

VISION 2035 FOR LOWERTOWN

A THRIVING DOWNTOWN COMMUNITY

In 2035, Lowertown will be a strong, united community from the Rideau Canal to the Rideau River, with more residents, featuring a healthy mix of businesses, a safe and pedestrian-friendly environment, a vibrant farmer's market and a great place to visit, work and live. Lowertown will be a centre for appreciating heritage, the arts, culture and culinary innovation. It will be home to a diverse population where all races, incomes, educational backgrounds and age groups will live together in a range of housing options.

Population and Housing:

- Population of full-time residents will grow from about 11,500 today to 14,000 people in 2035
- Adding larger units for families will be given priority.
- New housing will be built on vacant land and along major streets.
- New housing will be split between market priced and affordable units.
- Existing housing stock will be renovated and renewed.
- Shelter population in Lowertown will decrease as smaller shelter facilities and social services will be spread across the city.

High-Quality Public Realm

- The public realm will be used for public activities accessible to all. Sidewalks will be for people before patios. Any rents collected from the leasing of public property will be returned to the community to fund public goods and activities.
- ByWard Market Public Realm Plan will be implemented in ways that enhance the mixed residential, commercial, heritage and cultural aspects of the neighbourhood.
- A public realm plan for all of Lowertown will be developed and implemented.
- Parks, community and sports facilities will be expanded to provide more space for cultural activities, especially for youth.

Flourishing ByWard Market for Local Produce and Unique Products:

- ByWard Market will be the premier farmers' market in Ottawa offering the highest quality produce year round
- The market building will host mainly local fresh food retailers supplemented with stalls for local farmers in the spring, summer and fall
- The new building to replace the parking garage will include rooftop greenhouse gardens.
- Market precinct will have many small retailers offering unique Canadian goods
- Tourism will expand in ways that support and take advantage of the mixed residential-commercial character of the community.
- Heritage assets will be protected and enhanced.

Green Nexus of Active Transportation:

- LRT will be a major transportation mode for shoppers coming to Lowertown.
- Trucks will be removed from King Edward and no longer divide Lowertown.
- Bike trails and wide sidewalks will crisscross Lowertown.
- Urban forest of Lowertown will double in size.
- Commercial and residential buildings will incorporate rooftop gardens.
- Parks will be safe and inviting for all residents and visitors to enjoy.
- Access to the Ottawa and Rideau Rivers will be enhanced.
- Community gardens will offer residents the option to grow fresh produce.

Heritage and Culture:

- Heritage character and structures of Lowertown will be protected and enhanced.
- Heritage will be highlighted for tourists, visitors and residents of Ottawa.
- Lowertown will be the arts hub of Ottawa. Cultural resources will be identified and highlighted, arts activities will be promoted, affordable spaces will be created for new artists.
- The arts community will grow and contribute to social engagement and economic growth.

Community Safety:

- Crime will be reduced to the same levels as other downtown neighbourhoods.
- Residents will feel safe on the streets and tourists will no longer be warned not to come the ByWard Market area at night.
- Police neighbourhood resource teams will be integrated into the community and with other essential services such as bylaw enforcement, mental health and crime prevention
- Addiction will be treated as a health problem.
- Overconcentration of bars, nightclubs and pot shops in ByWard will be replaced with a healthy mix of small retail including food retail.

Community Leadership:

- LCA will add to its membership.
- LCA will develop close relations with other key stakeholders (LCRC, BIAs, OPS, NCC, Ottawa Markets etc.).
- Community news will be readily available in on line formats.