



**Jim Watson**  
Mayor Maire

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Nathalie Des Rosiers  
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Ms. Des Rosiers,

The purpose of this letter is to seek your assistance in securing provincial funding for the City of Ottawa's Public Market Streetscaping Program. This initiative is focused on delivering improvements to the built environment of the ByWard Market public realm, a historic landmark in the National Capital.

Established in 1826, the ByWard Market is Ottawa's oldest historical market. It has served as an important point of sale for both farmers and residents for almost two hundred years. Today, this area also generates considerable revenue for local small businesses and the tourism industry. As I am sure you would agree, the ByWard Market enriches our city, and is a key driver of civic vibrancy and economic activity within the downtown core. Representing Ottawa's second most popular tourist destination, visitation has soared and is expected to continue throughout Canada's sesquicentennial celebrations and hopefully well beyond. As co-host of extraordinary events, such as La Machine and Red Bull Crashed Ice, the ByWard Market has revalidated its pre-eminence as a gathering place for residents, and strengthened its legacy as a national landmark for tourism.

On May 11, 2016, Ottawa City Council received the *ByWard Market Revitalization Plan*, which proposed a new governance model, as well as recommended long-term improvements to the Market's public realm. An extensive public consultation process confirmed the support of both community residents and local businesses for this revitalization plan.

In April 2017, Council approved a report entitled *Revitalization of the ByWard and Parkdale Markets – A New Management Model and Governance Structure*, which provided staff with direction to establish a Municipal Services Corporation (MSC) to oversee the operation and management of the ByWard Market. Once the MSC is fully operational on January 1<sup>st</sup> 2018, the City will work closely with this new organization to develop a capital revitalization strategy.



As the new Municipal Services Corporation prepares to usher the Market into a new era of governance, there is an opportunity to enhance the Market experience through the creation of more useable, accessible and welcoming public spaces. Redesigning the ByWard Market's public spaces will attract innovative and creative retail businesses, and will be more responsive to a wider and more diverse community of users. Such initiatives will also encourage new programming and animation, which will further balance the area's thriving reputation as a nightlife and arts and culture entertainment destination.

The long-term vision for revitalization includes a renewed Market Building dedicated to the year-round selling of fresh food within a pedestrian-friendly district. Welcoming and animated public spaces are expected to provide residents and tourists with an inviting environment in which to explore fresh produce and locally crafted goods, savour a meal on a patio, and enjoy a quiet moment of people-watching on a bench.

The City is currently taking steps to enhance the Market's general visitor experience through streetscaping. Such initiatives provide an opportunity to refresh the current district, and increase its gateway appeal and usability in advance of the opening of the new Rideau LRT station, scheduled to open in 2018.

The current George Street Plaza renewal project demonstrates that small-scale initiatives can generate high levels of transformation and public satisfaction. As a sesquicentennial Legacy Project, the Plaza renewal began in early October 2016 and is scheduled for completion in the coming weeks. Features include new seating, LED lighting, flower planters, shade trees, water feature and a heritage clock. Road work on William and George Street provides an improved pedestrian experience in the adjacent area. Through an investment of \$1.2 million, the City has taken the first steps towards creating a welcoming and revitalized hub that is already attracting thousands of visitors everyday.

Complimentary proposals include the renovation of the historically significant ByWard Market building, the renewal of William and ByWard Market Streets, the general improvement of streetscaping on George Street, and the installation of new street furniture throughout the ByWard Market area. These plans are expected to cost a total of \$10 million.



I am writing today in the hope that you will assist in our efforts to secure provincial funding for this project. Support from upper levels of government is imperative to advancing this vision. Although I am confident that City Council will approve matching funding towards the \$10 million required to undertake these proposed initiatives, we are looking for corresponding contributions from the provincial and federal governments. Your insight into possible provincial funding streams for a \$3.3 million investment would be greatly appreciated. A request has been made to the federal government for a similar contribution.

Thank you in advance for your consideration. Please contact my Chief of Staff, Serge Arpin if you require further information on this project. Serge can be reached at [serge.arpin@ottawa.ca](mailto:serge.arpin@ottawa.ca) or at (613)899-4647.

Sincerely,

A handwritten signature in black ink, appearing to read "Jim Watson".

Jim Watson  
Mayor  
City of Ottawa

cc: Mathieu Fleury, City Councillor, Rideau-Vanier  
Steve Kanellakos, City Manager

JW/rg