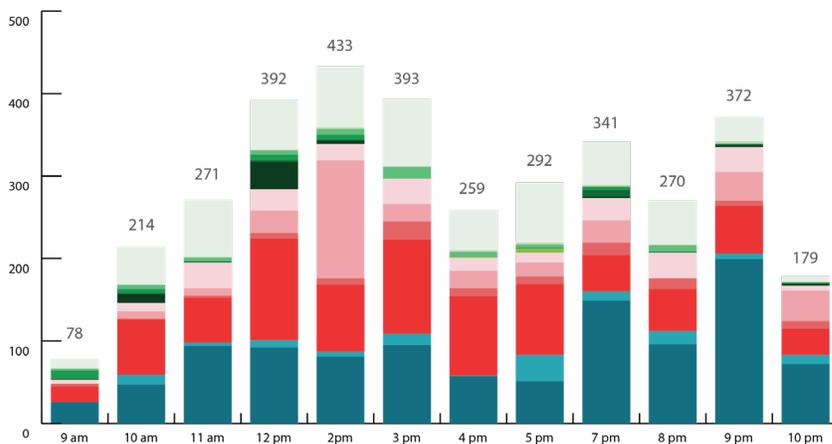
Sitting

- Bench sitting
- Secondary sitting
- Cafe/patio sitting
- Eating/drinking

Active

- Commercial activity
- Cultural activity
- Physical activity
- Walking a pet
- Panhandling
- Taking photos

Weekend



Who spends time in ByWard Market?

Observations:

- The distribution of men and women in the market is fairly equitable. This implies that there is a good mix of activities available that appeal to diverse audiences. It also implies that ByWard Market is considered a safe space since women tend to be more selective about where they spend time.
- The percentage of children (0-14) spending time in ByWard Market more than doubles on the weekend (from 3 percent to 7 percent).
- The percentage of children in ByWard Market is low compared to the proportion of children age 0-14 living in Ottawa, which is 17 percent.
- The percentage of seniors spending time in ByWard Market is also lower compared to the proportion of people over the age of 65 in Ottawa, which is 15 percent.
- Most people who spend time in ByWard Market are between 25 – 44 years old.

Where do people spend time in ByWard Market?

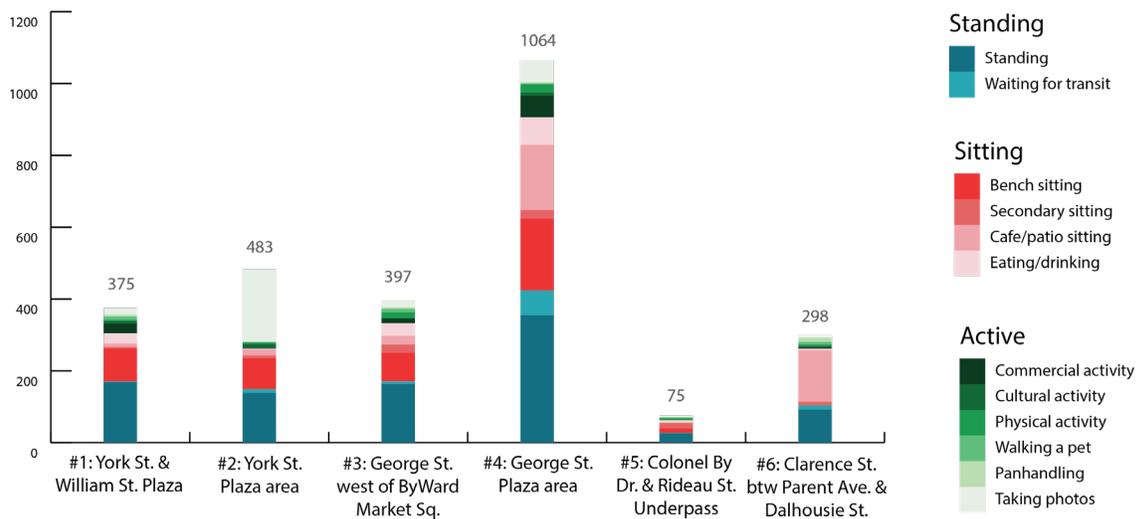
These charts show the total number of activities happening in various locations on an average weekday and weekend day.

Observations:

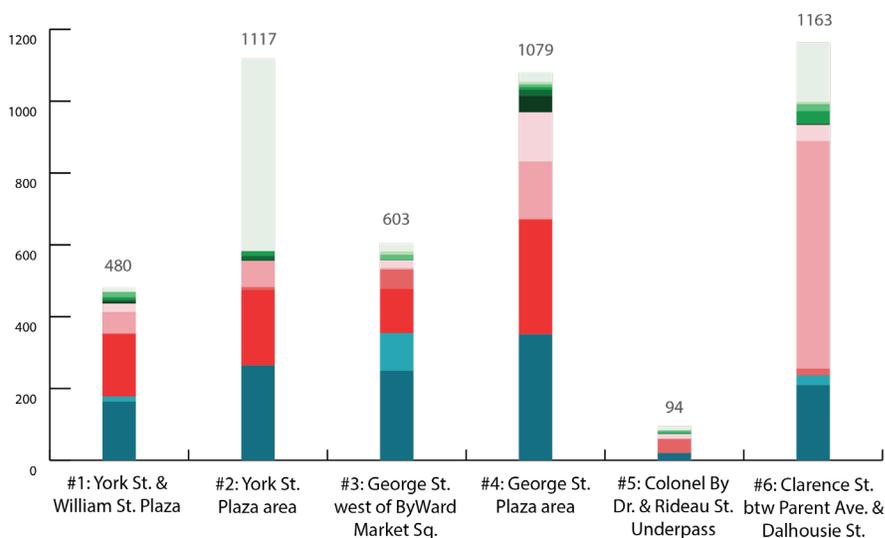
- Location #1 is located closest to the area with the highest travel counts but not many people choose to stay here. The ratio of people staying, compared to the number of people passing through, is 1:50.

- Location #2 sees a high turnover rate. Most visitors come to take photos of (or with) the Ottawa sign and then leave.
- Location #4 is by far the most active on the weekday, and is consistently busy on the weekend, as well. This area also sees largest mix of activities.
- Location #5 is the least active area, by far. This is not surprising since it is designed to function as a utilitarian passage.
- Location #6: Most people in this area are sitting on private patios.
- On the weekend, people are more likely to flock to Locations #2, #4, and #6.

Weekday



Weekend



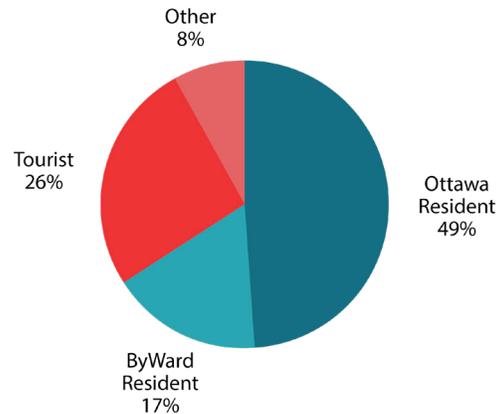
Intercept Surveys

These surveys were completed by passers-by during the Public Life Study. The results are anonymous. The findings represent the preliminary results from 223 completed surveys.

How do you identify yourself?

Observations:

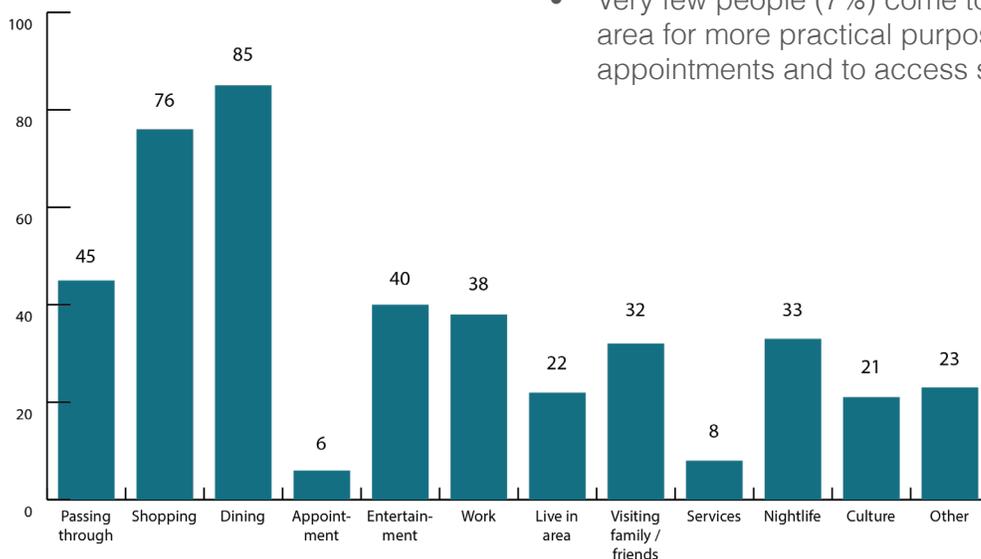
- The majority of people who completed the survey live in Ottawa.
- ByWard Market is a destination for people who live in the city.



What is the purpose of your visit to ByWard Market?

Observations:

- The majority of people (72%) visit ByWard Market to shop or to eat.
- ByWard Market is a destination for social activities like entertainment, nightlife, and accessing culture. Combined, these three purposes comprise 42% of all trips.
- Very few people (7%) come to the area for more practical purposes like appointments and to access services.

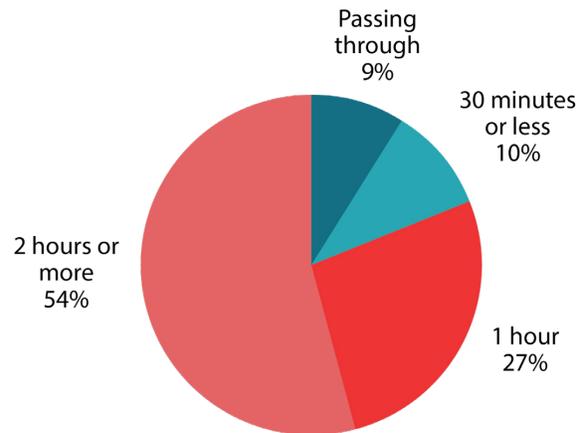


Intercept Surveys

How long do you plan on staying in ByWard Market?

Observations:

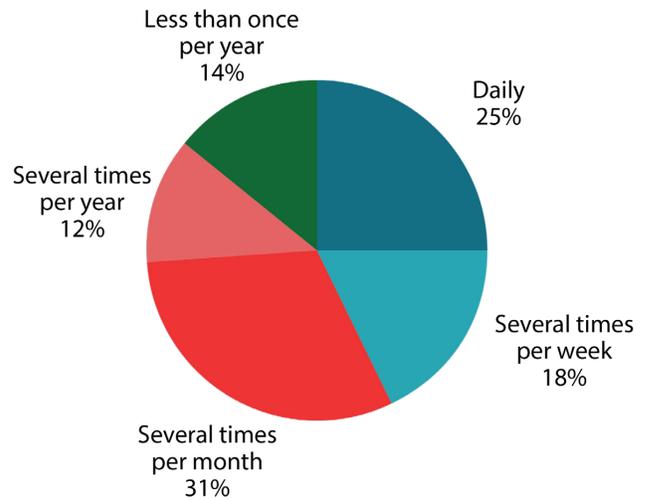
- The majority of people (81%) plan on staying for at least one hour. This shows that ByWard Market offers a variety of activities that encourage people to linger in the area.



How often do you visit ByWard Market?

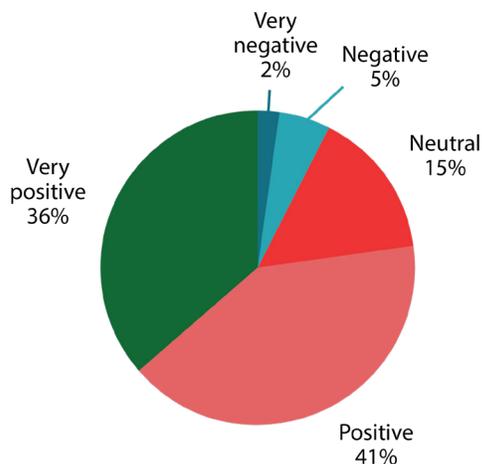
Observations:

- ByWard Market attracts a wide variety of visitors.
- The majority of visitors (74%) come at least several times per month.

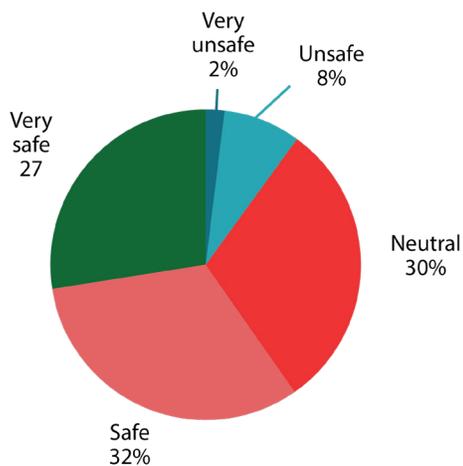


Intercept Surveys

How do you feel about ByWard Market?



How would you rate your feelings of safety in this space right now?



Observations:

- The majority of people (77%) feel “positive” or “very positive” about ByWard Market
- The majority of people (59%) feel “safe” or “very safe”
- 30% feel neutral about their safety
- 10% feel “unsafe” or “very unsafe”

Write-in Responses:

Respondents were asked to write their answers to the following questions.

What do you like most about ByWard Market’s public spaces?

- Respondents’ favourite public spaces are the plazas.
- Respondents like the variety of businesses, the vibrant atmosphere, and the charm of the streets and buildings.

What would make you feel more safe in this space?

- Respondents’ top concerns are safety and cleanliness of the streets.

Respondents’ top 3 public space recommendations:

- Fewer cars in the market and more pedestrian friendly areas
- More places to sit
- Improved parking

Common Themes from Interviews

85

Interviews

03

Interview
Locations

700+

Comments

There was a tremendous number and range of ideas expressed during the one-on-one interviews held on November 8 and 9, 2018. The Common Themes, below, seek to capture those ideas and desires that were most frequently heard. The full record of all comments follows.

As the comments show, there is no one universally accepted vision for how the public realm of the ByWard Market should look or function. In particular, there were opposing opinions related to the balance of space dedicated to pedestrians and vehicles. Many people think there needs to be a significant shift towards prioritizing pedestrian space and removing or reducing vehicular space. Others think that there needs to be more parking and that it would be a mistake to reduce vehicular space. In general, people with existing businesses in the Market, who feel their customers are reliant on easy vehicular access and convenient surface parking, did not want the current situation to change.

There is common ground among interviewees around accepting change in the Market if the experience and atmosphere of the ByWard Market is improved. Many people commented that it should be cleaner, safer and more beautiful.

Invest in the Market

- Recognize the ByWard Market is a significant destination for residents and tourists
- Invest in the public realm and the success of the businesses to ensure the Market remains vibrant

Pedestrian Priority

- The Market does not provide enough space for pedestrians. There are too many cars in the Market
- Create a better environment for people walking in the Market, with more lighting, benches, garbage cans, free wifi, etc.
- Close streets in the Market, either temporarily (e.g. in summertime, or for events) or permanently. Some people thought all the streets could be closed, others thought individual streets such as York, George, Clarence, ByWard Market and/or William Streets should be closed
- Crosswalks should be more visible and feel safer
- Sidewalks should be more accessible, with smoother surfaces, and space to move and pass. Clear snow from the sidewalks in the winter
- Create good connections to the new transit station
- Provide public washrooms

Parking and Servicing

- There is a shortage of parking in the Market
- Taking away parking will hurt business. People need to park close to where they buy food and large items such as Christmas trees
- Surface parking in the Market is not a key driver in deciding to visit the Market. Removing it will allow the public realm to be enhanced and create a unique experience
- Maintain and enhance loading, drop-off, pick-up and servicing throughout the Market
- Recognize the importance of loading, drop-off, pick-up and servicing, but establish defined hours and zones so that it does not impact the quality of the public realm

Programming, Events and Performances

- The Market should be animated year-round with programming and activities
- Dedicated zones for performances and buskers should be created that are located away from loading areas and traffic. They should be simple, paved areas that are flexible for different functions

Greening

- The Market needs more trees, soft spaces such as grass areas, and/or more planters

Social Issues

- Solutions that positively engage the homeless community are needed (i.e. beyond this Public Realm Plan)
- Safety is a concern. Panhandlers, the homeless and inebriated bar/club patrons make some people uncomfortable
- A greater sense of police visibility is desired

Kids

- There needs to be more things in the Market to attract children

Cycling

- There needs to be better cycling access in and through the Market

What We Heard - One-on-One Interviews

The following is a record of the comments shared during the one-on-one interviews that took place at the ByWard Market in November 2018.

Comments are organized under the following headings:

- Don't Remove Parking Spaces
- Remove Parking Spaces
- Deliveries and Pick-ups
- 70 Clarence Street Garage
- Cost of Parking
- Car Share
- Prioritize Pedestrians
- Make Pedestrian Only Streets
- Don't Make Pedestrian Only Streets
- Street Network
- Cycling
- Walkability
- Accessibility
- Transit
- Gateways
- Market Building
- Businesses
- Food Trucks
- Washrooms
- Tourism
- Activity, Programming, Events
- Performance Space
- Open Space
- Precedents
- Public Art
- Trees and Planters
- Seating
- Maintenance
- Lighting and Infrastructure
- Patios
- Social Issues, Safety, Security
- Development
- Investment
- Other

Don't Remove Parking Spaces

Concerned about taking parking spaces out. We need parking spaces to serve regular customers

Because of Inspiration Village parking was removed and it caused a tremendous decrease in sales

Don't want City to remove parking off York Street. Need to keep parking and traffic on ByWard Market and William Street. Everything has to stay the same. If a family comes, they want to stay close by. It is about providing functional parking, not beautiful-parking

Having more parking closer to ByWard Market would be very positive

Westboro, Beachwood, and The Glebe are all accessible by car and people can still park there

Having pedestrian only streets is a fantasy that won't work. Pedestrians already have the right of way

Don't take away parking

Don't re-locate traffic away from the market

ByWard Market is currently difficult to access due to construction and lack of parking

The market is just not accessible. There's a shortage of parking, and it will be worse if the City takes away more parking

Ottawa sign removed 30 parking spaces, however it contributes less than what the parking spaces did

Remove Parking Spaces

Not opposed to removing spaces from York Street to create a pleasant walk to the existing parking garage

Would prefer creating a vibrant, exciting experience, okay with taking away parking spaces for this

Get rid of the surface parking at York Street, open it up for vendors and create an 'experience' terminating at the Ottawa sign

Take parking and cars out (but replace with something)

Enhance the public realm by achieving better pedestrian areas. Supportive of pedestrianization of streets, including William and ByWard Market Square. Try further pedestrianization to York Street due to tremendous amount of on-street parking. Don't even replace on-street parking with underground parking. Reduce the amount of space in the core area dedicated to cars

No curbs and no cars

Parking is an eyesore and unnecessary

On-street parking is not needed because most of the traffic is by foot. There is a mismatch with people not receiving enough space

Reuse surface parking lots along the edges of George Street. Walking around parking lots is dangerous

Open up ByWard Street for vendors. Don't want cars beside the stand

Need a more nuanced approach to parking in the market

Create a vibrant and happy experience, taking away parking will have no impact

Parking is not a concern

Parking is not a main driver in deciding to come to ByWard Market

Parking is not a concern because I walk everywhere

Parking is not an issue to this business. Most people take public transit

Deliveries & Pick-ups

People need to bring flowers and heavy items to their cars

Making the market more pedestrian friendly could be good but have major concerns about parking. People shopping for food will need an area to park their cars to carry their bags. Allow pick-up and deliveries

Limit circulation on certain streets. Allow time-of-day deliveries (William and ByWard Market St.)

Allow for store deliveries and customer pick-ups. Deliveries are not time-controlled. An idea would be to put time constraints, we wouldn't be opposed to that

Not opposed to time-constrained deliveries (maybe morning only, before business open)

Provide delivery zones where heavy goods can be brought to people's cars.

All-terrain vehicles could be located around the market to help bring heavy goods, like Christmas trees, to customers parked further away

Keep 15-min drop-off and loading zones as it helps people get to cars, families with kids, etc.

Shutting off the area to vehicles will kill businesses. Need to allow deliveries and pick ups

No delivery window now

Need to have deliveries in the market

Delivery issues. People get ticketed from 7-10 am

Summertime vendors unload trucks, park all day in the on-street parking

Gas smell from cars idling all day

Close streets down for a certain time, deliveries should come before 10

Tried one year of valet service. It bombed

Parcel pick-up did not work, young ambassadors were not attentive

70 Clarence Street Garage

There would be traction if the City was to put 70 Clarence Street up for sale for a new public building in a public-private partnership. The building should have underground parking.

Use 70 Clarence street as a new public building, with a theatre, needle exchange, conference meeting rooms, public washrooms etc.

There's an opportunity to take the 70 Clarence garage down, provide one level of underground parking under York Street, and build a new market building

York St is to become a divided grand boulevard, without the interruption from the parking garage at 70 Clarence St.

There are safety issues with the 70 Clarence St parking garage

If the parking garage is removed, we need to provide a pick-up and drop-off zone around that area

70 Clarence St parking garage could be placed underground. Tour buses could then be parked in the new parking garage. Or move tour bus parking completely away from the market area

70 Clarence St to go, add underground parking, and line up the new building wall with existing property and make a beautiful York St promenade

10-year life span, take garage down, build parking underground, offer a 60 year concession

If the ByWard Market area is to become a hub for people, a parking garage in the middle of the area is sending the wrong message

The garage is in a prime spot that could be anything other than parking

All parking should be underground. It is important to have cars, but parking could be located underground. Replace parking with pedestrian-uses to promote ByWard Market

Cost of Parking

Affordable parking needs to be provided. People are worried about getting parking tickets and overpaying for parking

Parking needs to be less expensive. Free parking on weekends

Pay \$180 a month to park off-street

The cost of parking in garages is too expensive for vendors

Not enough free parking (have free parking on weekdays)

Car Share

It would be great to provide space for VRTUCAR

We should allocate space for driver-less vehicles within the parking garages

Prioritize Pedestrians

Public spaces are dedicated to cars with little to no pedestrian areas

Understand people need to get to the market but vehicles are an issue. Too many vehicles

Improve street environment (lighting, street quality, benches, ground cover) and then operations (maintenance, parking garages and on-street parking, free wifi, garbage cans, hand-washing stations)

Lacking infrastructure for the amount of people who come here

Reduce width of traffic lanes on George Street

Limit car traffic

Reduce cars to make it quieter

Simplify road network around, including Rideau Street

George Street parking area needs to be more animated if it's used for public space

Area of concern includes William St, George St and York St from Sussex to Dalhousie

York Street should be a woonerf from Sussex to Dalhousie, lined with trees. Families would be more likely to settle in this area

Instead of curbs, just cobblestones. One level street only

Make Pedestrian Only Streets

Close William and ByWard Street

If York Street was reclaimed as a pedestrian plaza, we could add an ice skating rink, vendors, and a public plaza

Pedestrianize streets for events

Favours pedestrian experience

Make York, George, Clarence Streets like the courtyards

Most traffic is by foot and yet all the sidewalks are crowded, there are competing uses, ByWard Market stalls face the wrong way, walk through the Market can be a challenge

Inspiration Village highlighted that on-street parking could be used for better uses

Close George St to traffic entirely or remove some car lanes

William and ByWard Market Square next to the market building could become pedestrianized

Streets beside the market building should be pedestrianized due to safety concerns and pedestrian volumes

When all streets are closed for cars, the restaurants run out of food and space

Expand food hub beyond Mothers Day to Labour Day – extend the market into ByWard Market square with glass box over the street.

Making it a pedestrian area could be advantageous, need to animate

Push cars to perimeter areas

Encouraged by idea to close some streets
Pilot some of the other streets like York street.

Too much on street parking is part of the problem

Eliminate on street parking - don't replace it. But need to weigh pros and cons first

Pedestrian accessibility is a thorny issue

Restrict cars, especially in the summer. Be flexible – close streets at dinner time

Too hard to figure out where to cross. Not well defined. Needs to be more walkable

Close down William, don't touch ByWard

When they close the streets, my business stops

If you take away 30 parking spaces say 3% not 30 spaces

George Street needs to be more animated if it's used for public space

People circling for parking spaces makes it difficult for pedestrians

We have to shut down the street, no cars

Pedestrian-only streets are great but we also need to consider the needs of retailers and shoppers

Don't Make Pedestrian Only Streets

When there are major events in the Market, food sales go down. Road closures affect sales. Having people in the area doesn't turn into more sales

If people can't get there with their car, people won't go shop there. Example Sparks Street

Taking away vehicle access will make people order things online. We need to make sure people still come to brick-and-mortar places

Don't close down William

Don't think about making it a pedestrian only market

Inspiration Village was half way done. York Street got a water fountain. It's a gateway from the hill to the market when blocked off. There are still cars on either side and still cars circling it. It never got to where it could be

Worried about closing the streets

A lot of business comes from people circling the market in their car

Right now there's plenty of room for pedestrians

Street Network

Most people come down from Sussex and into York Street

Why does George have to be a through street?

York does not need to be a through street

Limit circulation on some streets. Close traffic on Clarence and ByWard

Cycling

The Market itself is not bicycle friendly. Add more cycle friendly areas for people in the market

Create better connections with the Sussex bike lane to get into the centre of the Market

Active tourism and cycling tourism is gaining tremendous momentum, so make the market more cycle friendly

Make Ottawa the green capital of Canada. Place a strong emphasis on pedestrian and cyclist infrastructure

Better connectivity of cycling networks. The market is not cycling friendly due to the majority of car-use

More bike parking is needed, especially near the market vendor stalls. Potentially remove one on-street parking spot and replace with bike parking

Integrate more biking through the market but don't eliminate parking for cars

As a cyclist coming to the market from the north, there is no way into the market once you arrive at Clarence St as all streets are one way northbound. Please provide a bike lane southbound on either William or ByWard Market square

Support cycling and pedestrians

Better connectivity with cycling network

No bicycle connections here

Cars blow through stop signs, not safe for cyclists in the market

Trucks ruin the pedestrian and cycling experience

ByWard market and William need to have bikes access north of Clarence

Mackenzie Ave bi-directional bikeway is good

Bike lane north on Mackenzie to St. Patrick

Destination to cycle to from Vanier

Walkability

Currently, all the infrastructure favours cars

Walking around parking lots is dangerous

Trucks at Hudson's Bay blocks the sidewalk and creates unsafe pedestrian conditions

Dalhousie is very unfriendly for pedestrians as there is high traffic volumes and cars running red lights. Large volumes of people are not prioritized at intersections

Increase the enforcement of cars and deliveries parking on sidewalks

Change signal times throughout the market area so that pedestrians are prioritized by giving them more time and potentially scramble intersections

Concerned about kids being hit by a car. There are short blocks with lots of intersections

Pedestrian focused areas to make it easier for people to move through

Reduce automobile traffic. Too much bad auto traffic. Difficult to move both cars and people

Trade off between cars and other users. Should dramatically tilt it in favour of pedestrians

Getting more and more difficult to walk here

Could be wonderful people place, instead it's parking lots and high speed traffic

Something has to be done to slow down the traffic

Sidewalks are crowded

The intersection of York and ByWard Market is very dangerous as drivers are trying to move fast through that area

There is a main truck route on King Edward which limits the market area. It is surrounded by trucks on all sides

Need to conduct pedestrian counts

Visitors walk up from transit, through the market and west on York to Sussex

Accessibility

Traveling around the ByWard Market in the winter with snow is very difficult. Accessibility is a main concern

The pavement is cracked and slippery. Curb cuts aren't well placed. The area is very difficult to circulate. A "very rough ride". Should be more walkable

Very difficult to circulate on Clarence Street due to narrow sidewalks and all the patios, especially in the evenings, or during the winter with snow-covered areas

I don't feel welcomed in the ByWard Market, whether it is architectural barriers or environmental

Have seen people outside the ByWard Market trying to figure out where the crosswalk is and how to navigate the streets

Need accessible, well maintained and clear sidewalks

There are a lot more vehicles during the winter, and require good snow removal operations, especially for sidewalks

It is frustrating to see roadways perfectly clear and sidewalks unplowed

Transit

The LRT provides an opportunity to make the area even more walkable by connecting Sandy Hill, ByWard Market and Parliament Hill

LRT will not help as customers will not take their produce into the train

LRT will not fix everything. People who live in suburban areas do not want to bring their kids and strollers in the bus/train

Lots of retail vacancy, partly because of LRT construction

Security concerns about panhandlers at the Rideau LRT station entrance. Gates will be downstairs so there is potential for anti-social behavior and potential crime

Hoping that the new subway will help people find the Market more easily

People would appreciate coming out of the station and into the market
Hope the train will create more visitors

Provide a free shuttle service to ByWard Market from around Ottawa and other malls (i.e. Place d'Orleans)

Great connections available on Rideau but nowhere else within the market area. Enhance bus services along Dalhousie or King Edward streets

There should continue to be a provision for Tour Bus parking, but make them flexible as there is more demand in the summer/fall and less during other times of the year

Provide a small free shuttle to bring people to the market

Gateways

William Street is the entrance to the ByWard Market precinct and the York Street steps are the exit

Provide gateways to the market that announces 'this is now the market', like Chinatown

Important to connect the street with Major's Hill Park via York Street steps

Simplify both 'nodes' and enhance pedestrian connections between Centretown and ByWard Market area

Create gateways

Market Building

The second floor of the ByWard Market could be better used. Activities and workshops could take place on the second floor

If the market building is dead, the entire market is dead

If the market is lost everything is lost

Bring the farmers market back

The building is the heart of the market

The market is original, but needs a face lift

Would love to see a revival of the market. What previously was retail/food, is now bars and restaurants

Businesses

Do a survey of retailers and see if they are making money and what they want out of ByWard Market

Concerned about improving the market while also maintaining affordable business rent prices

Don't need more bars in the area

More varied businesses

More like the Distillery District – shops and restaurants

Varied businesses – 365 days a year

Need more regular retail. Currently lots of specialty shops. Should be less high-end

Have a location for start-ups and a rotation of upcoming designers

Too many restaurants

A lot of retail vacancies

Businesses are failing

Rent is too high for the paying capacity of customers. NCC needs to lower their rent

Stores are too small and charge too much

Businesses are going down. Hate to see this being the end of the market

Food Trucks

Is there an area for food trucks? How about later on, after 9pm, when restaurants are closed? They could park on existing parking spaces.

Washrooms

Need public toilets that are accessible

Public toilets with sustainable options (rain water collector, dual flush etc.)

Outdoor public washrooms

Provide public washroom upstairs. Need public washrooms that consider all needs

Outdoor public washrooms are key in creating a 'destination'

Would be willing to dig up ByWard Market Square for water station and public washrooms

Public washrooms need to be accessible

Place public washroom centrally, take 4 parking spaces out

Public washrooms in the Market are not accessible, and the cost of cleaning is expensive

Public fountains to refill bottles

Tourism

Attract tourists and people from outside of this ward

Provide a unique product, strengthen outdoor vending and make this area an 'experience'

Make this area a destination

Most visited spaces in Ottawa. Continue to make this a better place for Ottawa

One of the first things tourists go see. It represents Canada

We need to attract more people. Need more tourism

Put a tourism kiosk in the market area or have people walking around streets with maps

Consider the historic background of the Market to use as a 'theme' to attract people. Once you find the 'theme' you can find who will want to come and explore it

The market is getting lost amongst the parking, tour buses and crowds of people

People often visit Ottawa and go home and say 'Ottawa was boring'

This is not an area for tourists, it needs to cater to real residents who purchase the goods.

Tour buses come from November to April

Make it a destination for other residents and for tourists

Activity, Programming and Events

Let's figure out ways to get more people here

If the market is stagnant, people will go to other places. The majority of shoppers are locals who live in Ottawa and come to the ByWard Market because of its ambiance

Not enough good 24 hour use. Not enough reason to come down during the day

Need things to animate the spaces, and make it prettier for people to walk through

Beautiful area that attracts people

Anything that brings people down here is good for business

Bring more people to the market

Nothing to do here

No reason to stay or necessarily come

Activities could be encouraged in the market area

Not enough things happening/events in the market and losing tourism

'What's New in the Market' isn't current

Events don't necessarily have an impact on their business

It's most important that the market be populated

Feels festive when there's lots of people in the market

I do think it's working – there's a lot of life. Every visitor to Ottawa should come here

More events

No programming, garbage bins are full, planters are not weeded

More events – target tourists, kids, students, Seasonal festivals, music, arts, international folk dance

Market sales are down during big events. Having more people here does not necessarily turn into more sales

Not just summer focused – year round events. Market is open 365 days a year

We need animating in both summer and winter

Program the market during the winter

The ByWard Market area could be livelier throughout the year and more welcoming

Ottawa locals don't come to the market during the winter. Need to create an animated atmosphere and a 'fun place to be'

In winter, Ottawa locals don't come to the market as much. Create a fun place to be all year long

Animate the market during the winter

Year-long programming for the market area that is advertised, and people are aware of

A Christmas Market to animate the market in the winter. There isn't much that happens in the market during the winter and the market becomes a sad place

There is a Christmas Market at Lansdowne but ByWard Market could have one too

The market is very busy from Mothers Day to Labour Day

This could be a fantastic place in the winter. Give us a chance to enjoy it

Inspiration Village was a great example of doing something minimal that animated the area and brought a lot of traffic. When La Machine was here last year it brought a lot of sales

Fire pits in the winter. Similar to Tremblant Village

South Nation Conservation Authority geo-caching. Opportunity to make a treasure-hunt in the market area related to historic places and events

Setting up scooter rentals

Promote the area with bocce ball games, other simple things

During the winter time, make it more like a ski village
Ice carving in market this year

There's no place to put a big Christmas tree

Christmas street/Christmas village

Harvest festival, like upper Canada village

More wagon rides

Project films outdoors within the Arts Court

Performance Space

Visibly define areas where public performances take place and move them indoors during winter to animate the market

Invite circus groups to animate the market area

Need softer spaces and better performance spaces

Loading area behind Hudson's Bay as a performance site is not good, as people are not wanting to stop

Successful places around the world that have more people watching performances are where the most pedestrianized areas are. Good examples include Boston, Sydney and Melbourne (very long streets which allow people to stop and watch performances)

Large flat open area, that doesn't obstruct traffic, is best for performances

Large and flat areas are the best for street performances. No bleachers, no seating, no grade elevations. Things that don't obstruct traffic, like planters or benches. Pavers or concrete will be fine, no grassed areas.

Would be ideal to have a specific work location for street performers so there isn't a conflict with market and BIA activities

The best spot for public performance would be in front of the ByWard Market building itself and by the Ottawa sign art

Space near the Ottawa sign could be a good location - but now there's too much traffic

Would perform in the winter if there were crowds

Street performances would cost around \$1,000 if they weren't free. Would like to be included in promotional materials as other vendors and retailers are

The Market does not include performers in anything, they feel like they are bothering the Ottawa Markets and BIA

William St and George St is where performances used to take place historically

Number of people watching the show: around 500 people to max 2,000 people. 400 shows in the summer

Will have more opportunities if the street is closed

Performers work almost every day from spring to September

Good performance space is in front of the Market Building

Musicians favourite spot is in front of Beaver Tails

Best pitches are open on all sides

Buskers draw the crowd to the market

Should not have busking spots at end of buildings, it interrupts vendors

Performers would like to have a more secure space to prevent conflict

Open Space

Provide 'softer' spaces for sitting and standing (Tremblant Village during Jazz Fest). A bigger space surrounded by smaller 'softer' spaces to animate the area

Need to provide an area for kids to play (ideally it would be canal/Rideau River/heritage inspired)

Kid-zones need to be provided in the market area and around Ottawa. Simple playgrounds for kids, interactive stations/informational/educational/solar-powered

Want kids to feel part of it, need to use it

Like that George Street Plaza is open and the building is visible, seating is great, greenery is missing

George Street plaza is working well

George St Plaza is a great idea, but is cut off from William St Mall because of cars and deliveries

In the ByWard Market area there are no parks for residents to go to

The market is full of cars. Would love to see many more public spaces and destinations for people to spend time in the Market area

Make better uses of the public areas we already have i.e. York Street greenery and patios on the north side of the street

Don't need to add more public spaces, the canal is only seconds away. Already have spaces blocked off that are never used – at Tuckers Market. Buskers in courtyard that no one uses other than in the peak of summer

One of the coldest cities in the world – doesn't make sense to plan for only 2 months of the year

Love the cafes and sidewalks in front of Zak's. Great place to have a drink and watch people

Large space for festivals, like Lansdowne. Near York where Ottawa sign is. Room for 3,000 people

Courtyards could be inspired by New York City. They have chairs, tables, backgammon games, mobile libraries, for the residents to meet and socialize, yoga in the park, bocce ball

Make better use of what we already have e.g. green space on York

Need more of the space at the front of the market

Love that there's changes. Make new mistakes that are exciting and different. Great spaces are a result of happy accidents

Spent lots of money building the square, screwed it up with traffic poles. Signs might as well say 'we don't like you here'

Precedents

Whistler Blackcombe, Tremblant, Nordic European cities, ski villages

Old Montreal and Place des Arts

Victoria, BC. Family-friendly, pocket parks for families and kids, with green space

Lansdowne park is less than desirable experience. But it is a successful model

Distillery District is a great model. Grenville Island is also interesting and very comparable

Inspired by New York City, with parks everywhere. Public parks are maintained by the City and in good shape

Plaza/parking lot with chairs behind Stratford city hall

Faneuil Hall in Boston (street performance program and advertising)

Area behind Kingston City Hall is a great space as there are many 'entrances' from the adjoining streets

Public Art

Put high-quality public monument/art in this area

The Ottawa-letters sign is a magnet

Ottawa sign is working well to get people to the market and spend time

Anything like the Ottawa sign is good. Have two or three events every year

Needs to be 'Instagram-able'

George St could include a very large teepee with a stage and chairs. This would increase animation, artists, public space etc. Set aside a budget to animate the teepee and show first-nations culture

Have Ottawa/Canada Arts Council partner with artists on a project to animate the area

Encourage art and artists in the market

Live demonstrations with local artists in the market area

Make references to the area's history by placing pictures/boards outside

York street with art cube installations

Monument at George Street plaza is the wrong material and the historic plaque is rusting

Trees and Planters

Rideau Street is a missed opportunity in terms of tree planting and greening. New Ogilvy Square is denuded of trees. Trees should be systematically incorporated in construction of new streets. Main Street is a good attempt but not quite successful

Trees are missing at George Street Plaza, it is a very grey space. Especially when the outdoor market stalls are empty at the end of the season

Green the market and green areas within the blocks

Trees not systematically incorporated into new projects (Main Street in old Ottawa and Bank Street)

Lacking trees - very grey space in the fall and winter

No budget for plants and planter maintenance. Planters are also made for sitting but metal benches/planters rust and wood ones disintegrate

Make sure to plant in the right seasons

No more plastic flowers to decorate the area

Beautify the market. More trees and more use of the planters. Better maintenance. Abolish

concrete planters. For a market that sells flowers – like The Grand and Aulde Dubliner

Greenery and planting. Vibrancy. Colours

George St Plaza is a great start but lacks greenery and colour. It could be prettier

Tulips for tulip festival and summer planting

More greenery, more flowers

Seating

Tables and chairs at George Street plaza absorb the heat during the summer and people sitting down can get burned

Heated outdoor seating areas with market stalls year-round

People don't have a place to sit, it's dirty

Taken all the benches away

Benches and bleachers

More benches

Adirondack chairs in a space with shade

Need more areas like George St Plaza around the market with seating

Maintenance

More recycle bins

Provide recycling bins

Recycling bins and compost bins (avoid all non-compostable/disposable dishes and cups)

Don't remove garbage cans during the winter

Encourage visitors and community to keep the area clean

Partnership with local homeless shelters to

get their patrons to help with cleanliness and to give them jobs

Pick up cigarette butts and address littering

Provide ashtrays as part of garbage cans so that cigarette butts are not littering the streets

The ByWard Market building itself is a bit dirty and unkempt

Make the area cleaner and prettier

City should stop ripping up the sidewalk

Lighting and Infrastructure

Decorative and brightly lit areas. There should be more than functional lighting at night time

Better lighting, especially for shows in the evening and night

Lighting beyond the ByWard Market square is important

Improve the physical environment, wayfinding, lighting – lift up the rest of the area

All of the trees could be wrapped with white lights

White lights, not just seasonal decoration

Have been asking for better lighting. Performances have to stop when the sun goes down

Need shade in the market

Public street lighting

Not enough lighting

Need infrastructure to support outdoor vending and a broader retail mix

Need power outlets in the street for vendors

Patios

Why cordon off patios?

Like the George Street patio

George Street patio is useless

Can't use patio because of zoning

Water Features

More water features during the summer and an ice skating rink in the winter

Social Issues, Safety and Security

During the winter, there was an overdose in the bathrooms once a week

Give space in the market to a community police centre

Provide a launch pad and space for public health and Ottawa police in the market. Have a physical presence in the neighbourhood

Concerned about creating events which will create social issues and attract more homelessness and potential violence

No sense in bringing people down to the market if there's ongoing violence and drug abuse issues

Provide a subsidized restaurant/coffee shop where people with social issues can work

'Restos-du-coeur' where restaurants donate food to homeless shelters etc.

What happens when the Salvation Army shelter moves out of the Market, what happens to that spot?

No one told the community that the Salvation army was relocating

Find alternative locations for homeless shelters in Ottawa and have social programs to employ these people

Contribute to a solution to social issues

Crime haven, three shelters, and night clubs

Do we need all of the homeless support systems to be in the market?

Social issues are very significant

Have security at the market to help with social issues

Safety is important

Don't feel welcome

Don't feel comfortable in the market

Tenants main concern is security. Currently spend more than 250K/year on security personnel to deal with security and drug use in the area

Business owners are very concerned about safety and security. The cleaner and safer the market is the better businesses will do

New infrastructure should include CCTV and ease of access for police

Integration of CCTV cameras with police

Safety during the day doesn't seem to be an issue, but aware of incidents during the night Safety related concerns as a woman walking around ByWard Market

There is a negative perception of safety in the market. It will take some promotion of the market to change that perception

People are hiring private security – every few blocks doing their own private security

Don't feel safe any more – too many bars and clubs, too many people drinking, and being loud

Policing issues

Security was a good addition

Stand holders don't want to have to do the policing

Significant number of bar licenses issued. Don't walk on the streets past 10 pm anymore. Streets don't feel safe. People are drunk and they scream and they don't let you pass on the sidewalks

Lack of policing considering the high density of bars and their use in the nights

There are two types of people: daily life, and night life

Development

To make a sustainable city, we need to increase the density of this area. If we were more aggressive in removing parking areas, we could address this. Most surface parking lots could be redeveloped for mixed-use projects

Continue to build at a human scale, like at 67 Cumberland St (between George and York)

Human-scale, 6 story, new buildings. Retail at ground floor, office at first and second storeys, parking around the back

Imagine better use for roofs – incentives for green roofs, solar panels, white roofs, be able to measure urban heat island effects as new city buildings have thermometers built on them

City should encourage redevelopment of surface parking lots (i.e. George and Rideau)

Green and garden roofs to encourage urban ecology and reduce island heat effects
Avoid wall of tall buildings which won't contribute to the street level by not providing ground level retail

Concern about residential development being approved without consideration for how much space is really needed in the market area

Issues with zoning and new building heights

Intensify with more residents.

If we were to be more aggressive with intensification, have mixed use on the parking lots. Include more green space on roofs and incentives for renewable energy

Explosion of density

This is a wonderfully human scaled neighbourhood

Investment

Include outputs of study with dollar-figures attached to it

Needs investment

How do we incentivize small scale food retail?
Government can lead that, because they don't have to make money

Use revenue to subsidize the outdoor public market

Stability of revenue – no operating subsidy from the City

ByWard Market area doesn't get the City's attention because the City has spent so much time and attention on Lansdowne

City spent too much money on Lansdowne, and Sparks Street and Wellington

\$950,000 invested in market is absurd

City would rather invest money in infrastructure, businesses will want compensation

Not many ByWard Market's in the world

Whole city should want to put money back into this area – it's the epicenter of the city. Taxes are going to make the area more gorgeous

The city needs to recognize the massive assets it represents and fund it

Investment should be in the form for economic development – not public realm

The area doesn't have the city's attention

Other

Between 1am-6am, minimal lighting within commercial/office buildings

Lack of consultation on certain projects

Would love to implement real-physical change in the Market and not just keep talking and consulting

I've been here for 52 years, nothing should change here. Market should remain a modest place.

Need to reflect both official languages or retailers need to provide some willingness towards French speaking patrons

Like the idea of pilot projects and implementing progressively

The "randomness" of the ByWard Market is what makes it great

Ask Algonquins how to best be represented in the market area

Heritage walk through the market

What works here is the number of people, the heritage

What We Heard - Roving Information Station

The following is a summary of comments shared during the Roving Information Station visits that took place on November 9, 2018 at ByWard Market, Francois Dupuis Recreation Centre in Cumberland and Minto Recreation Centre in Barrhaven. Comments have been organized under the following topics.

How often do you visit?

Don't go to the market

Don't go to the market and not interested as it looks grungy

Visit the market 2 times a year

Drive to the market 2 to 3 times a year

Don't go often. But I go when I want something different in the city

We come to walk around the market 3 times a month, from Orleans

How do you get there?

Drive to ByWard Market

Takes the bus to the market from Orleans

Drive to the Market from Orleans and park on-street

Get driven from Orleans and takes the bus back

I drive to the market and park at the parking garage on Clarence as the price is affordable

Drive from Orleans and park in the area, but some parking garages are too costly, the city one is the best

We only drive to the market in the summertime and walk around the area, Rideau Centre, Major Hills Park and parliament area

Parking

Don't like to park in the market as on-street parking is only for 2 hours and the metres are often broken

Not easy to find parking spaces. We need more parking, maybe in a parking garage, and a pedestrian only area

Parking is a pain

Usually drive there and park in the market

Parking is tough

Don't have trouble finding parking

Park a bit further north where there's lots of parking

Too intimidating to park and too much traffic

Lots of street parking

Park outside of the market and walk in

Streets

Main truck route on King Edward limits what can be done in the market area. However, it is surrounded by trucks on all sides

Bike lanes introduce a difficult and challenging environment for people to drive

Too busy on the roads

One-way streets

Don't like driving downtown

Usually drive to the market

Not in favour of closing streets

New main street

Pedestrianization

Don't make streets pedestrianized

Don't close any street as we need those to drive around and for safety

Like walking in the area but we don't need any pedestrian-only streets as it will turn the market dead like Sparks Street

Also, pedestrianization will prevent access to people who need to be dropped-off or have accessibility issues

Have proper pedestrian spaces

Blur the lines between cars and pedestrians

Walkability

When we go, we do a longer walk around the canal and Major Hills Park

Need large, family washrooms or at least accessible public washrooms with changing tables

Market Building

The market building itself is very narrow and too crowded. The building is not presented well. The best part of the building is the second floor but it is not well-known nor advertised

The vendors don't see local nor fresh produce. Produce is better in Orleans

Vegetables are not local nor fresh. Poor quality

The building itself is too crowded

I love the market and walking around, even if it is stinky around the Fish Market and restaurants

Build a new parking garage and potentially a bigger market building

Building has to change, outdoor vending has to change, physical space has to change

Vendors

'Vendors should not be resellers!'. Vendors do not sell local food. Very frustrating that other vendors sell stuff made in China and not hand-made

Lack of enforcement on vendors

Market needs to be better managed and enforced. Management needs to enforce by-law requirements in terms of produce and craft quality

Non-local and cheap items are killing the local producers and local artists as we can't compete with such low prices

Importers/resellers should not be allowed, or clustered together as far away from the market as possible

It was great to have hot-dog vendors down here

Area in front of EQ3 is great for vendors and the vendors decorate the street. Put vendors in a square-formation with some space in the middle where people could sit down. This would make an informal plaza

At Carré Philippe in Montreal, the City charges \$450/year for a little stand. At ByWard Market it is \$300/month

Open Space

Should put a glass dome around the entire market area, from William St to Byward Market St so it becomes a 4-season area

George Street Plaza is not a great area. We don't need another plaza

Need an outside and gated area for kids to run around, so we can all enjoy as a family

Bringing families to the market will make the area safer

Courtyards

Everywhere should look like the courtyards

No one knows the courtyards are there. But they are clean and well maintained

Hidden gem because no one is there – undiscovered

They have to be clean and inviting

No busking allowed there, 'militant enforcement'

Precedents

Old Montreal and Carré Philip Square are beautiful spaces. They should be the inspiration

Activity

The market is animated enough

Restaurants need to stay open later in the evenings and on Sunday nights
I go for the events, like Winterlude

Go for Winterlude, but don't go to the market

Will be interesting to see Winterlude this year with the pilot project removing parking and changing traffic

Support facilities for Winterlude event

Go to the market for events like Canada Day

There's always special events, would go for that

It's fun to walk around with family, it's very lively, but very crowded

Go to walk around, lots to see and do

Need an area for families

Provide continuous entertainment for families and kids

Needs to be a central hub of activity

Too hard to get downtown, no time to go

Take the kids and go to restaurants

Lots of variety and restaurants

Like to walk around and go to restaurants

Go when relatives are in town, is a showpiece to see Ottawa's 'fabric'

Would take visitors to the market, it's beautiful

Shop in the market almost everyday

Like to buy cheese, wine, meat etc.

Don't usually go on weekends

Too cold to visit in the winter

Used to go to the market for the nightlife when I was in school

Social Issues

Don't like the homeless asking for money as it is intimidating

Some things you don't want kids to see.

Concerned about safety and too many panhandlers/homeless

Need to find a place and solution for homeless and drug use. It is safe during the day

Homelessness is an issue and too dangerous at night

Nightlife

Use the market area (restaurants and nightclubs) on a regular basis

Security

Private security was a good addition. City police is lacking

Maintenance

Maintenance of the George St Plaza is not well done (dirty places and smoking areas). Area used to be animated with vendors, but now there is no programming, so the plaza is dead

The ByWard Market is an eyesore, it looks messy and old. The area is dirty and traffic is a disaster

Market seems tired. Old infrastructure

Development

Issues with zoning and new building heights

Other

ByWard Market is at a great location with great linkages to Sandy Hill, Rideau Centre and Parliament. We do a longer walk in the area

It could be so beautiful, but some retailers are not taking good care of their buildings

Should change and revamp what we have now, it looks too tired and old

Do what you want with the market, it is the place to bring people