

ByWard Market Public Realm Plan

Public Life Study Interim Report

February 2019

8 80 Cities

BYWARD MARKET
Public Realm Plan

MARCHÉ BY
Plan du domaine public

Public Life Studies

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

ByWard Market Public Life Study Preliminary Findings: Round 2 (February 2018) Preliminary Results

The second Public Life Study in ByWard Market took place on Thursday, February 21 and Saturday, February 23. The study occurred from 9:00 am to 8:00 pm, and was implemented by 8 80 Cities staff with support from more than two dozen trained volunteers.

This most recent study provided a snapshot of ByWard Market's usage in winter, whereas the first study took place in late summer/early fall. Combined, these two studies show us how the uses and travel patterns fluctuate from season to season.

Methodology

The Public Life Study designed for this project uses three tools:

- Travel counts 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.
- Activity Counts identify the number of people who spend time in a specific area of ByWard Market and what they do

there. Activity counts are conducted for 15 minutes every hour.

- Pop-Up Engagement Booth located in the ByWard Market building displayed information about the Public Realm Strategy, and provided passers-by to provide input.

This interim report presents preliminary findings from the first two rounds of Public Life Studies in ByWard Market. One more round of Public Life Studies will take place in summer 2019.



90

Volunteers

400

Surveys

6

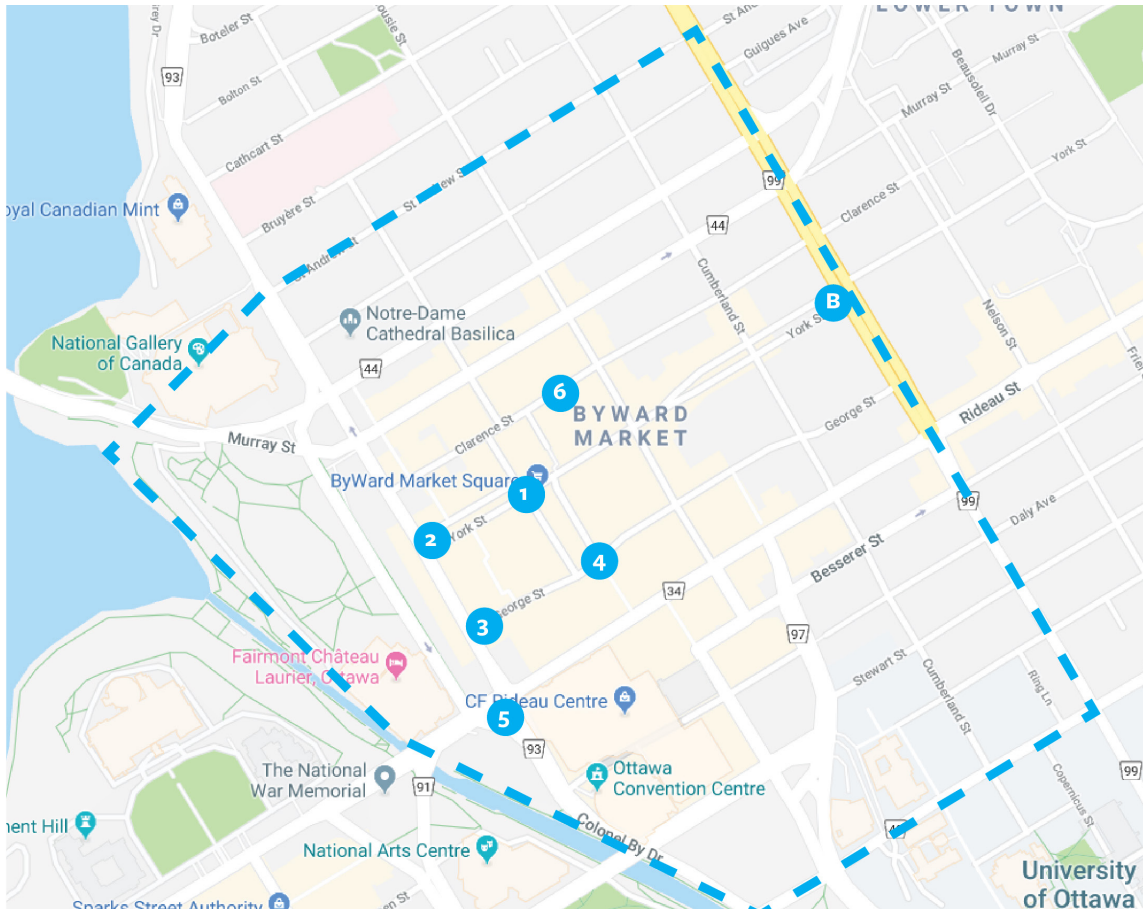
Survey Locations

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



ByWard Market in Winter

Observations from the February 2019 Public Life Study

1. VISITS DECLINE IN WINTER

In Winter, the number of people traveling in or through ByWard Market declined by 22% on the weekday and 34% on the weekend as compared to the Fall (Figure 1).

Design implication: How can ByWard Market become more accessible and attractive as a destination in winter?

2. SHARPER DECLINES IN SPECIFIC LOCATIONS

Location #5 and #6 see the sharpest declines in activity from Fall to Winter (Figure 5). Location #1 and #6 see the sharpest declines in people passing through from Fall to Winter (Figure 2).

Design implication: How can comfort and accessibility be improved in these two areas during winter?

3. WEEKEND SPIKE IN BOTH SEASONS

Similar to the Fall, there is a 68% increase of foot/bike traffic in ByWard Market on the Winter weekend, compared to the weekday (Figure 1).

Design implication: How to better accommodate the weekend spike in foot/bike traffic and ensure the safe and efficient movement of people using all modes of transportation?

4. LOW LEVELS OF BICYCLE TRAFFIC

In total, 61,756 people traveled through ByWard Market on the Winter weekday and weekend. Of those, only 68 people were using a bicycle. Although cycling declines significantly across the city in winter, this is a surprisingly low figure.

Design implication: What are the key corridors leading to (but not necessarily through) ByWard Market that require bike facilities?

5. STICKYNESS

Overall, ByWard Market becomes less “sticky” in Winter. This means that fewer people who pass through our study areas are choosing to stay and spend time. However, Locations #1, #2, #3, and #4 are fairly resilient, with similar stickiness ratios in Fall and Winter (Figure 6).

Design implication: What design and programming improvements (ie. seating, food and drink, lighting, etc.) could be made to encourage more people to spend time in ByWard Market throughout the year?

6. OVERALL DECLINE IN ACTIVITY

On the Winter weekday, activity declined by 53% compared to the Fall. On the Winter weekend, activity declined by 49%.

Design implication: How can new or upgraded amenities and programming encourage more people to spend time in ByWard Market in the winter?

7. SOME ACTIVITIES MORE RESILIENT THAN OTHERS

Eating/drinking and commercial activity increased in the Winter compared to the Fall. Activities like bench sitting, secondary sitting, and patio sitting, and taking photos declined dramatically (Figure 3 and 5).

Design implication: How can passive activities like sitting and socializing with friends be made more comfortable in winter?

8. CHILDREN AND SENIORS UNDER-REPRESENTED

Children under 14 accounted for just 3% of weekday activity counts and 7% of weekend activity counts (Figure 7 and 8).

Design implication: What infrastructure and programming improvements are needed to make the Market more welcoming of children and families?

Preliminary Findings

How many people pass through ByWard Market each hour of the day in winter and fall?

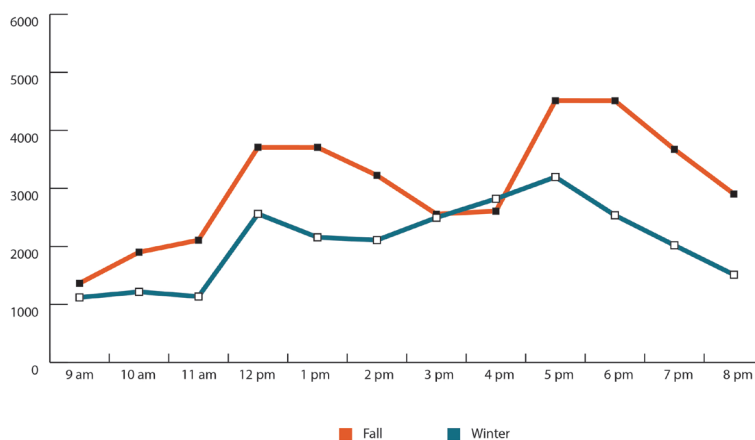
Observations:

- Travel patterns are relatively consistent between Fall and Winter
- Weekday late afternoon sees similar numbers in Fall and Winter
- Overall, the number of people walking, biking, or using a mobility device is considerably higher in Fall than in Winter. The number of people declines by 22% on the weekday and 34% on the weekend.
- There are noticeably fewer people using

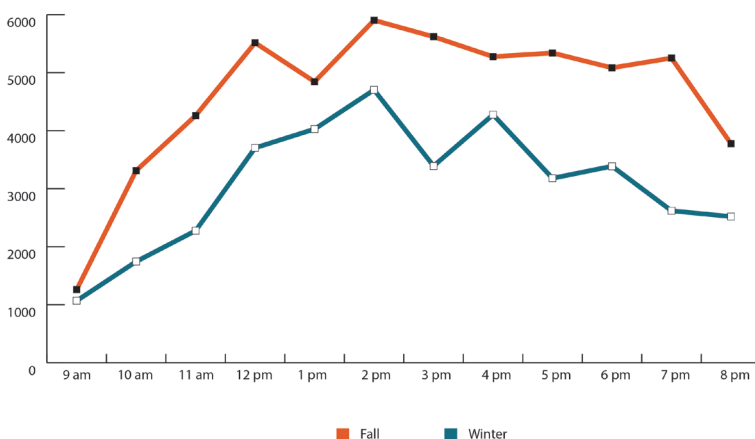
mobility devices in the Winter compared to the fall (72% decline on the weekday and 22% decline on the weekend). It is important to consider how the design and maintenance of streets, sidewalks, and public spaces may prevent people using mobility devices (ie. wheelchairs, canes, strollers, etc.) from safely travelling through ByWard Market in winter.

- In both seasons, ByWard Market is significantly busier (68%) on weekends than weekdays

Figure 1
Winter Weekday



Winter Weekend



Where do people pass through in fall and winter?

These charts show us the total number of people passing through various locations in ByWard Market on an average weekday and weekend day during our winter and fall public life studies.

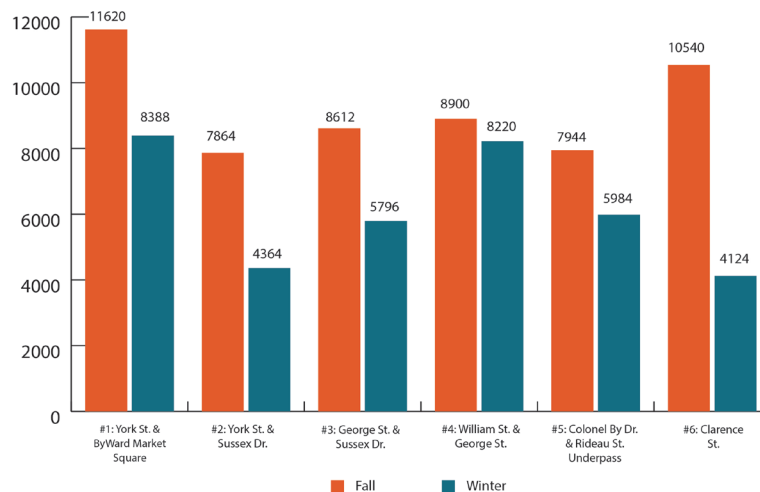
Observations:

- On the weekday, Location #4 is the busiest site in both seasons
- On the weekend, Location #1 is the busiest site in both seasons
- On the weekday, Location #1 sees the sharpest decline in winter compared to fall (86%)
- On the weekend, Location #6 sees the sharpest decline in winter compared to fall (90%)
- Location #5 on the weekday is the only place that sees more people passing through in winter than in fall.

Figure 2
Fall and Winter Weekday



Fall and Winter Weekend



What do people do in ByWard Market in winter?

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

Observations:

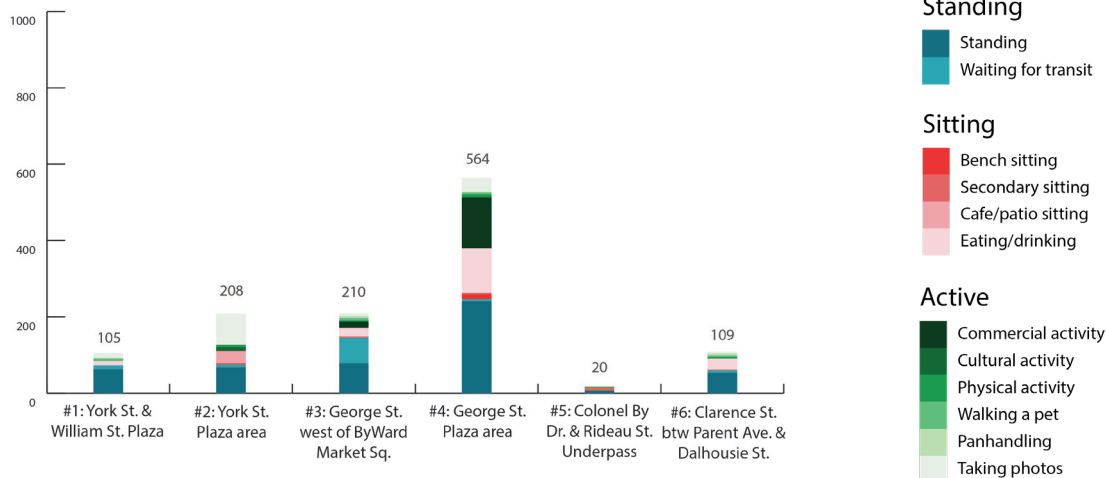
- Location #1 experiences the largest influx of activity (+70%) on the weekend compared to the weekday.
- Location #4 sees the most activity on both the weekday and weekend. It also sees largest mix of activities.
- Location #5 is the least active area since it is designed to function as a utilitarian passage.

- Sitting and taking photos are much more common activities on the weekend than the weekday.
- Overall, there are relatively few people using secondary sitting.
- In general, standing, eating and drinking, commercial activity*, and taking photos are the most common activities.

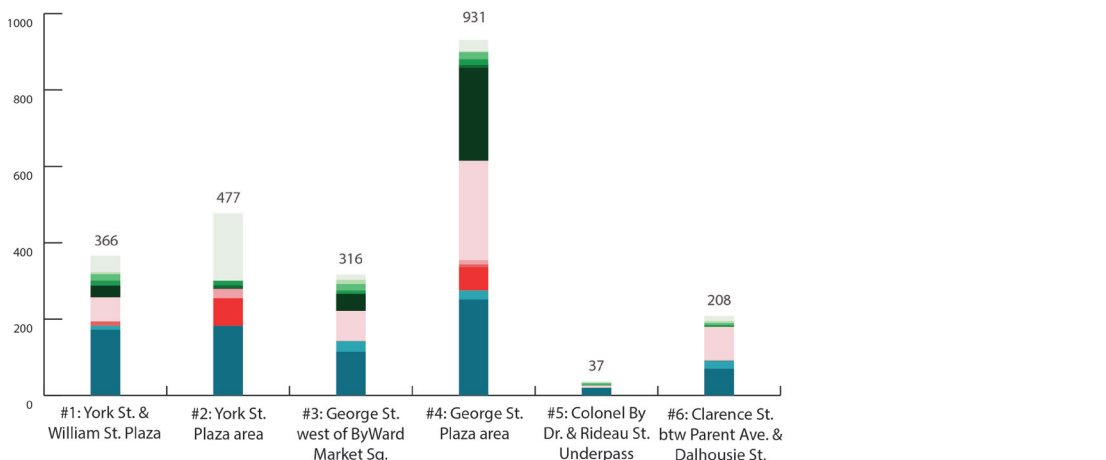
**Commercial activity includes people who are shopping and/or purchasing food and items in the public realm.*

Figure 3

Winter Weekday



Winter Weekend



What do people do throughout the day in winter?

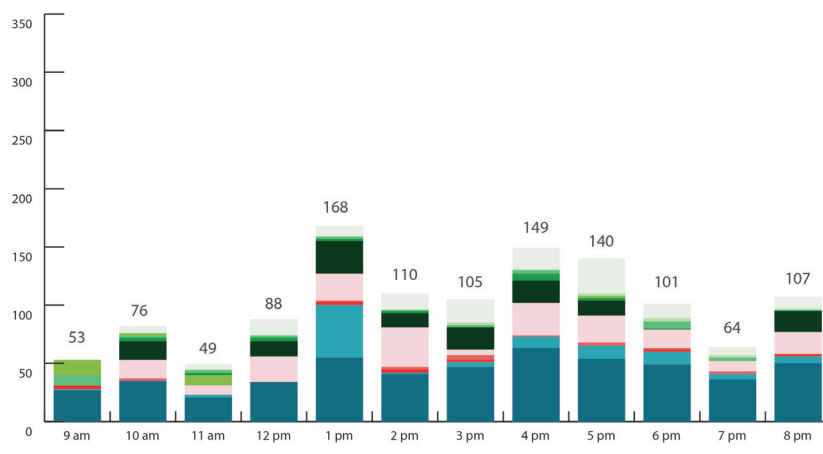
These charts show the total number of activities happening in various locations on an average Winter weekday and weekend day.

Observations:

- On the weekday, activity peaks in the early afternoon and early evening. The amount of standing and eating/drinking is relatively consistent throughout the day.
- On the weekend, activity gradually increases throughout the morning and early afternoon and peaks at 3:00 pm before declining. The amount of commercial activity and eating/drinking increases significantly compared to the weekday.
- On both days, activity steadily declines between 4:00 - 7:00 pm, and then increases at 8:00 pm. This suggests that night life activity begins at or around 8:00 pm in ByWard Market. This is consistent in both fall and winter.

Figure 4

Winter Weekday



Standing

- Standing
- Waiting for transit

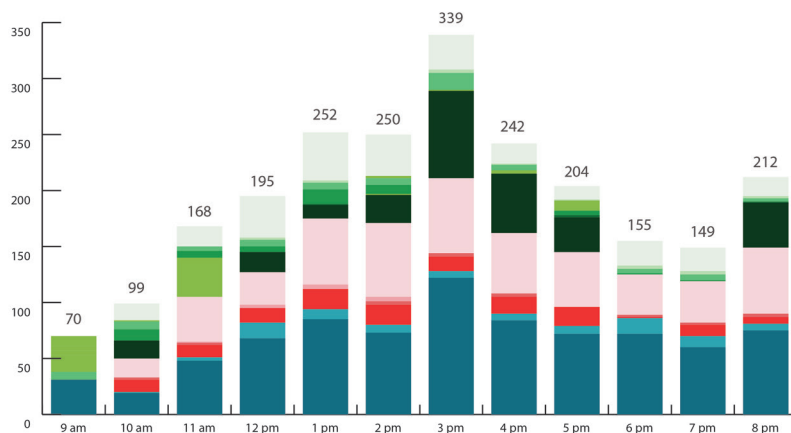
Sitting

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

Active

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

Winter Weekend



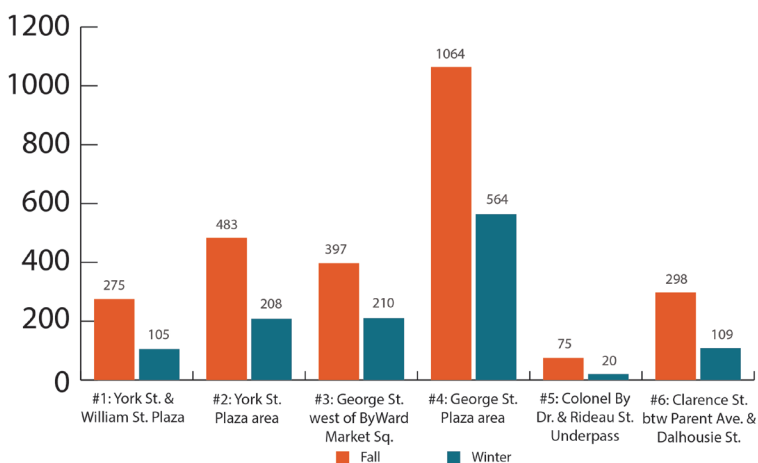
What do people do in the fall compared to the winter?

These charts show the total number of activities taking place at each location during the fall and winter weekday and weekend day.

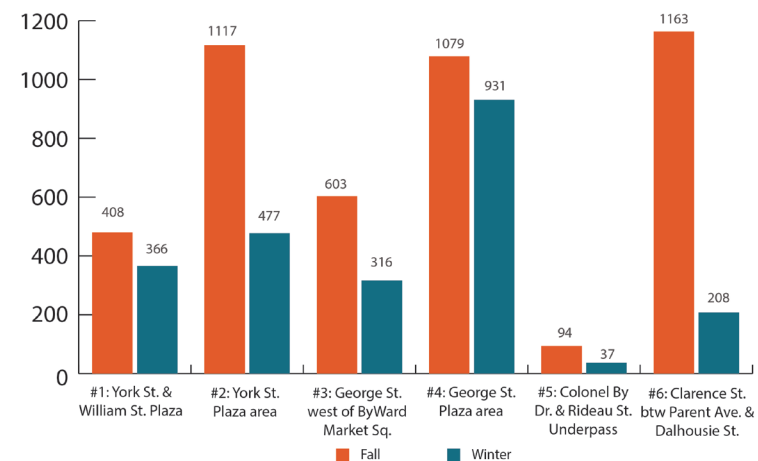
Observations:

- Compared to fall, on the winter weekend: Location #6 sees the sharpest decline in activity (82%); Location #4 is the most resilient (14% decline); Overall, activity declines by 49%
- Compared to Fall, on the Winter weekday: Location #5 sees the sharpest decline in activity (73%); Location #3 and #4 are the most resilient (47% decline); Overall, activity declines by 53%
- On the winter weekday, the level of eating/drinking and commercial activity increases compared to the fall (+40% and +25%). The majority of this activity occurs at Location #4.
- Aside from cafe/patio sitting, the level of bench sitting and secondary sitting declined the most (-97% and -81%) on the winter weekday compared to the fall.
- The number of people walking a pet, pan-handling, and waiting for transit was relative consistent from fall to winter.

Figure 5
Fall and Winter Weekday



Fall and Winter Weekend



Based on the number of people passing through each location, where are people most likely to spend time in ByWard Market in fall and winter?

These “stickiness ratios” below indicate the number of people staying in each of the public spaces (activity counts) compared with the number of people passing through these areas (travel counts). These are figures from the weekend counts in the fall and winter.

● Fall ● Winter

Location #1: York Street & William Street Plaza



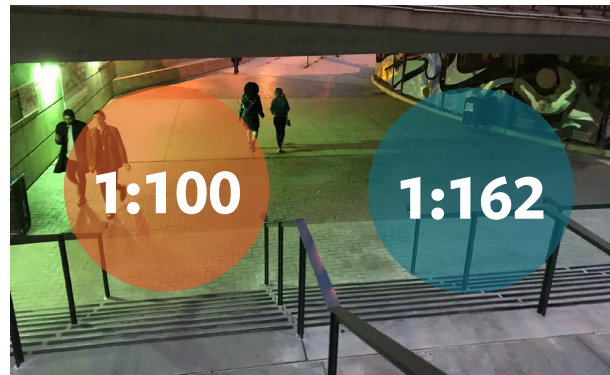
Location #4: George Street Plaza



Location #2: York Street and Sussex Drive



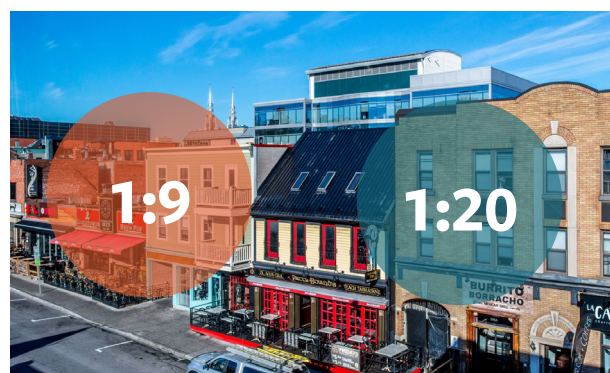
Location #5: Colonel By and Rideau Underpass



Location #3: George Street and Sussex Drive



Location #6: Clarence Street



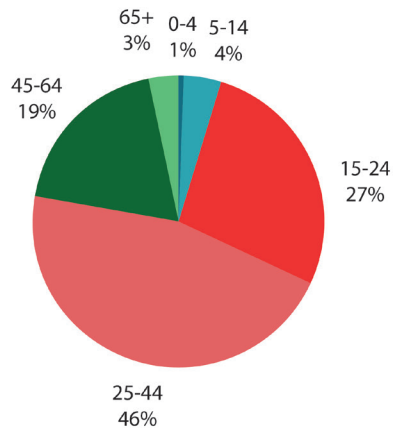
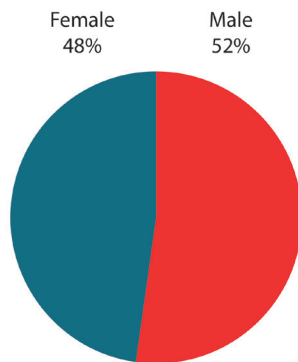
Who spends time in ByWard Market in winter?

These charts show the proportion of men and women and age groups who spend time in ByWard Market's public spaces in winter.

Observations:

- There is a fairly equal male to female ratio in the market. This is consistent in both fall and winter.
- The percentage of children (0-14) spending time in ByWard Market's public spaces increases on the weekend from 5% to 8%. This appears disproportionately low compared to the percentage of children age 0-14 living in Ottawa (17%).
- The percentage of seniors spending time in ByWard Market is also lower (3% on the weekday and 4% on the weekend) compared to the proportion of people over the age of 65 in Ottawa (15%).
- On the weekday, the proportion of people 65-years and older decreased significantly from fall (12% of those spending time) to winter (3% of those spending time). This may signal a decrease in the accessibility and safety of streets and sidewalks in winter, which might prevent older adults from visiting ByWard Market

Winter Weekday



Winter Weekend

