



**Economic Development
Strategy and Action Plan
&
ByWard Market Public Realm
Plan Project Update**

ByWard Market & Downtown Rideau Virtual Town Hall
June 5, 2024

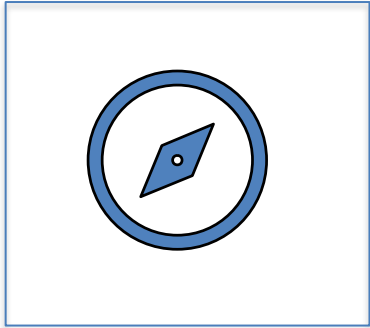


Background

- The Economic Development Strategy and Action Plan:
 - Supports the Term of Council priority “A city with a diversified and prosperous economy”
 - Provides a framework to guide economic growth, diversification, prosperity, and resiliency
 - Prioritizes allocation of resources to achieve economic development objectives
 - Builds upon well-established partnerships and programs
 - Introduces new strategic priority areas and corresponding actions

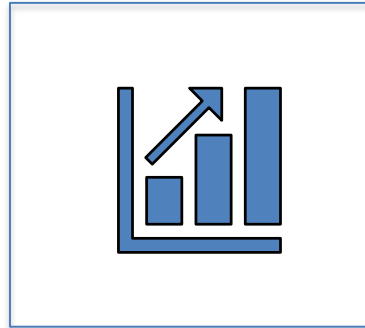
Approach

Phase 1: Vision and Guiding Principles



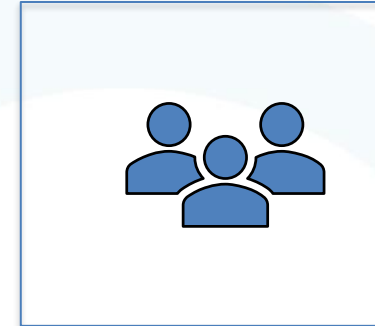
- Vision Statement
- 8 Guiding Principles

Phase 2: Economic and Trend Analysis



- Economic overview and outlook
- Key sector analysis
- Examination of strengths, opportunities, challenges and post-pandemic implications

Phase 3: Stakeholder Engagement



- 18 key partner interviews
- 8 workshops with 90 stakeholders / organizations
- Bilingual online survey with 400 responses
- Mayor's Economic Summit

Sponsor Group

Strategic Priority Areas

- 1 Partnerships and Collaboration
- 2 City Building Projects
- 3 Connectivity
- 4 Talent
- 5 **Downtown and the ByWard Market**
- 6 Place Branding
- 7 **Key Sectors**



5. Downtown and the ByWard Market

- Objective: Revitalize downtown and the ByWard Market to increase economic activity and enhance cultural vibrancy, tourism, place making, livability, and safety
- Sample Actions:
 - Develop a Downtown Action Plan with OBOT, CUI, and other partners
 - Establish an internal Downtown Tactical Team
 - Prioritize high impact / low-cost public realm improvements
 - Develop a downtown marketing strategy
 - Coordinate celebrations for the 200th Anniversary of the founding of Ottawa / Bytown (2026) and ByWard Market (2027)



7. Key Sector Support

- Objective: Support new and existing small businesses and entrepreneurs and grow key economic sectors
- Sample Actions:
 - Relaunch the Innovation Pilot Program
 - Create an investment attraction site inventory
 - Implement the Nightlife Commissioner Office
 - Undertake a small business needs analysis and develop supports (ex. one-stop-shop service)



Kanata North Business Association

2024 Economic Development Workplan

- Continued delivery of existing programs and initiatives
- New actions delivered this year
 - Economic Development Roundtable
 - Labour Market Assessment and Talent Plan
 - Downtown Action Plan and Tactical Team
 - Refreshed Brand Consultation
 - Investment Attraction Site Inventory
 - Innovation Pilot Program Relaunch
 - Nightlife Commissioner Office
 - 200th Anniversary Celebrations (framework)
- Delivered within existing resources and budget

Progress Reporting & Next Steps

- Annual report to Committee and Council outlining:
 - actions taken and outcomes achieved
 - overview of the work plan for the upcoming year
- Economic performance indicators included as part of the City's strategic planning process
- Economic Development Strategy and Action Plan summary posted to ottawa.ca soon
- [Economic Development Strategy and Action Plan - City Council - April 03, 2024](https://www.escribemeetings.com/2024/03/03/city-council-economic-development-strategy-and-action-plan/) ([escribemeetings.com](https://www.escribemeetings.com))

ByWard Market Public Realm Plan

Principles

1. Create a bold and memorable public environment to celebrate the Market and the area's unique character
2. Pedestrians First
3. Enhance the Visitor Experience
4. Beautify the Market
5. Welcome Everyone
6. Support Businesses
7. Balance the needs of residents/tourists and business/residents

Vision Statement

“The ByWard Market’s public spaces invite residents and visitors to linger, relax, socialize, shop and explore this unique food market and heritage district within a network of inspiring public places that put pedestrians first. The public spaces are the backdrop against which daily life, festivals, and celebrations unfold; a place for both the everyday and the extraordinary” (ByWard Market Public Realm Plan, pg. 4).



Stakeholder Input

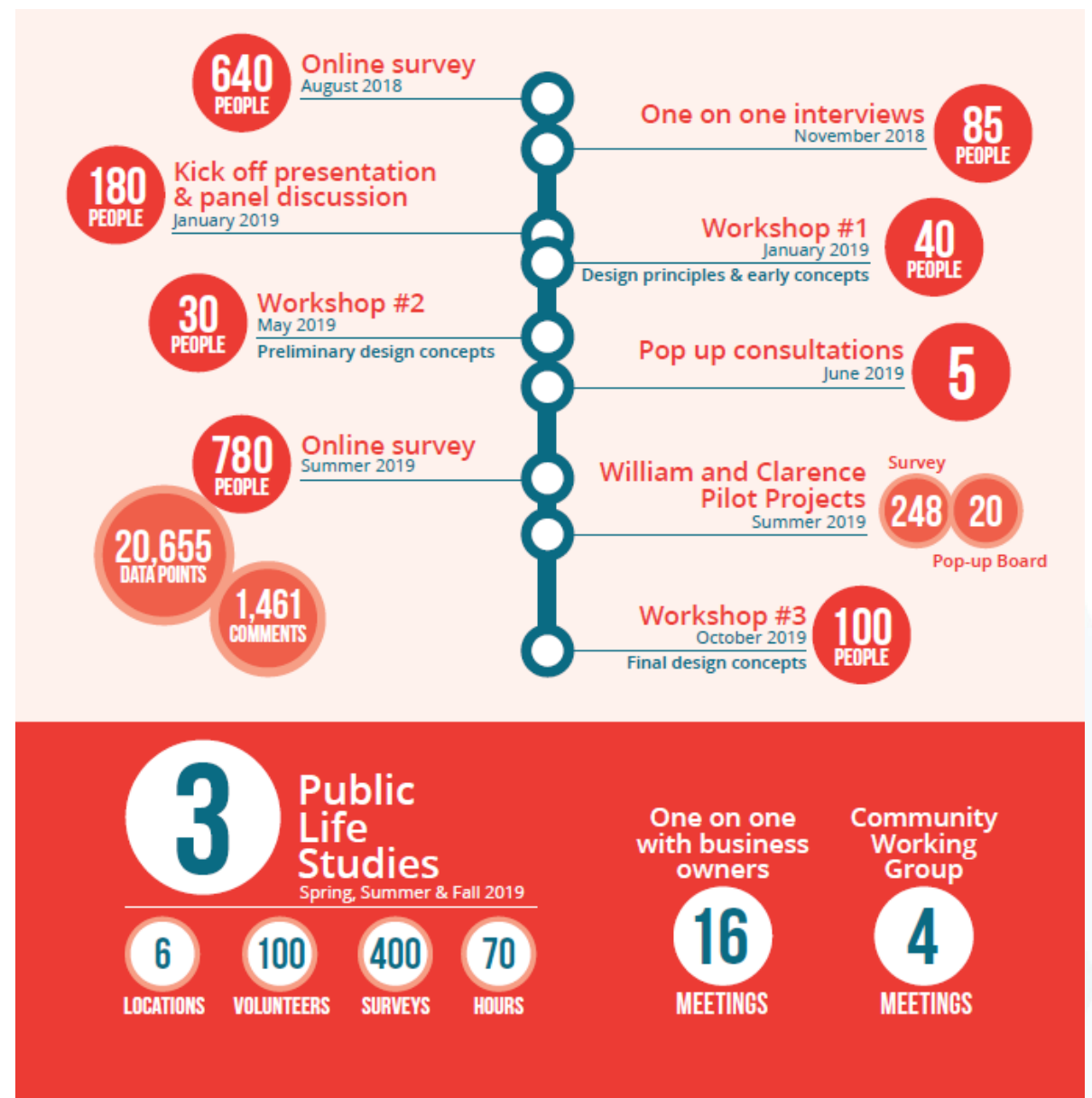


Image: Stakeholder Engagement (ByWard Market Public Realm Plan, pg. 2)

ByWard Market Public Realm Office



Image: York Street Plaza (ByWard Market Public Realm Plan, pg. 4)

- Responsible for implementing the vision and projects outlined in the ByWard Market Public Realm Plan approved by Council in January 2021
- Implementation strategies will maintain the ByWard Market as a destination for shopping, dining, arts, and entertainment for residents and tourists during all phases of construction
- Projects will respond to Council direction related to the redevelopment of municipal assets, seeking funding from senior levels of government and determining a parking replacement strategy
- Liaison to ByWard Market District Authority (BMDA)

Services and Projects

- **Public realm projects**
 - Streetscaping Projects: William St. and ByWard Market Sq.
 - 55 ByWard Market Sq. enhancements
 - 70 Clarence St. redevelopment
 - York St. Plaza
 - Parking replacement
- **Interim public realm initiatives**
 - Pedestrianization pilots (BMDA led)
 - Private development partnerships
- **Service and Asset Management Agreement**



2024 Planning

- Execution of the Service and Asset Management Agreement between the City of Ottawa and the ByWard Market District Authority (June, 2024)
- Launch of the integrated operational team with the BMDA (June, 2024)
- Public consultation r.e. streetscaping renewal projects and completion of detailed design – William St. and ByWard Market Sq. (Fall, 2024)
- Business case research to advance the Council approved priority projects: York St. Plaza, destination building at 70 Clarence St., and parking replacement (on-going)

Priority Projects: Streetscaping 2024 - 2026



Images: Design concepts - William Street and ByWard Market Square (ByWard Market Public Realm Plan, pg. 35)

Thank You!

For additional Information, please contact:

Cindy VanBuskirk
Program Manager, Economic Development Services
Cindy.VanBuskirk@ottawa.ca

Amanda Mullins
Manager, ByWard Market Public Realm Office
Amanda.Mullins@ottawa.ca



Image: Winter festival in the Market Plaza (ByWard Market Public Realm Plan, pg. 25)