



As We Heard It Report – Questionnaire #1

November 10, 2017 to January 1, 2018
Sparks Street Public Realm Plan



Planning, Infrastructure and Economic Development

Prepared February 2018

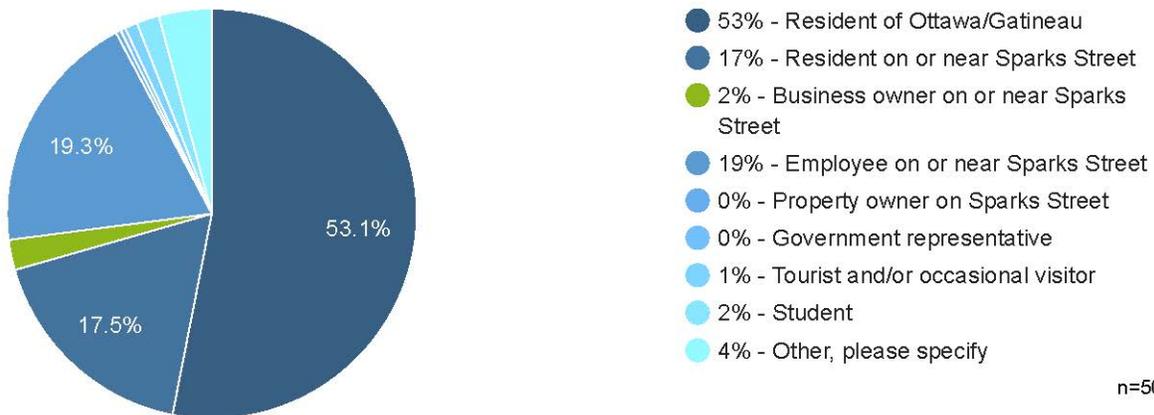
Introduction

As part of developing the Public Realm Plan, the City and its partners are committed to engaging the public about the future of the iconic public space known as the Sparks Street Pedestrian Mall – how should it be used, what should it look like, and how should it be programmed. The City is reaching out to:

- residents
- business owners
- landowners
- surrounding community associations
- government agencies, and others who may be interested in sharing their perspectives and ideas on the future of Sparks Street.

Between November 10, 2017 and January 1, 2018, the City collected 503 responses to an online questionnaire.

Respondents described themselves as:



The majority of respondents were primarily located in these postal code areas:

- K2P – Centertown
- K1R – West (downtown)
- K1N - Lower Town/Sandy Hill/ University of Ottawa
- K1S - Glebe/Ottawa East and South
- K1Y - Westboro

Respondents provided these answers to the following question:

What are the most important things for the City to consider to ensure the future success of Sparks Street?

- Shops and restaurants are both needed
- More food street vendors, activities, allowing foot traffic year-round. Better engagement of local acts, entertainers to perform there even in the wintertime. Street performers festival was great
- That the area has enough to attract people to the area after office buildings close down at 5pm.
- This is an ideal location for vibrant nightlife and events that is being criminally underused.
- Getting rid of the homeless and drug addicts. More family places to eat that stay open late. I only go downtown when there is an event on in the summer. Sparks could be nice, but it smells like pot.
- Outdoor sitting/patio with parking available
- Wind cover in the winter and discreet security barricades. There is so much already on Sparks but I still have no desire to go there. Maybe turn it into a rue des artistes like Quebec City.
- A mix of stores and building uses, across a range of economic and thematic backgrounds. A true high-street/shopping arcade that makes us proud that we are a national capital. Follow the UK model.
- Ensure that the government buildings remain accessible to the public. One of the issues is that over the years Parliament offices have slowly taken over commercial buildings on the street.
- 24/7 businesses and active nightlife
- A pleasant place to be year-round, one that is surrounded by mixed businesses that will draw people to the area. Aesthetically, replace the interlock, improve the lighting, and add much more seating.
- That it remains a pedestrian mall and attract a local clientele. Bars/restaurants must have affordable rent to foster a vibrant nightlife, and events and festivals should be held there on weekends.
- Sparks Street should be infinitely walkable & enjoyable. Think more year-round features & activities (think outdoor heating & seating, patio lights, outdoor food stands, markets).
- Making it accessible to all individuals, including Indigenous Peoples, those who require accessibility aids, those of lower levels of income, those requiring public transit etc.
- Increasing pedestrian traffic to ensure a lively and vibrant area.
- Create a hub where people will want to congregate at all hours of the day. Fashion parking, access and store / restaurant hours to facilitate this and draw people in.

- Cycling Access, close it permanently to vehicles, even deliveries, disband the BIA and 'authority', Permanent *public* seating and shelter. Retail or other 'animations' at all points.
- Pedestrian, trees, planters, art
- Have local, Ottawa-owned entrepreneurial ventures and food businesses open shop at Sparks street. Limit the big brands and franchises.
- More seating, bathrooms and information signs about buildings history and store information.
- More interactive, engaging and interesting events, shops and less boring. Live music, buskers, farmer's market, displays, patios, etc.
- Pedestrian / cycling ONLY space. Remove cars entirely. Make it a space for pedestrians and cyclists.
- Opening the street up to cycling & pedestrian traffic, at least in winter - Creating a business-friendly district anchored by some large retailers & limiting the number of boutiques to two or three
- More trendy stores, 'window-shopping' street appeal, and just an overall more higher-end look. I wouldn't put rib fest or things like that on this street.
- Accessibility. Options for entertainment at a variety of price points. Continued street festivals.
- More city events, festivals, food trucks, public art exhibits, etc. Focus on making sparks street a public space like the Byward market.
- Pedestrian friendly, well lit and opened at night.
- Need to bring more people in, get rid if the construction and delivery vehicles parked everywhere, encourage cycling and pedestrian traffic, make the NCC step up and get decent tenants.
- Active frontages (no dead-zones) - Destination Retail/Restaurants/Entertainment venues - Inspiring Atmosphere/Events (art installations, markets, lights) - Accessibility (pedestrians, cyclists)
- Adding a bi-directional bike lane.
- More popular stores to attract people. Restaurants and shops that will appeal to workers in the area. Continue to hold events like Rib fest and poutine fest. Get new events like these. Huge draw.
- Popular retail stores like Gap, Banana Republic, H&M, etc., and restaurants.
- Make it much more vibrant
- It needs to be more lively in every season and in the evenings, and have activities that cater to all people, but not necessarily at the same time. Variety is key!
- A destination retailer is important. Consider community uses like a urban playground to attract families.
- Keep it people friendly, multiple use, offer many products and services, preserve heritage aspect. Keep it mainly for pedestrians but allow some other modes like cycling and wheelchairs for disabled.
- More public spaces to sit, more greenery, more facilities for locking bicycles.

- Surface quality. The current uneven and broken surface is dangerous. Finish construction. Fewer parked vehicles. More diverse businesses
- More options to keep people there for longer (restaurants and cafes that are not expensive or don't close after the office buildings close) summer food carts.
- Public places (you don't have to be a paying customer) to sit and be in some shade (from weather and sun). Greenery! People living on the street. Hotels. Strict no cars hours during day
- Banning cars - including delivery vehicles - from Sparks St. between 7:00am-7:00pm. It's a pedestrian street. That's what makes it great. Cars on Sparks should be fined.
- I like the improvements that have been made over the past few years to make Sparks Street a more dynamic place to visit. It should have limited motorized vehicle but allow bikes
- Make it TOTALLY car & bicycle free!! Bring in boutiques —too many bars already! — specialty shops that remain open past 4 pm from Easter to Thanksgiving at least. (see Distillery district in TO)
- Cultural events, accessibility, easy access (bus routes, bike lanes), expansions (considering expanding the idea of pedestrian streets would be really appreciated by the population), illumination plan
- There need to be a sense of pride, architectural beauty, link to the historic city, Nicer art installations, better choice of business (ex. More cafes, restaurants, quirky stores) like the Byward Market.
- Putting more residents on Sparks (condos...) -Getting cars/delivery trucks OFF Sparks -Creating a safe cycle way through Sparks.
- Bar automobiles with physical barriers during only the permitted hours/by authorized vehicles with bollards like European cities. Encourage residential community development. Allow bikes. GREENSPACE.
- Make a Destination for all. Example: Vancouver, Water Street -- lots for tourists from the cruise ships. For everyone, furniture and clothes shops, cafés and good restaurants.
- Add trees and/or shade elements. Add more public furniture, including tables. Remove vehicles from the pedestrian space.
- Bars!
- I think that Sparks Street needs to be more vibrant. That would require a greater variety of shops, restaurants and pubs. There could be fewer government offices, more condos, and a new road surface.
- City heritage, walkability, a space that people want to go to which then encourages retail outlets (provided that lease and tax rates are reasonable)
- Ban cars & trucks. Add: bollards at intersections, bike lane, winter maintained permanent bike parking, permanent benches with shade, planters.
- More local businesses including some open later in the evening and during the weekend. More trees and garden space on Sparks Street would also be great with places to sit for lunch etc.

- A good mix of shops, restaurants and tourist (and local) attractions or activities (i.e. cinema, arcade, bowling alley). No cars. Thoughtful public space (sitting areas, trees and good lighting)
- Allow bikes Ban cars and trucks Nice places to sit (without having to pay for food or drink) Trees/flowers
- Keeping all vehicles off the pedestrian mall. Ensure that more retail spaces are encouraged. Keep smokers off all City owned property including benches.
- Things have to be open after 5 pm. How embarrassing it is, as a local, wanting to show my tourist friends around only to find the stores are all closed, and the pedestrian walkway is a ghost town.
- Anchor retail tenants need to be added to Sparks Street. Restaurants with patios need to be encouraged. The focus needs to be drawing locals to the area not just tourists. Add residential
- Viability, esthetic and activities. Today Sparks St features amazing architecture but the remainder is a big dump. It should be developed with cafes, boutiques and a destination to visit
- Different retail opportunities than what exists elsewhere- think services for employees - salons, restaurants, hotels, and the addition of residential uses is essential
- Mix of businesses and residential
- Building interaction with the street.
- That the space be attractive to visitors and residents both during the day and the evening. Right now many of the businesses are closed after 6 p.m.
- Turn sections of the street into a parks or gardens - NO MORE RIB-FEST. it's trashy. Local restaurants and bars are better.
- Accessibility for all bodied people. More diversity in restaurant options such as vegetarian and local food options. We don't need any more Irish pubs. An indoor produce market!!
- Bike lanes, patios, napping area
- Inviting retail storefront and pubs and restaurants with large patios, and lots of seating overall.
- Consider the fact that this is a major tourist spot, the first street next to Wellington and a prime area to promote the city of Ottawa. It's not all about commercial revenue.
- Sparks street is Ottawa's greatest, most poorly developed street. Restaurants are terrible, shopping is terrible, and the only time it is animated is during lunch, and when people leaving work.
- Make it a real pedestrian street, now too many vehicles every day. Bring in more artisan shops and restaurants. Make it pretty, inviting, colourful lights. Church Street in Burlington VT as example.
- Lots of inexpensive things to do such as coffee shops, gelato shops, food trucks, bicycle and shoe repair shops, hair salon, Ottawa Humane Society satellite shelter for stray cats. NO big box stores.
- Parking.

- A consistent well thought out plan that works with Public Works. A strong BIA that runs events that support restaurants and retail.
- A proper bike lane (both directions). More greenspace and (sheltered) seating. Absolutely no vehicles.
- Allow cars on one side to enable access for people who can't walk to restaurants etc. and for 6 months of the year when the mall has no pedestrians. Include a bike lane. If we can't get there we won't go.
- Add a splash pad, play structure, bike parking. Get rid of the BIA.
- Sparks Street is one block from our nation's Parliament Buildings. Having boarded up storefronts, crappy / touristy retail that no one is interested in and crappy restaurants is not acceptable.
- That it remain a pedestrian street. That stores and restaurants are open past 5 pm and on weekends. More retail options to get tourists there. A small grocery store would also be popular.
- Remove vehicles/parking from Sparks Street, all the time. Allow cycling allocate vehicle space to cyclists.
- Richly mixed use including a foundational view towards residential dwellings. A way must be found to secure a grocery store.
- To join the Smart City movement using smartLINK (www.smartlink.city) as an 'innovation hub'. A smart city is an urban area that uses different types of electronic data collection sensors to supply information used to manage assets and resources efficiently. This includes data collected from citizens, devices, and assets that is processed and analyzed to monitor and manage traffic and transportation systems, power plants, water supply networks, waste management, law enforcement, information systems, schools, libraries, hospitals, and other community services. The smart city concept integrates information and communication technology (ICT), and various physical devices connected to the network (the Internet of things or IoT) to optimize the efficiency of city operations and services and connect to citizens. Smart city technology allows city officials to interact directly with both community and city infrastructure and to monitor what is happening in the city and how the city is evolving. Information and communication technology (ICT) is used to enhance quality, performance and interactivity of urban services, to reduce costs and resource consumption and to increase contact between citizens and government. Smart city applications are developed to manage urban flows and allow for real-time responses. A smart city may therefore be more prepared to respond to challenges than one with a simple 'transactional' relationship with its citizens. smartLINK is excited about the potential of a Spark Street redevelopment and would love to collaborate with all stakeholders.
- How to support business owners especially those who provide unique experiences to tourists and locals. With all the north buildings owned by government who does not care or understand about businesses it is very difficult to vitalize the street. The management of North properties is extremely poor and lacks any understanding of business challenges.

- 1. Sparks Street and the area MUST have a residential component. Residents will provide a constant level of street activity which is essential for this type of a street. 2. Do not open up to cars traffic, but please allow low speed cycling. It makes absolutely no sense to ban cycling. At the same time it is important to create an environment where pedestrians have the priority.
- More attractive retail. Retail hours that accommodate 7 days a week operations. Parking access.
- Sparks street can be a dead zone. Years of different attempts to update the streetscape has left an incoherent and ugly mess. Mismatched paving, asphalt repairs, cracked paving. It is a national embarrassment. The best option would be to turn it in to a street that can be closed for special events - so many cars drive on it today - it might as well be a street again. Wide generous sidewalks would encourage sidewalk cafes. NCC and Parliament bears some responsibility for this mess with their unending renovation and construction projects do not take the life of the street into consideration. Much more housing should be encouraged in the area in an attempt to create a population that stays on Sparks Street all the time.
- A good mix of actually viable businesses (retail, cafes, bars, lunch spots) and events to keep people there. Strong nightlife is really important.
- It must become a 'Destination' space. Should be linked into the Art side of Ottawa especially with the renovation of the NAC. It is the perfect link for nightlife from the NAC down through Sparks Street and over to Lebreton Flats and Zibi. It's a natural progression. Money needs to be the last concern. Sparks Street could be greatly enhanced just by the addition of metal tree sculptures (Google - Metal Trees)
- Variety, sparks used to have vast array of shops that people would visit on the daily.
- Accessibility, parking and more attractions.
- Nighttime events/activities. The street is busy during the day however seems to be a ghost town after 5 pm.
- the involvement of the federal government and getting them to look at there retail holdings as a shopping center
- Natural light (i.e. sunlight, especially in the winter) - Vibrant activity around Sparks Street - there needs to be a reason for people to travel around this area (e.g. public destinations north and south of the street - need to draw more than just tourists or Parliamentary visitors/users) - Streetscape/urban realm - improved visual appeal through things like better paving and lighting (the current photo opportunities are a fun addition). The patios are something to retain, but more consistent footprints (i.e. distance into the 'roadway') would improve circulation routes. - Opportunities to remove or reduce parked cars and piled garbage waiting for collection on the street should be explored (obstruct circulation and low visual appeal - esp. garbage). - Retail strategy - Personally, I would like to see more brand names that are low to mid-range price point but a more informed analysis of retail and the best choice is needed. Unique offerings not found in the surrounding area would be great. - Architectural uniqueness - Some of the oldest

buildings in the downtown can be found along Sparks Street. These facades should be celebrated and emphasized, their history elaborated for more public consumption. The narrow fronts and relatively limited height allowing sunlight to reach the street are what makes Sparks different from other streets. - Street events - things like RibFest. - Consider providing public washrooms (with real plumbing) somewhere along the street, especially given street events (better than portable washrooms). Coordination with LRT facilities needed.

- Keeping Sparks St as a pedestrian mall More green spaces Pressure on government to lease empty stores
- Keep activity happening on the street, have more restaurants/pubs, less mom and pop shops!
- Security cleanliness !
- Free Parking
- Complete clean up the aesthetic of the area. It looks like the Sparks St mall has been put together in a very piecemeal fashion. It simply is not pretty. Therefore it is not inviting. The urban planning has to be stepped up. Get a designer in there to make the outdoor mall more inviting...clean even attractive pavers - consistent signage and awnings. Gathering areas - tables/chairs - outdoor fireplaces - and keep the 'old world' charm.
- After normal working hours and weekends to keep shops open for shopping.
- do not allow it to become a vehicular street
- Add more stores and restaurants to attract more tourists
- Needs to be busy. Events to bring a crowd like La Machine
- That is used, has more variety of services (like a farmers market) for residents living downtown. With the increase of apartments, condos going up makes no sense whatsoever that local residents have to drive elsewhere for basic services. - there also should be more special events - to encourage tourists and others to visit the area. - cars should not be allowed at all - with the LRT soon to be completed, this should become a place that folks will want to visit - they will have even better transportation access to it - events like Remembrance Day, Canada Day, sports events, Tulip Festival, Winterlude- all should have something to attract people to the Mall. - the success of the special days for various countries at former Lansdowne shows that people will visit locations that have something special and different to present -
- More dance clubs, pubs, sports bars, Mellos Breakfast diner, arcade, pool hall,
- More residential space so that the place isn't dead after 4pm. Keep it actually pedestrian ALL THE TIME. Listen to the businesses on the street!
- It is a pedestrian mall, bikes should be banned to prevent accidents.
- Create some reasons for people (local & not local) to come to Sparks St. Fashion Shows, Zip Lines, Open Cinemas, International/ national festivals. We need to generate the traffic once the LRT is operating, please remove the buses running downtown core - making room for better traffic, parking and allow coaches to park at designated areas. Group food trucks/ vendors at a particular spot - setup customer flow direction. Put up more signs, flag/ light poles signs

should be allowed. I felt desperate when I first started my business and I went down to Wellington and have 100% tourist know nothing about Sparks St.!!!!

- Supporting tourism and local businesses. For example, I think Sparks St should be a great destination for NAC patrons, and those staying at major downtown hotels. What could be done to ensure Sparks St doesn't close at 4 pm? Events are a great start...need some stores that will stay open.
- Maintain its heritage character, make it a place that people want to come to, have a good mix of businesses and events to draw in people, use European cities as examples where pedestrian malls work (Glasgow as an example), make sure city uses quality products and sustained funding to enhance the street (don't cheap out), bring more life to the street during the winter months, bring back trees and greenery,
- Can't have so many vacant places. Must be a destination beyond the workweek.
- Robust Retail—including useful retail like a green grocer, bakery, liquor store, butcher, drug store or hardware store. Or at the very least a Farm Boy and an LCBO. The place is teeming with public servants and hill staff—imagine if they could pick up groceries everyday like one would in a civilized city! Must get rid of all the trucks and enforce people actually riding their bikes safely or walking them. Also, put a stop to the Greco clientele sprinting around with no regard for others in Sparks Street. It's not an extension to their stupid gym. Finally poutine festivals etc. add no value to sparks street or the businesses on it. Shut some of them down! The rib fest etc. just leaves a film of bbq sauces and grease all over the tiles. Oh and redo the street surface. Above all, it should be a useful pedestrian Main Street. No cars ever! This city already caters enough to the environmentally destructive, almighty car!
- Lower the property taxes
- Better car access and parking
- Keeping small local businesses open.
- Summer activities such as the buskers fair... should be more focus on things that draw people back regularly... e.g. markets, food stalls, food trucks, convenience stores, etc...
- Minimize NCC and government involvement. Have them sell their holdings. Get people living on Sparks Street. Look to other great, pedestrian streets of the world for what is possible: Camden High Street in London and Las Ramblas in Barcelona (for example)
- Make it smoke free.
- Make it less boring. More vibrant. We have too many markets and centers competing. Sparks street was the first loser. There is almost nothing there but a few bars and a few interesting shops. It's a route to the Trudeau mall or the "market".
- Access, public restrooms, lighting
- Encouraging residential development along Sparks Street and applying pressure to the NCC to wrap up the Lebreton deal to get the stadium built.
- Avoir des commerces qui sont ouverts plus longtemps et des commerces qui sont intéressants aussi bien pour les touristes que pour les ottaviens.

- Revitalizing access by car or providing near by parking. Doing something about the ugly CBC building that turns part of the street into a dead zone. More accessible retail and related options. Why in the world would anyone want to walk down the current street? Make it interesting and walkable.
- Affordable rent so cool stuff can open/operate there - Sparks Street is literally the worst thing about Ottawa - a pedestrian mall void of character and culture
- Make the space usable year round (attractive in winter, with heated spaces) - Attract better businesses that will draw locals (not so many ugly souvenir shops) -Make the space more attractive -Make it feel more accessible and connected to the rest of the city - wide sidewalks on adjacent streets, etc. -Perhaps better signage, indicating what is on each block, like a directory in a mall -Have events or businesses that draw people there outside of work hours - it is often deserted on evenings and weekends.
- Provide a reason to visit, but stay away from fads (like the long-proposed zipline). More patios, more events, more off-site-but-nearby parking.
- Leave it pedestrian only and put cameras to fine people who ignore the signs Put more flower beds out in summer and more benches Add more interesting lights Encourage cafes and restaurants to open on the weekend at least in summer Organize various evening events on Sparks like salsa evenings, some food festivals - Sparks is mostly dead on the weekend and in the evening
- Keep it for pedestrians, with a lot of live activities, venues and events. Leave it some space for people to walk and eco-friendly as much as possible. It would be nice to have some urban gardens, fruit plants and trees, flowers and herbs been, accessible to everyone.
- Food trucks, Seating, cleanliness, events
- Admit defeat.
- Families, bikes, greenspace
- There should be room for festivals like the buskers and rib fest. Also need areas that will shelter pedestrians from the rain.
- To add more garbage bins and clean up garbage daily when food events take place.
- Given that government functions will remain on the street, there should be concentration of client services that will oblige local residents to go to Sparks. There should be a new venue (tendered to the private sector) that will attract locals all year-round
- Shops (fashion, local products) and local café
- Maintain a pedestrian street which is free of motorized vehicle traffic and free of parked vehicles.
- Close off sparks Street and have an open liquor license for the whole Street. Allow bars and restaurants to operate without silly half gates, fences. Benches for people to hang out. Trees. Up lighting on historic buildings....
- The City must consider how Sparks Street can be made to be relevant to residents of Ottawa as a destination: for leisure, shopping, dining, and entertainment. In my opinion, Sparks Street cannot succeed purely as a tourist-oriented district and/or a lunch destination for office workers. How can we draw

Ottawans to Sparks on weekends, in the evenings, and in the winter? How can we design public infrastructure that provides people places to meet and spend time? Would farmers' markets (in spite of local businesses' objections), food trucks, music concerts, etc be feasible? We have such an opportunity with the upcoming LRT implementation - how can this be leveraged to let people know that Sparks is both lively and easy to get to? Also, can we maybe keep cars off of what is supposed to be a 'pedestrian' mall??

- Live entertainment Sitting areas Artwork and sculptures
- There needs to be things for people to do and not only shopping. People want experiences not stuff. People can buy stuff online but you cant make memories online.
- Invest in a very high-quality, innovative and always changing installations, especially light and sound based. Focus on programming that contributes to Sparks as a destination with amenities that make people want to linger. i.e. comfortable interesting seasonal furniture, social elements like ping pong, picnic tables, play equipment, live public performers. Bring back water features with new technology, low maintenance native and perennial plantings with hi tech irrigation. Less sign clutter, random elements e.g. tulips and thrones, awkward furniture layouts, parked cars, meat BBQ's.
- Probably the sidewalk and walkway can be updated as many stones, tiles are uneven and sometimes people trip in them. As well, I love Rib Fest and seeing Buskers there too. It would be great if they even had more events there, it's a beautiful section of downtown and is fairly easy to access.
- Plant some trees, possible water features down the center of the street. Close the eyesore stores and open classy/hip shops, restaurants that will attract potential customers to the area. Easy access parking!
- Walkability, accessibility, and availability of amenities and shops for all income demographics
- Do not allow motorized vehicles to drive, park and idle on Sparks Street. Restrict motorized vehicles on Sparks Street to those making deliveries to shops and institutions, with a permit only. Barriers that require a key or pass to open, is a mechanism other cities and urbanized areas employ to restrict motorized traffic from using pedestrian streets. Keep Sparks Street as a non-motorized vehicle pathway. Vehicles troll the Sparks Street mall each day creating quite an eye sore for the Nation's Capital. This driving on the pedestrian mall fails to set a very environmentally friendly image for Canada. With Light rail, there will be even more pedestrians seeking a refuge from motorized traffic, air pollution and noise. So, maintaining the non-motorized pathway will be crucial.
- Ensuring life outside of business hours -- not just 9-6. It is important to have more evening, nighttime and weekend options to draw people to use the space.
- People friendly spaces - More greenery - Places to sit to have lunch, something other than just boring benches - Something to attract people outside of M-F, 9-5 - Art & Culture exhibits - right now the whole street is bland without much visual interest - Allowing vendors or opening a street market would liven the space up greatly and attract more people

- Bringing 'life' to Sparks Street is important. Last Christmas, and then this past Saturday, my spouse and I walked through Sparks to go to the market and it was like walking through a ghost town. It was very sad to see since Sparks street was once filled with vitality. I'm told that it is because the government has taken over the corridor with offices to generate money, however it's really too bad that this has taken the liveliness away from such a beautiful street!
- Open street to cars.
- The number of bars and restaurants has been increasing lately. That is good. The more the better. Bring back some practical retail. Winners is not bad but I still miss Zellers. A small grocery store like the Sobey's on Metcalfe or a specialty shop La Bottega would be such a benefit to nearby residents, workers, and even tourists. People gotta eat and don't always want a restaurant. Food is a cultural connector.
- better/ businesses on sparks street, more art installations, more tourist friendly
- Get rid of vehicles and bicycles. I know they're not allowed now. Just enforce it.
- A good concentration of things people want to visit, instead of half of the street being office buildings on the ground floor.
- Land uses/events that will attract people all year long
- Accessibility heritage sightlines
- The NCC needs to stop charging obscene rental prices for commercial space. If we want a good mix of desirable businesses, they need to be able to afford to do business there. Having a variety of businesses is important and we need the street to be attractive in all 4 seasons, meaning more indoor activities and destinations. A sizeable live music venue would help enormously with bringing people to the street at night.
- Creating a vibrant space that is busy all day. Right now it's pretty quiet and boring after work and on weekends.
- Keep it pedestrian friendly.
- This is probably not helpful, but the stores along it aren't good. There are a few good restaurants, but government buildings take up so much of it that it's really not a useful place for me to go to other than for festivals. I think there could be more festivals too. They don't need to be big expensive events--small things are great. You could have a lighting of a Christmas tree ceremony and there should be a Christmas market and other beautiful things. I'm also all for less (or no cars at all) traffic downtown which would make festivals safer and less congested.
- Attractions
- Ensuring a vibrant and lively Sparks Street as it is right beside the Parliament.
- Maintain pedestrian access to Sparks street. Increase the number of local store that is multi-cultural. Food stands or food carts along the sparks street. Bike path access the entirety of Sparks st
- Make it an attraction for local residents as well as tourists. -Encourage and support independent business outlets -Make it a happening place for local arts/music venues

- Car and bike free. Attractions that bring people to Sparks Street. I have always thought a carousel would be nice or Christmas market. Terraces for beer or coffee. Trees and greenery.
- More affordable restaurants/bars that are also not large franchises.
- What Sparks Street does right is providing a home for tourist activities. It is a historic street and more daily programming and low impact activities should be planned to utilize this asset. People already go there to buy tickets to attractions and begin their visit to Ottawa. We should play to that strength instead of concentrating on big short term events that seem to provide little long term benefit.
- Events! For example, I look forward to Ribfest twice a year, and used to regularly go to salsa on Sparks. It's also one of the few spots to go for drinks for office workers downtown and it is a tourist attraction.
- Keep it traffic free and no condos.
- Popularity of the businesses and attractions
- Would like to see some night life brought into the area.
- Maintain its historical presence as a pedestrian mall. Attract new local small business owners.
- Accessible to everyone - give people a reason to stay downtown - control traffic better
- Nightlife, patios and walking space.
- Revitalize the surrounding weekday business-centric areas too, so they're not so dead during the evenings/weekends. Make Sparks street better for mixed weather, such as building a glass roof over the whole thing.
- Encourage performing arts theatres and cabaret style theatres and pubs to open and make Sparks Street Ottawa's 'Broadway'. Street performers could be encouraged during the warm weather months. Some of the vacant stores could be converted to restaurants and pubs for the artists and theatre patrons. City money could be used to attract shows from Toronto and Montreal making it a bilingual 'Broadway' of Canada. Further, a permanent scene should be built to remind visitors that D'Arcy McGee was assassinated on Sparks Street - the Federal Gov should contribute to this as Canadian Heritage, as D'Arcy McGee was a Father of Confederation. Greater emphasis should also be placed on the Stanley Cup with contributions from the NHL.
- People need to live on and around Sparks Street. It need to become a neighbourhood where people are invested in the street. It needs affordable housing, live/work space for creatives and a more diverse population. Office space should be reclaimed and turned into housing and artist studios. More storefronts should be encouraged, and businesses without need for a storefront should be relocated off Sparks. Office space should be minimized.
- Helping ensure that rent stays at a reasonable rate so businesses can thrive there. The many festivals that run throughout the year on Sparks street allow for exposure for these places, but if they can't afford to stay open than exposure doesn't mean anything. I think access to free parking/better awareness of public

transportation routes would make people realize that it is very easy to get to Sparks street. Especially on the weekend.

- 24/7 coffee shops
- Make it more conducive to pedestrians. It may be pedestrians only on each block, but it's still largely empty space between high rises.
- Make it a bike path.
- Good food and Nightlife
- Installed removable posts like are on the back of Lansdowne. Have it so that a flag person needs to direct people SLOWLY in and out of the area. Install bike lanes. More seating/shaded areas.
- Reduce vehicle access and parking (the pedestrian mall is often overrun with vehicles). Ban smoking, greater variety of shops, good design (too often looks "cheap" and poorly thought out).
- Allowing cars
- A consistent look and feel (theme) Cleanliness Places to sit that are free and welcoming Pop up shops, Market, Artists Entertainment
- Weekly themes. Food truck week. Patio week, with area restaurants participating. Likewise, pub week. Market week. Non-stop, every week. Everything people like, just on a rotating schedule.
- Firstly get the Federal Government to open up the ground level shops to retail tenants and ideally private sector business on upper levels. Secondly, redirect some OC Transpo lines through it. This gives incentive to riders to experience the mall. Even one-way traffic for cars with limited on street parking would encourage more users.
- Dense mixed income housing w street level retail, hospitality (mostly small business). Real mixed income housing, too, not segregated. Keep the walk-through traffic. Encourage some sort of grocery (avoid it being a food desert for residents). In other words, make it what Lansdowne should have been, and what Lebreton still can be - a vital, diverse, popular neighbourhood that attracts visitors during the day and evening.
- Ensure that dogs are muzzled, as some owners are blind to their pets' level of excitability in crowds, and, ensure that nobody rides ANY device (roller blades, skateboards, bicycle).
- Ban smoking Get rid of all the cars and trucks (even if they are doing construction work, make them park elsewhere. I work here too and I have to park in a pay lot) more restaurants, but no chains Vacant storefronts could be used temporarily by local artists
- Create more shaded areas to sit. More greenspace. Stop letting vehicles pass through.
- Animate. Animate. Animate. Outdoor cafes - heated in winter, cooling Arizona-style misters in summer. Boutique, live music venues - jazz. Activity on the second floor - not just at street level - clubs. Beautiful lighting bring building to life after dark. Artisanal food - famous ice cream/gelato/beavertails/taffy-on-a-stick - handmade Canadian crafts/jewels - art galleries - groovy lithographs of typical

Ottawa scenes - another big Ottawa sign for photo opps - Stanley Cup monument funky geotags.

- Remove parking and car traffic - regardless of construction. It makes it feel unsafe and uninviting. I would add more or allow for bigger patio spaces and more diverse shops. I also think Christmas markets or summer markets would make it more inviting.
- The city should consider using the current buildings as adaptive reuse projects to house more residential space as well as public hub space vs. just large-scale office and government buildings. Keep the offices up top but allocated x amount of floors to residential. As someone who's lived in Ottawa their whole life, the issue with sparks (as many already know) is the after 6 o'clock. What happens? Who sticks around? If the street empties out once everyone goes home, who keeps the street busy and lively? The best way is to incorporate residential and revamp the street front. Give it a certain atmosphere. A concept. If the street has more modern cafes and nice and affordable shops, people who live there will go there. Hub spaces are also hugely lacking in Ottawa for young professionals and students. With downtown being a major professional area as well as Ottawa U being a 5-10 min bus ride away, hub spaces would allow for more foot traffic, whether it be students, young professionals, artists and all. Many say sparks street has just been a failure and should be paved over and treated as a street but that's the kind of thinking that will put it out for good. Good ideas and an open mind CAN bring sparks back to life and as a resident of Ottawa and an architecture student at Carleton I'd love to see that happen.
- Some of the most important things for the city to address include: what will the space be after 6 in the evening on a weekday? Or how do you create a lively pedestrian street without it competing with Byward (allowing for it to be it's own thing/ to have its own unique identity... similar to Cathrine street in Montreal). Also how do you thoughtfully incorporate residential with a mix of office/ hub space and retail (which both addresses sparks and the urban context as a whole). Another important thing to consider is how to incorporate thoughtful architecture without overshadowing the existing historical buildings along Sparks (a healthy blend of modern and historic).... And most importantly, how it will create interest amongst the public and people who live not only in the area but in the green belt and surrounding communities.
- Any time I'm around Sparks Street, I worry about how unfriendly it is to pedestrian traffic. I think that it's most important to consider adding dedicated cycle paths, and blocking vehicle traffic entirely (perhaps with concrete bollards that would let pedestrian and cycling traffic through?). There's ample parking available around Sparks Street, cars should not have to enter the area. It would be awesome to expand the pedestrian mall area to include all the north-south streets between Queen and Wellington: no cars allowed along Kent, Bank, O'Connor, and Metcalfe.
- keep vehicles off encourage small stores and restaurants at street level plant more green stuff

- The fact that it is already open to pedestrians only is a huge first step! Build on that but more importantly solicit other cities who have gone through the same process for success criteria and lessons learned when planning to reinvigorate their pedestrian-only streets. All the best for the redesign.
- Diverse businesses that will encourage pedestrian traffic. Bars, restaurants, maybe one or two classy 25+ club or live music venue, a unique local goods shop, some popular stores (could we get an H&M, a Smythe or Mackage store?), makerspace and maybe two or three designated food truck spots along the stretch for trucks that offer unique street eats?
- Engine free. There's already enough noise in the downtown core, why add to it with cars, snow and leaf blowers? Give some people work. Sure, on really snowy days there can be exceptions. Deliveries, I know, must be made, but there must be some brainiac at the BIA who could figure out how to make that system more efficient for all the businesses. There's technology to map delivery times and sync them up. Reduces traffic, wait times, emissions and fuel. Greenery a living lab. Sparks has never been known for its landscaping or its wealth of plant life. Reach out to the landscape and horticulture and arts students at Algonquin, the members of Ottawa's huge gardening community, Hidden Harvest, all the food agencies, etc. Among other benefits, incorporating indoor & outdoor living green labs in an urban setting would be a fantastic addition to any school curriculum. Events on every weekend, rain, snow or shine. Even if it's only a recitation of The Lorax on Arbour Day, for our American friends. Something. Better-designed and more comfy places to sit. My butt has met with some pretty nifty park benches in my day, but none of them in Ottawa. David Byrne (Talking Heads) designed bike racks for NYC, for heaven's sake. We have our own musicians who could do this! Or have a design competition, open to anyone, to come up with several different designs. Don't pick only one. At least one really good fountain. The bear's nice and all, but it's not a fountain, more like a small geyser shooting from the pavement. I miss all those Canada Days when someone would sneak dish soap into the old fountains and for a little while, the street felt like the set of a Lawrence Welk show.
- Accessible free parking
- 1) It needs to be desirable as a pedestrian walkway all year long. Partial or complete street coverage by a canopy, outdoor heaters, and/or heated sidewalks are all possible ways to improve year-round use of Sparks Street. 2) People need a reason to visit both during the day, and at night. Events should regularly be hosted on Sparks Street. Ribfest, Winterbrewed and the like are a great template. Light shows or other grand public displays would be fantastic as a regular fixture, especially if there are plenty of places to eat, or another reason for people to stick around afterwards. This could be especially effective as a 'double-bill' with light shows on parliament.
- Road work looks awful and is precarious. Cobblestones are a great addition to the street, but should be well done and in well laid. Bureaucracy should be minimized to allow new and trendier entrepreneurs to utilize the space. This could be foodtrucks, hotdog vendors, performers. The more is going on, the

better. Sparks Street will not be a pull on it's own, it needs continuous action. A food market would be a great addition for us locals, as the Byward market is very expensive and far for those used to walking everywhere. Lower rent to have a lot of different businesses to choose from, and pick those which can help boost energy on the street.

- Make it bike friendly. It's such a safer alternative than Wellington. It doesn't make sense that bikes be forbidden. At least it would be bring some traffic. Also, encourage more businesses like cafés and restaurants, and small shops, make it more inviting. It's so dead. What a shame. Perhaps coordinate with the federal government to have more shops at street level. Bring in some night life as well when federal offices are closed. Not sure this will ever happen though...
- To bring retail and food store that would bring a lot of foot traffic. Look to cities that have done something similar like Montreal eg. Saint Catherine Street. Look to possible bring the discount stores from the outlets in Kanata to Sparks street, popular stores attract more people (less mom and pop stores and more brands people recognize). Look to subsidize businesses for a period of time till the concept is proven, business owners will take a chance in trying something if they can reduce their cost during the initial period.
- Street facing commercial space that will encourage local business to open on Spark Street to make it a destination shopping and dinning street in the city similar to Bank St. in the Glebe and Richmond Rd. in Westboro.
- Cafe culture. Pubs. Outdoor seating (maybe with even in winter!). Businesses that are open on weekends and evenings. Ever been to Europe where pedigree sit out for hours on end? That.
- Sparks need new life. It's simply boring. It needs to be versatile enough to attract your Monday to Friday work force as well as have an amazing night scene.
- Make it a covered walkway!
- There are stores or business that attract tourist there and that are open all week. Would likely benefit from a anchor store. Warm places during the winter
- Encourage small retail businesses.
- Ensuring the street is greener (more trees), and more inviting all year round.
- Ensuring there are opportunities for residents to create their own senses of place. I like Sparks Street and I loved the market that they had a few years back but there needs to be more interactive exhibits/places/things for residents to engage with so that they too feel a part of the street and like they can influence it. There should be a good relationship with the BIA but it should extend beyond the BIA!
- Sparks should be a place for social leisure and entertainment rather than shopping. I believe this can be achieved successfully by bringing in a few people-magnet tenants (of which there are none right now) and focusing on the experience provided by the street itself. For example, I would try to bring in a tall cinema (6 or 7 floor) like CineWorld in Glasgow. There is no cinema in the urban core and I am convinced this alone could account for more than a million visits. With its height, it would only occupy a small footprint on the mall. Also, people should be made to think of the street as a wonderful outdoor destination that just

happens to have commercial tenants. Think of the Bellagio fountains in Las Vegas which can be thought of as a lake with fountains that just happens to have a Casino there. Sparks street should be turned from a concrete and brick urban thoroughfare for walkers to more of a park experience. I would landscape the street so it has more grass and soil than brick and concrete on the ground. I would plant trees and gardens with an emphasis on evergreens so we can see green in the Winter. I would add plenty of water features such as waterfalls, fountains and ponds. These would be heated in April and then again in October and November before being shut down for our harsh Winter. I would install plenty of urban art and gathering places, including fire pits for the Winter. Finally, I would take advantage of the street name and allow for electronic signage and HD screens of all manner for sparkling scenes at night. Above all, the success of the Mall revolves around making it a unique destination for all throughout the city and a must-see attraction for tourists. This will never happen unless the street itself is the main reason people visit it! As resident of the Byward Market, I can tell you I visit Lansdowne many times because of Lansdowne and its vibe rather than to go to any particular commercial establishment. It is the same idea here.

- Conserver la rue piétonnière. : nous y marchons souvent car nous sommes loin des autos, camions, autobus - plus de commerces au niveau de la rue (magasin d'épicerie) et moins en longueur (ex CBC) - ok pour condos par contre limiter hauteur et comme déjà fait : plus caché / reculé de la rue ('stepped back') pour que la rue puisse garder un air de village.
- Programming and year-round uses, and uses during the night time. The street is often dead at night/during the winter and I would love to see it more animated.
- Streetscaping
- More bars/restaurants/coffee shops, more shopping and replace the old, ugly interlock
- Condo development along it will assist in attracting vendors to return. Host events there whenever possible - think Distillery District in Toronto - diversity of stores and restaurants, small theatre, & fantastic events like Xmas market.
- Continue as a bland ghost town of a downtown Street.
- - Access to business by vehicular traffic is needed - Removal of permanent pedestrian mall (replace with summer one) - Large sidewalks with greenery
- Places to go to. Things to do. Protecting the area from parking encroachment. Way too much parking on Sparks now. Mitigate the wind tunnel effect. Interesting shops. Make access simpler Now visitors must cross hostile and dangerous roads to get to Sparks. Have things happen on weekends - love the poutine and rib festivals.
- Ban cars and limit delivery vans to 2 hours in the early morning, like pedestrian zones in Europe. Open more quality shops, galleries, restaurants, pop-ups that are open on evenings/weekends and attract locals, not just the office lunch crowd and tourists.
- There is little to none interesting places to stop by on Sparks Street. Currently you can go there to bank, get drunk or buy cheap tourist souvenirs. There is no

cultural life on this street and unfortunately tacky street furniture is not making this any better. I would suggest to look at cities like Copenhagen or Berlin to get inspired and bring live to corporate street which is now deserted and boring Spark Street.

- Art, music, restaurants, patios. There also needs to be a night draw beyond the after work lobbyists and Hill crowd, so live music venues... also, if you could attract designers like Wellington West I think it could be something. There needs to be a destination location in the middle of Sparks - a museum or other like feature so crowds and families are drawn there every day.
- Slow Cycling, fountains, more green, patios, street musicians
- Public spaces, viable businesses, walkability, public toilets!
- Planners should not lose sight of Spark St.'s usefulness to locals (residents of Centretown in particular), which would also boost attractiveness to tourists and commuters, by attracting businesses drawn to a consistent clientele who would visit Sparks St. all year long.
- Mix of retail, pubs, bars and restaurants - retailers need to be established and have a proven track record of attracting shoppers - consider opening the street during the week to encourage traffic. Close it off for pedestrians during weekends - businesses must be willing to stay open after government business hours
- Viable and active mix of uses
- Walk ability, green spaces, accessibility, more free events.