

ByWard Market Public Realm Plan

As We Heard It #5

Pilot Project

June to August 2019

BYWARD MARKET
Public Realm Plan

MARCHÉ BY
Plan du domaine public

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Table of Contents

Background	1
Introduction	1
Consultation Results	1
Public Life Study	2
Part 1: Clarence Street Pilot Project	3
Part 2: William Street Pilot Project	7
Social Media Activity	11
Online and Intercept Surveys	13
Business Interviews	17

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, organise 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.
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- city-owned parking lots.
-

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

Consultation Results

In the summer of 2019 two Pilot Projects were launched in the ByWard Market to test new ideas arising out of the ByWard Market Public Realm Plan. On the north side of Clarence Street (between Parent Avenue and Dalhousie Street) a row of parking was removed and transformed into an expanded pedestrian walkway by adding decorative planters and accessibility ramps. A segment of William Street (between George Street and York Street) was closed to vehicular traffic for the summer and animated with colourful chairs and picnic tables, trees and planters, games for children, and extra vending stalls. These spaces are intended to be inviting and welcoming for visitors to the Market and create more opportunities for people to sit, stay, relax and linger.

Evaluation and monitoring of these projects took place from June to August 2019. An online public consultation was held for the William Street Pilot Project from 8 July to 14 August to get feedback about the project. These were supplemented with in-person intercept surveys conducted on the street. In total 248 people responded to the survey. The results will be used to develop a vision for the future of William Street and help to inform the design of other public spaces in the ByWard Market.

A pop-up board was set up on Clarence Street in August, and gave people walking by the opportunity to provide their feedback passively on the Clarence Street Pilot Project. 20 responses were collected on this board.

Public Life Study

Preliminary Results

Public life studies provide a snapshot of the daily rhythms and patterns of a public space. This helped the team understand who visited the Pilot Projects and what they did there. This information will inform the ByWard Market Public Realm Plan, and ground future decision-making with data.

The public life studies that were conducted on Clarence Street and William Street as part of their evaluation are intended to build upon previous studies undertaken by 80 Cities in the ByWard Market as a whole. By choosing similar data collection methods, the results of these studies can be compared with each other.

Method

The evaluation of the Pilot Projects relied on six tools to collect information:

- **Pedestrian counts** to quantify the number of people who walk, bike, or use mobility devices to pass through the Pilot spaces. These 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.
- **Field notes and observations** were made for each other of data collected to record visitors' habits and activities. On William Street, a behaviour analysis was also used to find out how

many visitors were passing through the space and how many were spending longer periods of time there.

- **Social media activity** was monitored for the William Street Pilot Project on Instagram, Facebook, and Twitter using specific search terms and location tags. This helped the team understand public response to the project on social media.
- **Intercept and online surveys** were used to collect qualitative data from people who visited the William Street Pilot Project. Intercept surveys were conducted in person on William Street by approaching passersby and inviting them to complete the voluntary survey. The online survey was promoted by the City on social media, in person, through an email distribution list, and by Ottawa Markets.
- **A pop-up board** was set up on Clarence Street to gather feedback from pedestrians as they passed by.
- **Stakeholder interviews** were conducted with members of the business community and Ottawa Markets to find out how the projects had affected them, what they liked and didn't like, and what they would change about the projects.

This report presents the findings from the Clarence Street and William Street evaluations. It is divided into two parts: the first part shows the results of the Clarence Street Pilot Project evaluation and the second part deals with the evaluation of the William Street Pilot Project.

Key Numbers

74

Hours of Data

248

Surveys Completed

20

Pop up Responses

18

In-person business interviews



Part 1: Clarence Street Pilot Project

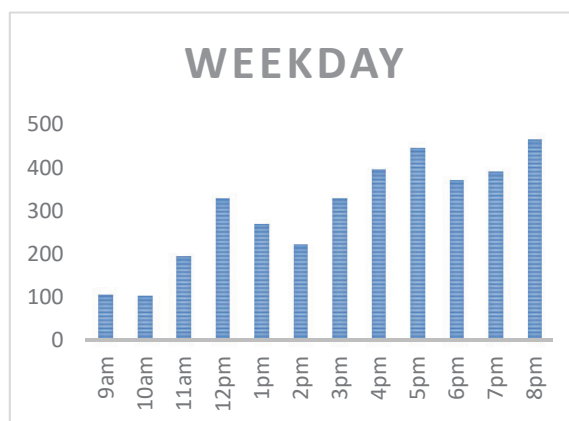
Preliminary Findings

How many people pass through Clarence Street each hour of the day?

The charts show the estimated number of visitors per hour to the Pilot space on an average weekday and weekend day.

Observations

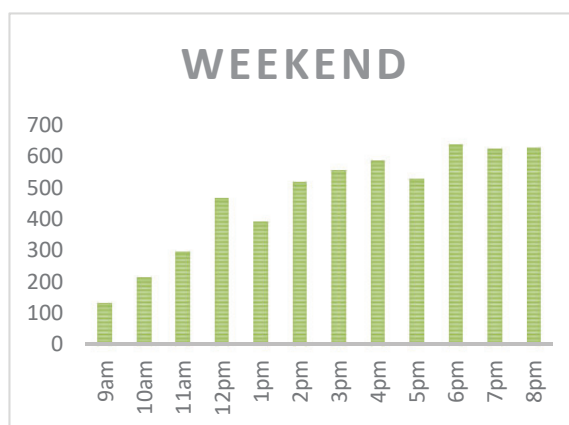
- On weekdays, the number of visitors was lowest in the morning and highest around lunch-time and in the evening after working hours. On weekends, the number of visitors increases steadily through the day from the morning to the late evening, when it is busiest.
- On average, 302 people visited the Pilot per hour on weekdays (approximately 3,600 per day) and 468 people visited the Pilot per hour on weekends (approximately 5,600 per day).
- The number of visitors to the Pilot depended on the weather, time of day, day of the week, and holiday seasons.



Who visited Clarence Street during the Pilot evaluation period?

Observations

- Overall, there is a fairly equitable distribution of men and women visiting Clarence Street. This may indicate that most visitors to Clarence Street felt safe there during the day, since women tend to be more selective about where they spend time.
- Most visitors to the Pilot travelled in pairs or in groups. A large number of couples and groups of friends were observed visiting the Pilot.
- The proportion of visitors to the Pilot that were children was small (5%) compared to the overall number of pedestrians counted. The same was true for seniors, which represented only 3% of the total number of visitors.
- The percentage of visitors with perceived mobility difficulties (i.e. walking with the aid of a cane, walker, or wheelchair) was very low – only 1% or less of the total number of visitors.



Field Notes and Observations

Parking and loading

- Many vehicles – especially delivery trucks – parked in the Pilot space between planters to perform loading and deliveries.
- Loading and deliveries involving large trucks were usually performed in the middle of the street, parallel to the Pilot. This occasionally caused congestion on Clarence Street and obstructed the flow of traffic.
- On occasion, motorcycles were seen parking in the Pilot space between planters, which meant that the space had reverted to parking.

Habits of users

- Cyclists and people on skateboard sometimes using the extra pedestrian space as a bike lane.
- When patios were busy, visitors often “hung out” in the asphalt space and smoked there. When restaurants were full, people often formed queues in the extra space.
- People on Clarence Street generally crossed the street at any point and not only at intersections.



Condition of elements

- Planters were frequently damaged over the summer and plants did not survive the intense heat.

Animation

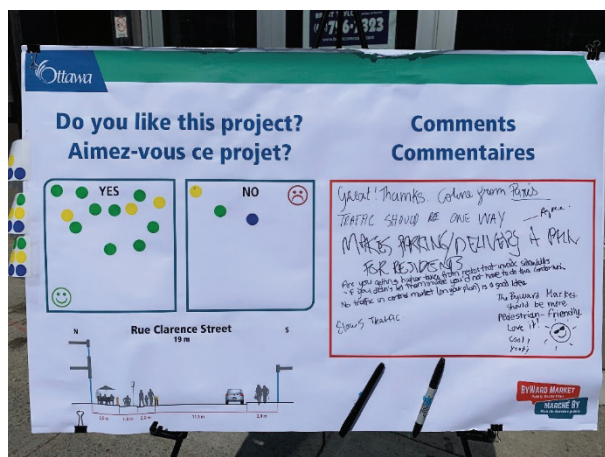
- No animation was brought to the Pilot space, except for temporary street art installations for a week in July.

Pop Up Engagement and Feedback

The City of Ottawa gathered feedback from the public in person and by use of a pop up board set up on Clarence Street in August.

- 90% of respondents said they liked the Pilot and 10% said they did not.
- Comments were generally positive toward pedestrianization of Clarence Street and in the ByWard Market as a whole.
- Some residents were very happy that the Pilot Project encouraged more walking and cycling while supporting businesses. One resident remarked, “It is encouraging to see Ottawa making Market streets friendlier, safer, more accessible spaces for everyone to enjoy.”
- Some businesses were concerned over the loss of parking. One business owner believed that the Pilot affected their business directly and negatively.
- One Lowertown resident with limited mobility said they liked the smooth asphalt surface of the Pilot and preferred it to using the existing sidewalk, which has many joints, cracks and bumps.

- Other comments included the following:
 - “Great! Thanks.”
 - “Traffic should be one way”
 - “Makes parking/delivery a pain for residents”
 - “Are you getting higher taxes from restos that invade sidewalks – if you didn’t let them invade you’d not have to do this contortion. No traffic in central market (on your plan) is a good idea”
 - “Slows traffic.”
 - “The more cars are out of the way THE BETTER.”
 - “Pedestrianize it at night!!”
 - “The ByWard Market should be more pedestrian-friendly.”
 - “Love it!”
 - “Cool!”



Stakeholder Outreach

7 businesses on Clarence Street were interviewed and asked the following questions to learn about their experience with the Pilot:

Have you received more/fewer customers this summer compared to previous years?

Businesses all answered differently. Most said that they experienced no change in the number of their customers. One business said they saw an increase in customers and two businesses said they had seen a decrease. One business owner said they noticed that the street as a whole was busier this year – especially with tourists, young people, and families with children.

Have your sales/transactions increased or decreased this summer compared to previous years?

Sales/transaction were tied to customer counts and answers were similar to the previous question.

What has been your overall impression of the Clarence Street Pilot Project so far?

Several businesses responded that they had not noticed anyone using the extra walking space on Clarence Street, or that the project had no impact. Businesses were concerned about the use of the Pilot space at night time, as this was apparently when many people congregated in the space and when vandalism sometimes occurred. Two businesses liked the idea behind the Pilot, but did not think it was effective in achieving its objectives based on its current design.

What do you like about the Clarence Street Pilot Project?

Businesses liked the extra space the Pilot provided for pedestrians – especially in the evening when the street is very busy. They were supportive of making Clarence Street more accessible to people of all ages and abilities. One business owner said that the Pilot helped to create a safe environment for visitors.

What do you not like about the Clarence Street Pilot Project?

Businesses were not happy with the conditions of decorative planters and with antisocial behaviours that take place on the street at night. The loss of on-street parking was also a concern for some. One business said that the Pilot made it harder for them to receive deliveries.

How could the Pilot be improved? What else would you like to see in this space?

Suggestions from the business community included the following:

- More programming/animation on the street (especially during the day)
- Making the Pilot all one level (i.e. by constructing a boardwalk)
- Adding benches
- Closing the street temporarily on weekends/in the evenings
- Adding string lighting across the street

Would you like to see this Pilot Project continued in the future?

Most businesses were in favour on continuing the Pilot, but would like to see improvements made to its design. Businesses generally felt that more investment was needed on Clarence Street if the Pilot was going to be done again. It was commonly believed that the Pilot provided an opportunity to attract more customers as it added more life to Clarence Street than the extra parking spaces would have.

Has the Pilot Project affected loading and deliveries for your business? If it has, how were you able to address this change?

Businesses did not report any major difficulties with loading and deliveries, but did say that contractors had the most difficulties. For the most part, businesses that were able to receive smaller deliveries earlier in the day were not as impacted by the loss of parking.

Is there anything else you would like to add about your experience with the Clarence Street Pilot Project?

Businesses offered valuable feedback on some of their thoughts for Clarence Street and what the bigger challenges are that they are facing:

- The area is slowly declining as other parts of the city are taking business away from Clarence Street.
- People visiting Clarence Street are looking for a casual experience these days – not wining and dining like in the past.
- There has been a change in the demographics of visitors to Clarence Street. Customers are much younger and more diverse now.
- Clarence Street should be an entertainment district as it is different from the rest of the Market.
- There are concerns about intoxication, drugs, and violence in the area.
- Some businesses do not feel the conditions are favourable to opening new businesses on Clarence Street.
- Businesses are concerned that major street closures will encourage people to gather and loiter at night.
- Clarence Street should be viewed as a tourist attraction.
- Problems need to be kept away from the street.

Has your business done anything differently to participate in or leverage the Clarence Street Pilot Project?

Businesses did not report doing anything differently to participate in the Pilot other than maintaining decorative planters.

Part 2: William Street Pilot Project

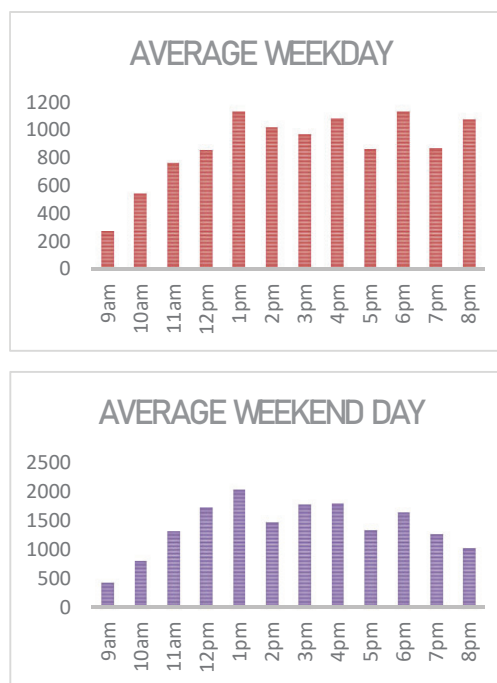
Preliminary Findings

How many people pass through William Street each hour of the day?

The charts show the estimated number of visitors per hour to the Pilot space on an average weekday and weekend day.

Observations

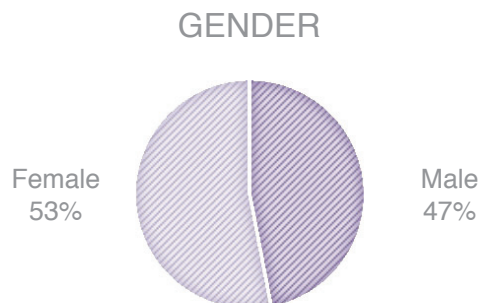
- On an average weekday approximately 10,600 visitors passed through or spent time on William Street. The average number of visitors was 885. The number of visitors was lowest in the early morning and increased throughout the morning until 1pm, after which it fluctuated throughout the day.
- On an average weekend approximately 16,600 visitors passed through or spent time on William Street. Pedestrian volumes were low in the morning but increased by nearly 5 times as much until 1pm.
- Pedestrian volumes were still incredibly high on William Street after 5pm when most businesses were closed.



Who visited William Street during the evaluation period?

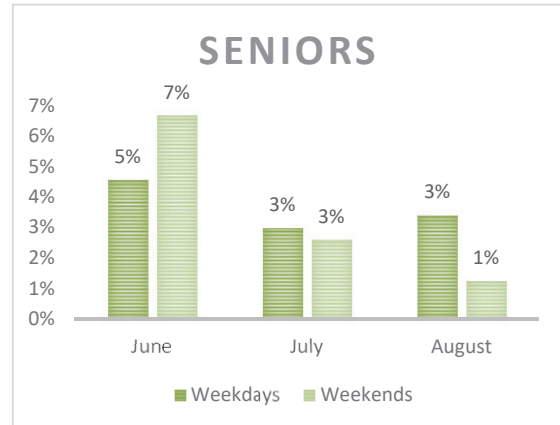
Observations

- Overall there were slightly more female visitors to the William Street Pilot than male visitors. This is an important observation as it may suggest that visitors generally felt safe visiting the Pilot space. There was no significant difference in the proportion of men and women in the study area between weekdays and weekends or between the months of June, July, and August.
- Over the summer months, the proportion of visitors to the Pilot that were children increased from 6% on weekdays and weekends in June to 11% on weekdays and 9% on weekends in August. Overall there was a slightly higher proportion of children on weekdays than on weekends. This may be due to the fact that schools



in Ottawa were not in session after June 27.

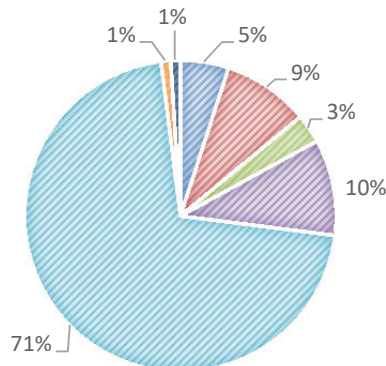
- From June to August the proportion of visitors to the Pilot that were seniors decreased from 5% on weekdays and 7% on weekends in June to 3% on weekdays and 1% on weekends in August. It was noticed in June that many more large groups of seniors were visiting William Street – probably tourists. Consistent with results from previous Public Life Studies, these numbers were much lower than the percentage of people over the age of 65 living in Ottawa as a whole, which is 15%.



What did visitors to William Street do during their visits?

Observations

- A diverse range of activities took place on William Street over the summer. Overall, the diversity of activities was very similar on weekdays and weekends – except in June when it was noticed that activities on the weekend were much more diverse.



- The majority of visitors to William Street were passing through on foot between George Street and York Street, indicating that William Street is a strong pedestrian desire line. This number fluctuated depending on the time of day and day of the week.

ACTIVITIES

- Standing
- Sitting
- Eating/Drinking
- Shopping
- Walking
- Cycling
- Playing Games

Field Notes and Observations

Cyclists

- Most people passing through William Street on bicycles did not dismount. The number of cyclists in the Pilot space was very low (~1%) compared to the overall number of visitors.
- The bike rack placed outside of Milk retail store was very well-used.

Kids' area

- The kids' area was very well-used during the evaluation period – by both small children and adults. Children and their
- parents often arrived at the Pilot early in the morning to play games.
- The small, ride-on train was an extremely popular addition to the Pilot space; strangers would frequently wave to each other to/from the train as it passed by.

Smoking

- Many people were observed smoking tobacco and cannabis at the beginning of the evaluation period.
- The number of people smoking appeared to have decreased once no smoking signs were installed in July.

User activities

- Many people were observed sitting in Muskoka chairs and reading books, colouring in, sketching, taking naps, or basking in the sun. On occasion, some people would bring their laptops and do work at the picnic tables.
- Frequently, visitors partook in multiple activities during the same visit (e.g. eating, sitting, walking, shopping, playing games, etc.).
- In the early mornings, many visitors to the Pilot sat outside and ate their breakfast. The most popular food items were hot and iced coffees, ice creams, Beavertails, and fast food.
- The reopening of Crocs retail store in early July brought a large number of shoppers to the Pilot.
- Tents set up with free activities for visitors (e.g. vegetable stamping and face-painting) also helped to draw visitors to the space and were noticeably very popular.

Wooden bear

- The wooden bear statue placed at the George Street entrance to the Pilot was very popular with passersby that took photos with it. Many of these photos were tagged on social media.

Accessibility ramps

- At first, accessibility ramps were not noticed by visitors, as they were not clearly marked or visible.
- Wider, painted ramps were installed soon after, which were observed to have been well-used in July and August.

Security

- Security personnel and police were visibly present on the street throughout the duration of the Pilot and were seen to intervene in several instances in which visitors became disruptive or unruly.
- A lot of policing was required to ensure that

businesses and delivery companies were respecting loading window periods (7am to 10am), as vehicles would frequently open the gates and drive on William Street at all times of the day and even when there were many pedestrians walking.

Large groups

- In June and July many large groups of school children and tourists passed through the Pilot and spent time there – often grabbing a bite to eat and enjoying their meals together in the space.

Weather

- Visitors to the Pilot left the space very soon after the weather changed (e.g. when it became very windy or when it started to rain). Activities in the space were weather-dependent, and on several occasions elements like toys and umbrellas were not put out in anticipation of bad weather.

Pets

- William Street was a very popular destination for dog walkers. Some dog owners would walk their dogs through the space on a daily basis.

Ottawa Markets assistants

- Summer students hired by Ottawa Markets were extremely effective in maintaining the Pilot space over the summer. Elements were set up and taken down on time daily and garbage bins were frequently emptied and changed.

Gates

- Gates were opened and closed daily before 10 a.m and after 5 p.m. when vendors set up and took down their stalls. On several occasions it was observed that gates had been left wide open, which invited some vehicular traffic onto the street.

Photos

- Many visitors to the Pilot took photos of the street, individual urban elements like the water fountain and wooden bear, or of their friends and family sitting in Muskoka chairs.

Buskers

- Buskers outside Beavertails could be heard very clearly on William Street and helped to create a pleasant, relaxing atmosphere for visitors.

Movable furniture

- Visitors sitting in the Pilot took advantage of the movable seating. As the sun moved throughout the day, seating would be moved back and forth across the street into areas of shade.
- When it was very hot outside and areas of shade were limited, visitors took to sitting together with strangers at the same picnic tables.
- In the mornings it was apparent that furniture had been moved around during the night, as the arrangement of elements would be completely different from the day before.

Diversity

- Many visitors travelled in pairs or groups. The Pilot appears to have been very popular with young couples and families. There were fewer children in the Pilot space after 4 p.m.
- Many visitors to the Pilot were heard speaking in languages other than English – especially French.

Atmosphere

- William Street was very clearly a “chill space” in the late afternoons/early evening. Although the street was very quiet, there would be many people sitting and relaxing when businesses were closed. This appears to have been the time of day with the greatest “stickiness”. On many occasions all chairs and tables were occupied, and visitors took to sitting on the street curbs. Once a chair became vacant it would be filled almost immediately by someone else.
- Friday afternoons and weekends were extremely busy on William Street. Extra vendors (usually 5 to 11) on the weekends helped to transform the street into a busy market place with diverse groups of visitors. The number of visitors shopping was noticeably higher on weekends and after Canada Day. During these

times William Street had a lively festival atmosphere with plenty of street life and a variety of activities. It was observed that some vendors had started staying longer hours in July and August than in June.

- The northern half of William Street (past the construction fencing) was entirely lacking in animation and activity when vendors did not have stalls set up there.

Garbage

- By the end of the day, garbage bins would begin to overflow – usually with takeout food waste from nearby establishments. Immediately after Canada Day there was a large amount of litter in the street.

Planters

- Trees and flowers were well-maintained throughout the evaluation period. Trees appear to have grown larger since the launch of the Pilot.

Street art

- Blue street paint added prior to the Pilot’s launch had noticeably faded after 2 months.

Construction area

- The area behind the construction fencing outside 35 – 45 William became very dirty and full of litter after a few months. In July complaints had been received of antisocial activities taking place behind construction fencing at night.



Social Media Activity

INSTAGRAM



290+ public posts



7,434+ likes



FACEBOOK



89+ public posts



749+ likes



92 loves



67+ shares



32 hahas



14 sads



11 wows



2 angrys

TWITTER



193+ tweets



2,533+ likes



578+ retweets

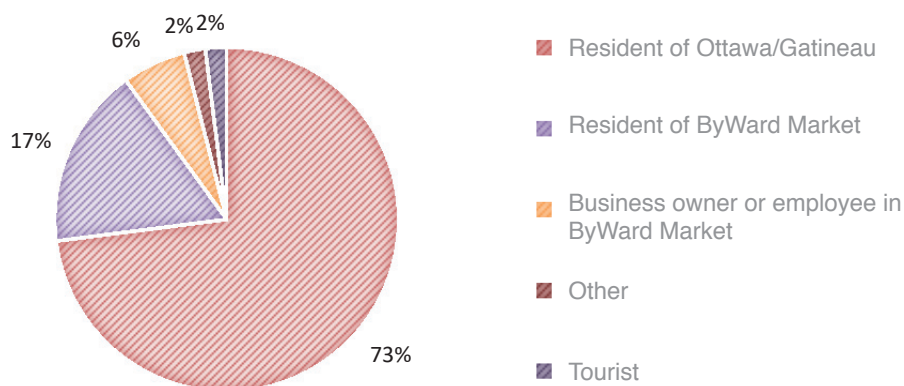
Comments

- “They have closed off a section of William street for the summer! Pedestrian traffic only. Come and relax on these comfy chairs”
- “Oh #Ottawa, you do this so well.”
- “Pop-up park on William in the @bywardmarket complete with potted trees. I’m just glad to see this becoming a pedestrian space.”
- “Bonne façon de commencer sa journée. Le Marché By est si tranquille le matin. J’adore cette allée qu’ils ont crée depuis le feu. Bon jeudi”
- “The oversized planter is poor choice in aesthetic tbh but good pedestrian plaza”
- “Colourful Adirondack chairs transform a former street full of cars into a space to sit and linger. Kudos @bywardmarket”
- “It’s been a long time since I have strolled through the Ottawa Byward Market. I was so happy to see the green initiatives, and the welcoming atmosphere.”
- “I know that this set up in the byward market is controversial because parking spaces have been taken away, but I like these chairs”
- “A step in the right direction, but a long way to go. It’s good to see progress, but we all know that the final solution to market success in 100% car free. It’s also a better solution for the planet... :)”
- “More. Please. Well done, @ottawamarkets! Love seeing kids in the Market (not in the tight, fearful grip of their parents)!”
- “I really like this space as it is family and kid friendly. Ever thought about making more streets in the ByWard Market pedestrian only? Would be AWESOME!”
- “In the byward market stop signs are viewed as yield. York and William is really bad, some drivers don’t even slow down and blow through the cross walk.”
- “This is really nice edition. However really scary place to visit at night due to murders.”
- “The inevitable is happening: the Byward Market is in the middle of a full transformation and is barely recognizable. Some initiatives are great such as William Street becoming a pedestrian area. However, “Market” may no longer be appropriate for old Byward as the essence of what is a market is slowly disappearing.”
- “Haven’t visited it yet – but the photo is making want to stop by this summer! Bright and cheery! Love it.”
- “It’s nice, but the entire market should be the same. Open it up the streets for deliveries, etc. during off-peak hours if need be. That’s what the do in Florence.”

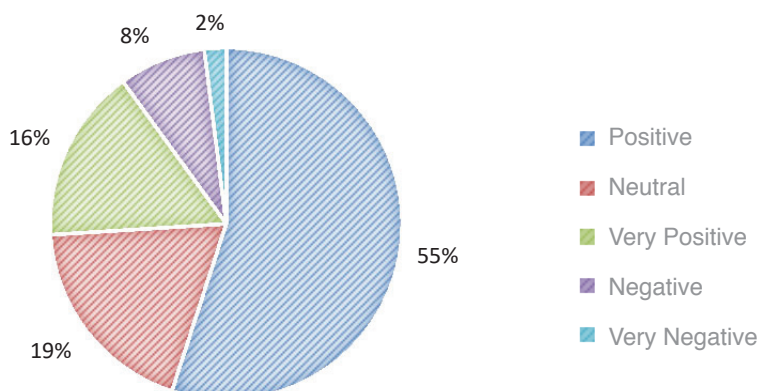
Online and Intercept Surveys

Surveys were completed by 248 participants – of whom most were residents of Ottawa/Gatineau, but not of the ByWard Market. Surveys were promoted online by the City of Ottawa and Ottawa Markets, in person, and through the email distribution list of the ByWard Market Public Realm plan (DesignByWard@ottawa.ca).

Which of the following best describes you?



How do you feel about the ByWard Market?



What do you like most about the space?

- 43% of respondents said that they liked that there were no vehicles on William Street and 22% said that they liked that it was pedestrian-only.
- 29% of survey respondents liked the extra spaces to sit, socialise, eat, and relax.
- 25% liked the choice of furniture.
- 12% liked that the space was colourful.
- 9% of respondents liked the kid-friendly activities, and 8% of respondents liked that William Street was more family-friendly.

Other notable answers included:

- The Market seems less rushed/crowded/noisy (6%)
- Visitors to the Pilot feel relaxed (6%)
- The water fountain (6%), the train (6%), trees/flowers (3%)
- It is a friendly/welcoming environment (5%)
- It feels safer (5%)
- Nothing/don't like it (3%)

What would make this space better?

- 20% of respondents would like to see more greenery on William Street.
- 19% of respondents would like to have more shade.
- 15% of survey respondents want more cultural activities/entertainment.
- 13% of people surveyed want the Pilot to be extended/made permanent. 14% would like even more streets to be closed off to vehicular traffic in the ByWard Market.
- 8% said they think there should be more seating.

Other common answers included:

- More soft snack vendors (6%) and more local artisans/stalls (5%)
- It should be more accessible to people with disabilities (5%)
- Remove the asphalt (5%)
- More garbage bins (4%) and more regular garbage pickup (4%)
- Expand the Pilot (onto other squares, streets) (3%)
- Small art installations (3%)
- Use the whole street (3%)
- More games (3%)
- More bike parking (3%)
- More tables (3%).
- Open William Street back to cars (2%)

What do you not like about this space?

The most common responses were the following:

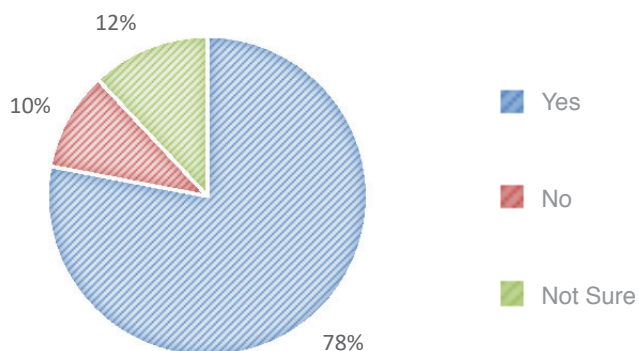
- It is too temporary (10%)
- Too crowded (8%)
- Uncomfortably hot/not enough shade (7%)
- Not enough seating (7%)
- Needs more greenery (6%)
- Needs better cleaning (5%)
- Not as safe at night/no night-time security (3%)
- Not enough animation (3%)
- No recycling/not enough bins (3%)
- Smoking is a problem (3%)
- Violence in the Market (3%)
- Hard surfaces (3%)
- Delivery trucks driving through (3%)
- It is closed to cars (3%)

On a scale from 1 to 5 (1 being “Very Bad” and 5 being “Very Good”), how would you rate each of the following aspects of the William Street Pilot Project?

This question assesses the extent to which the elements on William Street address recommendations made by the public in previous public life studies. An average score (out of 5) was assigned to each category and they were ranked from highest to lowest.

3.9	Cleanliness/maintenance	3.9	Benches and tables
3.8	Accessibility	3.7	Safety
3.5	Kid-friendly activities	3.4	Lighting
3.2	Public art	3.1	Wayfinding signage
3.0	Animation / programming / performances	2.8	Greenery

Has the William Street Pilot Project improved your experience of the ByWard Market?



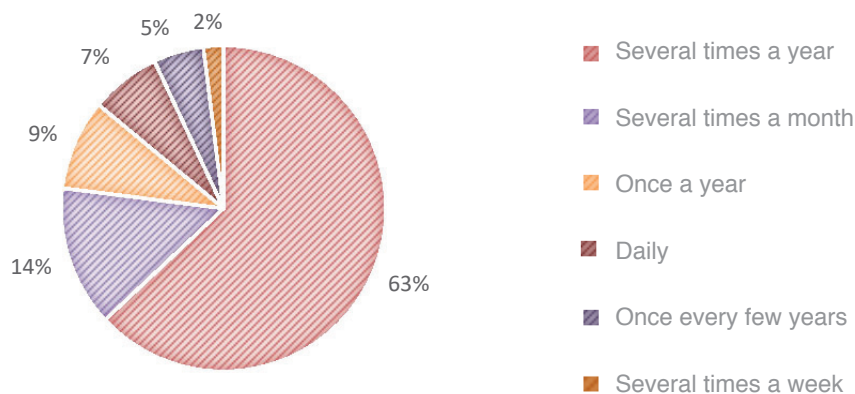
Is there anything else you would like to share with us about your experience with the William Street Pilot Project?

Notable responses included the following:

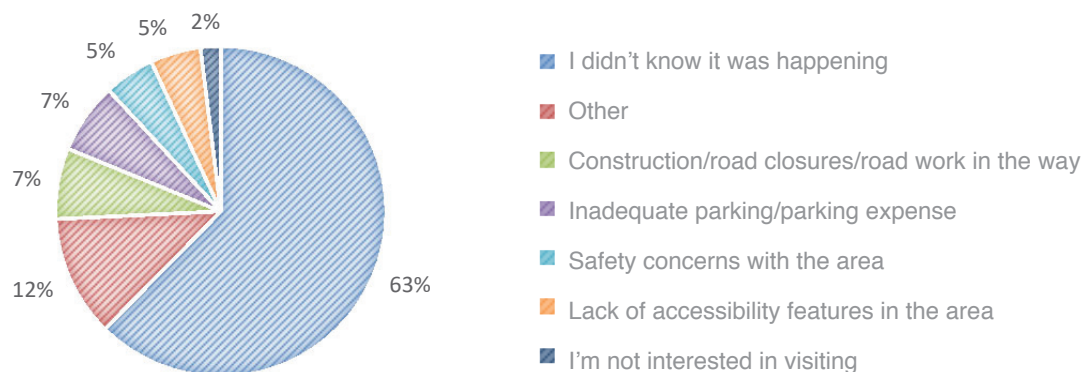
- “Make the William Street pilot continue into the fall and winter too.”
- “Love the concept. Less cars/parking = more space for people!”
- “I believe we must shift the focus of the Byward Market back to a place of commerce and not a park.”
- “Great initiative! Would love to see more pedestrian friendly projects.”
- “I am much more influenced to go to the market when I am working and also bring my family on the weekends with this project.”
- “I’ve seen so many people enjoying it, I hope the scope can be expanded to more parts of the Market.”
- “I really do think the concept is there. It’s the execution that needs changing.”
- “I know it’s a test, which is what it felt like, look forward to more meaningful and intentional integration.”
- “Again, you can spend billions on the market trying to make it look nice. It will be all for nothing without taking care of the drunks and bums.”
- “Clean up the market! It is a disgrace to the national Capital.”
- “Please extend this beyond a pilot to become a permanent feature of the market, and consider implementing it on other low-volume streets.”
- “The market feels more unsafe because of recent news.”
- “Stop turning roads into pedestrian areas.. MOST people in Ottawa drive a personal vehicle everywhere. Getting rid of roads and lanes does not influence an indiv.”
- “It’s great at night as well, I walked through one night with some friends and it was vibrant and wholesome.”

Survey respondents that had not visited the William Street Pilot Project were asked three separate questions to learn about their habits and their reasons for not visiting the Pilot:

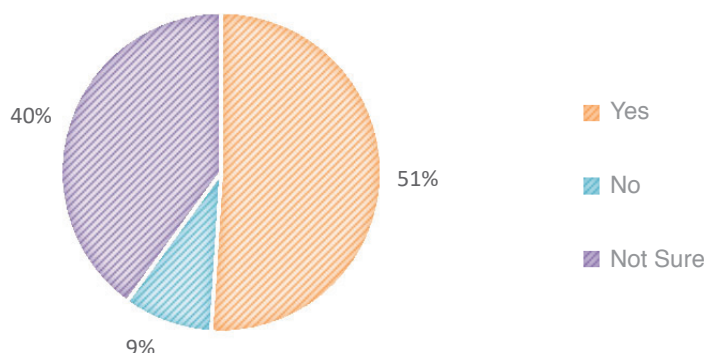
How often do you visit the ByWard Market?



What is the main reason you haven't visited the William Street Pilot Project this summer?



Do you plan on visiting the William Street Pilot Project this summer?



Business Interviews

Business owners/managers from 11 businesses on William Street and the heritage building were interviewed in person. Each interview was approximately 30 minutes long, and participants were

asked to answer 12 questions.

What type of business do you operate?

Of the businesses represented, 3 were fashion boutiques, 4 were specialty stores, and 4 were eating establishments.

How long has your business been on William Street/ByWard Market Square?

Businesses had been operating at their current locations between 4 months and 40 years. More than half of businesses had been operating longer than 10 years.

Have you received more/fewer customers this summer compared to previous years?

Each business responded differently: 4 said that they had experienced no change; 2 reported an increase in customers; 2 reported a decrease in customers. Several businesses were unsure. One business mentioned that it was steadier for them and that they never seemed to have a moment when there were no customers; another (on ByWard Market Square) said that on some weekends they received almost no customers.

Have your sales/transactions increased/decreased this summer compared to previous years?

Answers were similar to those provided in Question 3. Most businesses were unable to provide exact figures showing an increase or decrease in sales/transactions. One business owner said that this Canada Day was better for them than last year. One vendor reported a decrease in sales this season of 50-52%.

What has been your overall impression of the William Street Pilot Project so far?

Responses that were provided included the following:

- It is simplistic/feels rushed
- There are more people (on William Street), but they aren't shopping
- It's good for business
- It's relaxing
- It looks livelier and busier
- It's fun and interesting
- It's okay/feel neutral
- Love/support it
- "It hasn't done anything for my business"
- Concerned about security at night
- Before there was nowhere to sit, eat, hangout
- Like the colours, trees, seating, sense of safety

Several business owners also provided feedback casually in person during data collection. Their responses to the Pilot were mixed:

- Some business owners said that they were

happy with the extra foot traffic on William Street, but that they would have to wait and see before knowing whether the Pilot has affected their businesses positively.

- Some business owners have said that it is too hard to know whether there has been any increase in foot traffic on William Street because of the Pilot or because of the summer season (one of the busiest times of the year).
- One vendor mentioned that they were very happy with the Pilot, but that it hadn't increased business for them. Another vendor said that increased foot traffic had been good for their business.
- Several business owners acknowledged that the Pilot had improved visitors' experiences of the ByWard Market.

What do you like about the William Street Pilot Project?

Several businesses mentioned that they liked that the Pilot provides visitors with places to sit, relax, and eat; that there are more people and no cars; and that they liked the different elements (e.g. the train, the water fountain, colourful furniture). Some businesses also mentioned that:

- It feels safer
- There are more families than before
- The trees make a big difference
- There is more space for people
- It is well-maintained
- It is a unique environment

What do you not like about the William Street Pilot Project?

A number of issues were repeatedly raised by businesses:

- Smoking is a problem on the street
- There are concerns about safety at night/in the early morning
- The Pilot was not evenly spread down the entire street/it only operated in half the street
- Not enough entertainment
- There is a lot of food waste/no recycling bins

How could the Pilot be improved? What else would you like to see in this space?

Businesses had many valuable recommendations on what to do with William Street in the future:

- More entertainment (buskers, musicians, etc.)
- Better security (CCTV, security guards at night/ police presence)
- Heritage elements
- Events and contests
- More shade
- More vendors (but spread out)
- More greenery
- Public washrooms
- Spread elements out (not all on half the street – gets too crowded)
- Businesses want to be involved/included
- Unique shops to attract people
- No additional restaurants/bars
- Improved loading arrangements
- Designated parking for businesses
- A variety of surfaces
- A public relations campaign/maps for parking
- Recycling bins
- Adaptability/constant improvement

Would you like to see this Pilot Project continued in the future?

The majority of businesses indicated that they would like to see the Pilot continued, but with improvements. In particular, businesses would like to see the Pilot expanded upon, be better organised and more welcoming, and have a clear plan for all seasons of the year. Businesses indicated as the reason for their answers:

- For 30 years the Market hasn't been a gathering place for people.
- The ByWard Market needs to become a destination.
- Hope that it will end up attracting more customers.

- Before people did not linger: they came, shopped, and went.
- It will be well supported by the new Rideau LRT station

Some businesses said that they would like to see William Street returned to its original condition and parking restored. They indicated a concern that pedestrianization would not support the Market as a place of commerce. All businesses interviewed agreed that the Market needs to be busy and that greater support is needed from Ottawa Markets and the City.

Has the Pilot Project affected loading and deliveries for your business? If it has, how were you able to address this change?

Businesses were affected differently by new loading arrangements depending on where they were located. Businesses on the corners of the street or on ByWard Market Square were not affected by the Pilot. Others that were affected reported that they were not using temporary loading zones on York Street (designated for this Pilot Project) as they were unsuitable and constantly full. Instead, most businesses were either continuing to load on William Street (within the agreed 7 a.m. – 10 a.m. loading period), or parking elsewhere and walking back and forth.

Several businesses indicated that delivery drivers/companies were the most affected by the Pilot, as they had been unable to find parking or were unaware of the Pilot. Businesses that were not concerned about the changes to loading and deliveries were receiving smaller deliveries and earlier in the day.

Is there anything else you would like to add about your experience with the William Street Pilot Project?

Question 11 provided participants with an opportunity to provide any additional feedback. Answers were varied and expressed opinions relating to different topics. Responses included the following:

- Keep the businesses in mind. We are affected by these things. We are fundamental to the vi-

sion of the Market. Talk to us; let us know what is happening. Don't just use our feedback as a checkmark.

- After 6 p.m. it's lawless here (on William Street).
- It's a good project, but please finish it. Don't start a new one until this one is done. It costs a lot of money – don't waste it. We (the businesses) are all paying for it.
- Change is good, but we can't recreate the old Market. People's shopping habits have changed.
- The space needs to be eco-friendlier. There should be different "green" installations.
- Uphold high standards – be picky.
- It seems that crime might be deterring some people from coming to the Market.
- Make it permanently pedestrian.
- Change negative perceptions of access to the Market. It is hard to change people's minds if they don't want to come here (the ByWard Market). I don't want it to become like Sparks Street.
- The Market needs to become a "must".

- It is misguided to transform everything into a relaxing environment. Patrons need to buy – not relax.
- There need to be as many parking spaces as possible.
- Celebrate our vendors.
- Highlight First Nations culture.
- Overregulation has made doing business in the Market very hard.
- It needs to be easier for businesses to set up shop and compete with other businesses in the area
- Most businesses seemed very supportive of Ottawa Markets.

Has your business done anything differently to participate in or leverage the William Street Pilot Project?

Most businesses did not leverage the Pilot Project in any way. Those that did said that they had made their stores more open-concept, were displaying items outside, or extending their business hours.



Ottawa Markets Staff Interviews

In August, 8 staff members from Ottawa Markets were interviewed and asked similar questions to those asked in business interviews. The purpose of these interviews was to learn what staff believed was working well and not working well with the Pilot, and how it could be improved. Responses were coded and analysed and are summarised below.

What's working well

- There are more people on William Street this year
- Street is pedestrianized/there are no vehicles
- We have received positive feedback
- There is extra seating
- People stay, relax, and linger
- The space feels friendlier and more welcoming
- There are more families
- The kids' zone is very popular
- It is colourful

What isn't working well

- It is hard to clean
- Execution/cleanliness of kids' zone
- Having to move furniture around constantly
- Smoking is a problem
- Garbage is not removed often enough

- There are not enough garbage bins
- People are trying to drive through the street
- There are safety concerns at night/in the early morning
- People cycling through the space (some near-miss incidents)
- Setting up/taking down elements is labour intensive
- Many cigarette butts in the street

How the Pilot can be improved

- Permanent, waterproof kids' installations
- More shade
- More trees/greenery
- More effective gates/bollards
- More events, programming, animation
- More attention to garbage removal
- Permanent improvements

