



ARMSTRONG STREET SITUATIONAL REPORT

OTTAWA // ONTARIO
NOVEMBER 2015



HINTONBURG

Kitchissippi
WARD



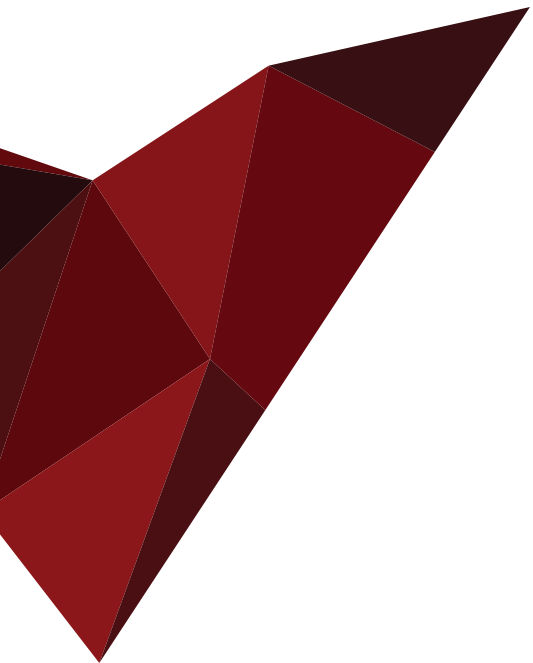
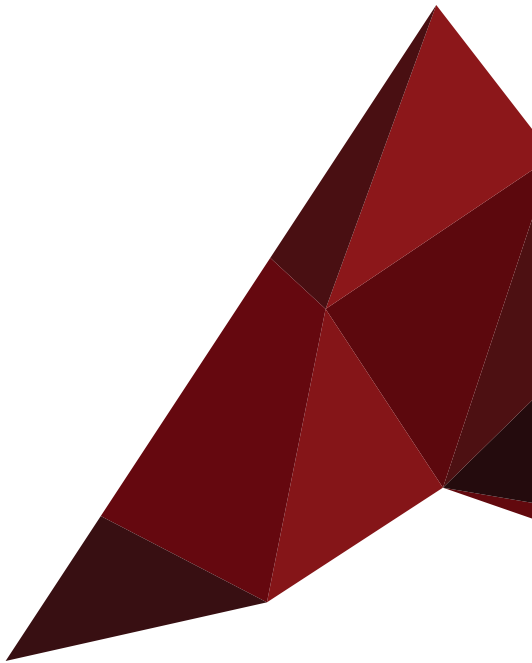
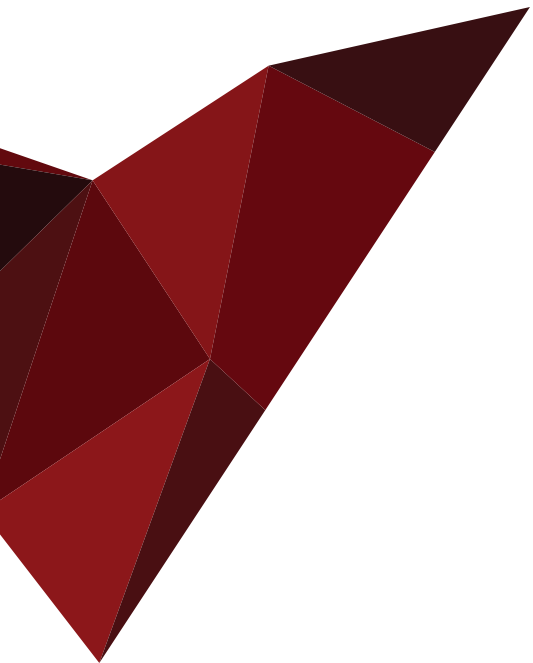


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INTRODUCTION

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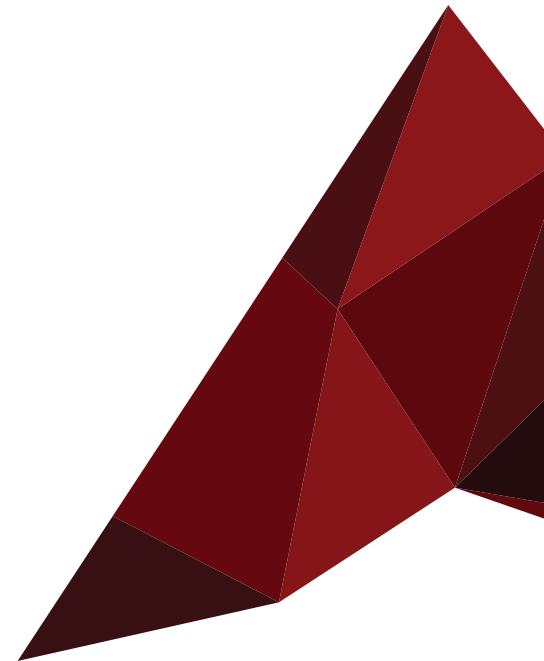
Over the past seven weeks, Atelier has been engaged in a land use and transportation study for Armstrong Street in Ottawa, Ontario. We have conducted an analysis of the area by looking at demographic data, the existing transportation network, the built environment, and the current zoning regulations. Our analysis reveals a changing and dynamic street with unique development opportunities in the coming years.

The analysis was conducted to serve as a benchmark for our future work, which includes:

1. Recommendations on the appropriate range and mix of commercial and residential
2. Recommendations on the appropriate heights and massing for buildings
3. Solutions to facilitate the development of incubator space for new businesses that complement the more established businesses on Wellington St. West
4. Strategies for development on empty lots and parking lots
5. Recommendations for appropriate zoning on “through lots” that abut Armstrong St. and Wellington St. West
6. Measures to facilitate and improve the use of Armstrong St. as an active cycling and pedestrian route, and to improve the streetscape

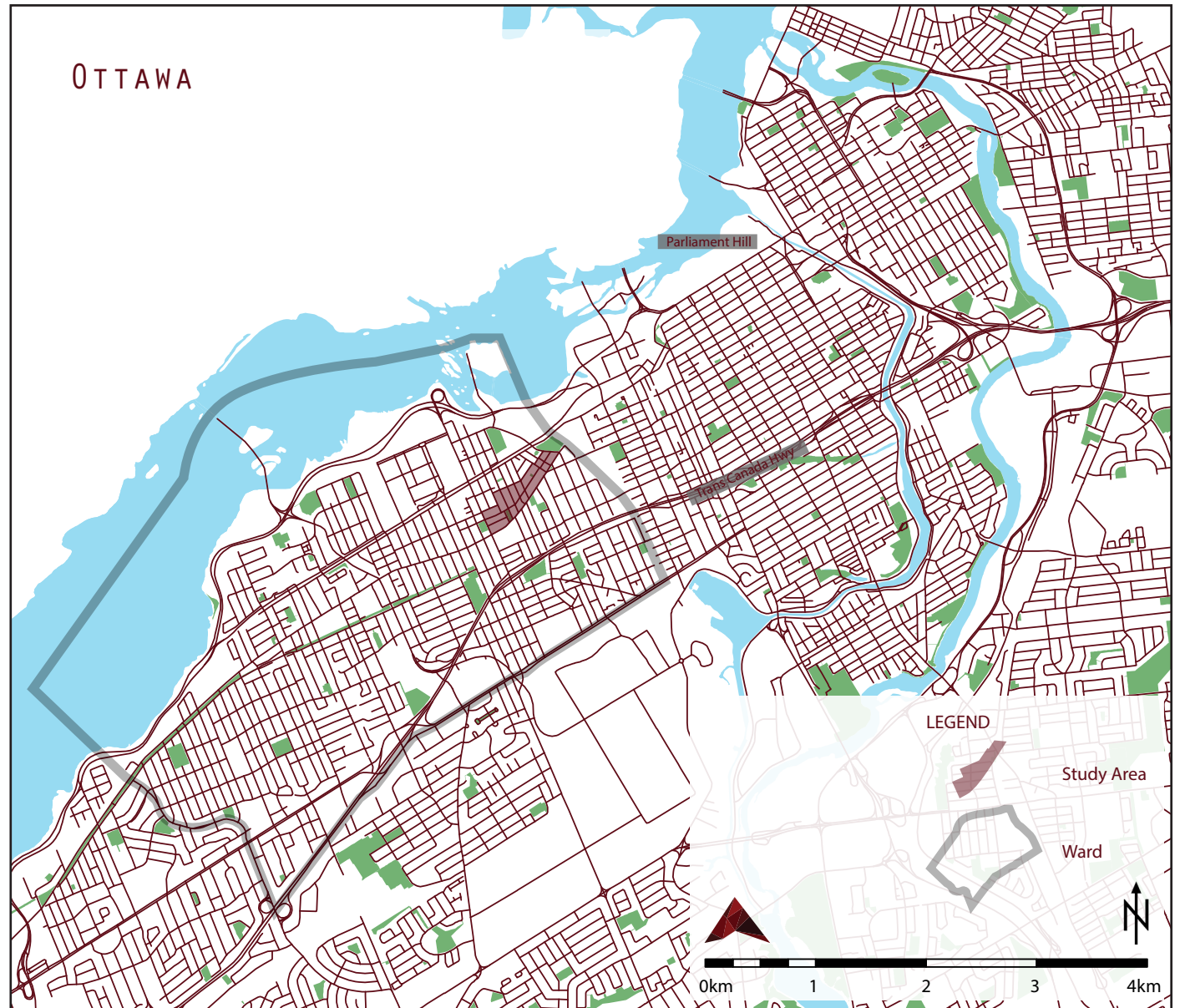
Relevant planning and professional documents were reviewed to provide insight into the area. A short survey was conducted on site to gauge public opinion on the current state of Armstrong Street and what could be added or changed. To supplement this information, we conducted several consultations with local stakeholders, including: residents, members of the Hintonburg Community Association, a landowner, a local real estate agent, a city planner, and the City Councillor. The information obtained by the research and the views expressed in the surveys and by the stakeholders have been synthesized to provide an overview of the current social, economic, and political climate along Armstrong Street.

With the information from the study, we were able to perform a SWOT (strengths, weaknesses, opportunities, threats) analysis for the area. The results from the SWOT and the findings from the analytical research were taken into consideration to develop strategic objectives for the area, which will guide our mandate through the next phase.





GEOGRAPHY

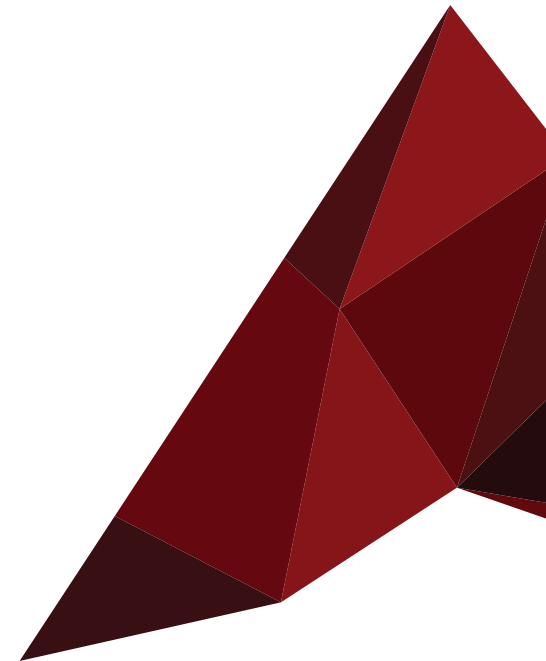


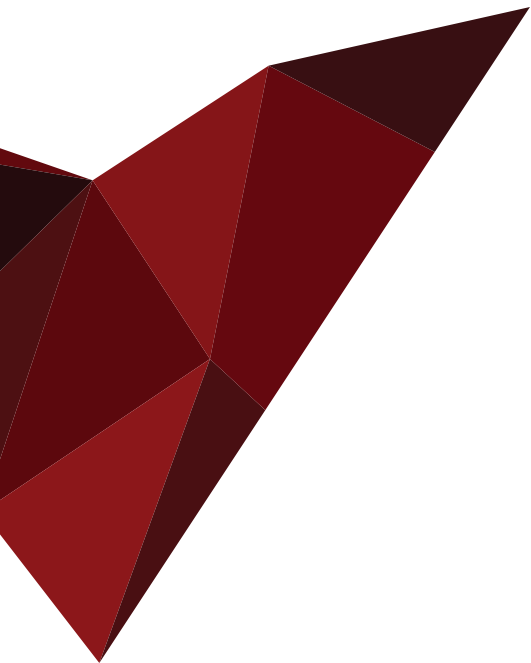
THE STUDY AREA

The study area consists of Armstrong Street between Parkdale Avenue and Bayview Road, as well as the blocks immediately to the north and south feeding in and out of Armstrong Street.

Though Wellington West is not strictly within the study area, it will feature prominently in our analysis and recommendations, because of its strong influence in the area.

The area north of Armstrong Street will also factor into the analysis. As Ottawa undergoes construction for the new Light Rail Transit corridor to the north of the study area, Scott Street will become the temporary Bus Rapid Transit route. These significant changes to public transit infrastructure will be part of the analysis.





HISTORY



Historical image of Armstrong Street, Ottawa, 1965.

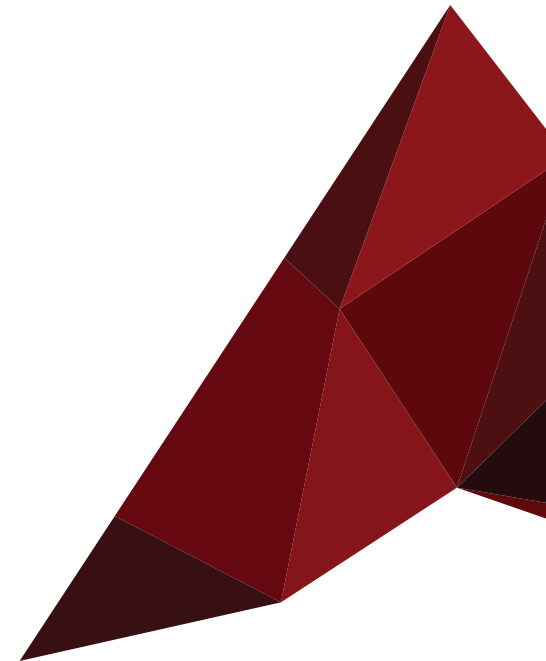
HISTORY

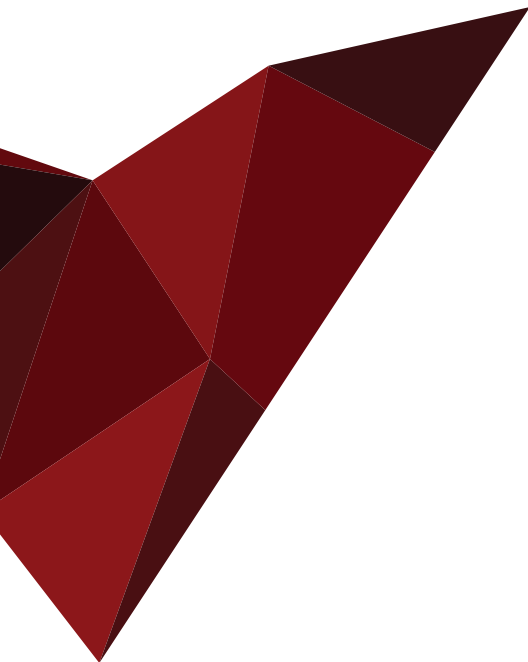
The Armstrong Street corridor has a long and interesting history. The area first saw human settlements approximately 8,500 years ago. Several First Nations communities, including the Algonquin, Ojibway, and Huron, were settled in the Ottawa area. European settlers arrived in the 1600s, but notable settlements in the area did not occur until the 1800s.

Wellington Street West (originally called Richmond Road) is one of the oldest roadways in the City of Ottawa. It was originally laid out in 1818 to connect the city with outlying farmhouses and villas. There was very little development along the corridor for a long time. In the 1880s a few buildings were built just east of the current Parkdale intersection on Wellington West. These buildings became the commercial heart of the Town of Hintonburg, which incorporated in 1893. In 1896, the introduction of a streetcar line along Wellington West (formerly Richmond Street) opened the door for new development in the area. Hintonburg was annexed by the City of Ottawa in 1907. The Hintonburg and neighbouring Mechanicsville neighbourhoods were dominated primarily by working-class families. Railroad lines in the area ran east-west along Scott Street and north-south just east of Bayview Road to serve the logging industry by transporting lumber away from the Ottawa River. The current location of the Tom Brown Arena on Bayview Road was formerly a roundhouse for locomotives.

In the 1950s and 1960s the Hintonburg neighbourhood went into decline. Massive changes came to the area, some of which were a result of Jacques Gréber's plan for the National Capital. One change was the Tunney's Pasture development, which was conceived in an attempt to decentralize government offices in the downtown. The development on the North side of Scott Street required the expropriation and demolition of a large part of Mechanicsville. Other interventions in this time included the demolition of a bridge at the east end of Wellington West that connected to downtown and the construction of the Queensway Highway 417. The result of these interventions was people by-passing Hintonburg. The area became increasingly isolated and disconnected from its surroundings.

Recent initiatives and investments from the public and private sectors has brought new life to the area. Wellington Street West is a dedicated Traditional Mainstreet in the City of Ottawa Official Plan, and it is a place where local businesses enjoy heavy pedestrian and cycling traffic, a diverse set of users, and proximity to downtown. Two recent studies, the Wellington Street West and the Scott Street Community Design Plans, offer detailed perspectives on the Armstrong Street corridor and the larger Hintonburg neighbourhood. The Community Design Plans also provide a set of comprehensive design guidelines and zoning recommendations to guide development in the area for the next 20 years. In addition, the City of Ottawa undertook a Local Commercial Zoning Study in 2014-2015 which allowed for shops and stores that were non-conforming in residential uses to continue to operate. In reaction to this study, both the Hintonburg Community Association and the Wellington West Business Improvement Area asked for more detailed analysis to examine the potential of Armstrong Street as an area that could act as an incubator for local businesses that cannot afford to be on Wellington Street West.





PLANNING FRAMEWORK

PROVINCIAL POLICY STATEMENT

The Provincial Policy Statement (PPS) provides direction on matters of provincial interest related to land use planning and development in Ontario. The PPS provides for efficient land use and development patterns that support sustainability by promoting strong, liveable, healthy and resilient communities, protecting the environment and public health and safety, and facilitating economic growth. Municipal plans should accommodate an appropriate range of uses and encourage compact mixed-used developments. Land use patterns, densities and mix of uses should promote transit use and active transportation.

CITY OF OTTAWA OFFICIAL PLAN

In 2013, the City of Ottawa reviewed its Official Plan which resulted in numerous changes to policy references and to land use designations. Ottawa Council adopted Official Plan Amendment (OPA) 150 to implement the changes in December 2013 and these were approved by the Ministry of Municipal Affairs and Housing (MMAH) on April 24, 2014. Appeals have been received and will proceed to the Ontario Municipal Board for determination. Although OPA 150 is not yet in full force and effect, the new policies relevant to the study area have been taken into consideration as the intended direction of City Council and are described in this document.

The study area is located within the General Urban Area designation on Schedule B (Urban Policy Plan) of the City's Official Plan. As per Section 3.6.1 of the Official Plan, the intent of the General Urban Area designation is to accommodate the housing and lifestyle needs of all ages, incomes, and life circumstances in order to create complete, sustainable communities. The General Urban Area designation permits the development of a wide range of uses, including residential development at all densities and employment, retail, service, cultural, leisure, entertainment and institutional uses. Section 3.6.1 states: "A broad scale of uses is found within this designation, from ground-oriented single-purpose buildings to mid-rise buildings with a mix of uses along Mainstreets or Transit Priority Corridors; from a dwelling or corner store to a shopping centre or office".

The amended Official Plan explicitly refers to opportunities for active transportation including safe walking and cycling facilities, good transit service, well-connected streets and open space, and a mix of housing with convenient access to shops, services and places to work. It also identifies the lack of affordable rental housing as one of the most compelling problems in Ottawa. The Plan recognized the difficulties in addressing housing issues due to many factors influencing the cost and provision of housing. A key piece of the City's strategy is the Action Ottawa Housing Initiative. Through this initiative, housing developers are offered municipal resources, such as surplus land, in exchange for providing long-term affordable housing.

WELLINGTON STREET WEST COMMUNITY DESIGN PLAN

Some properties along Armstrong Street were included in the Wellington Street West Community Design Plan (CDP). The CDP ultimately recommended defining Wellington Street West as a Traditional Mainstreet. Notable design guidelines for the area included: enhancing the mix of land uses in the community, establishing a network of pedestrian-oriented spaces, strengthening the urban fabric, protecting and enhancing gateways and views, connecting the area with surrounding neighbourhoods, and promoting active and public transportation throughout the area.

SCOTT STREET COMMUNITY DESIGN PLAN

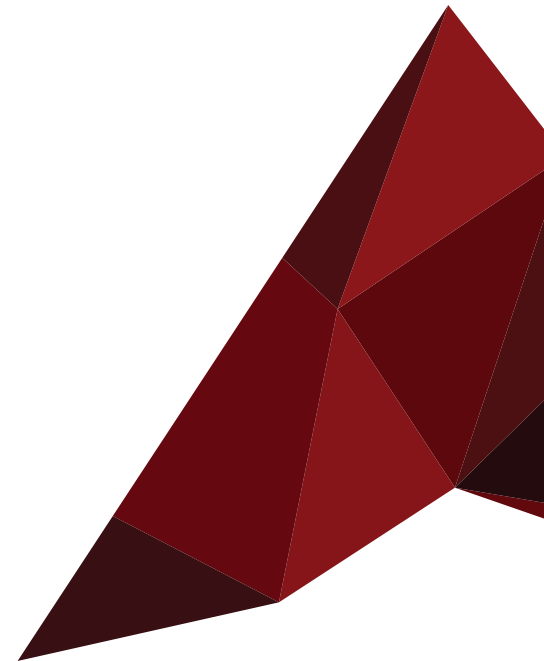
The Scott Street Community Design Plan (CDP) also included portions of Armstrong Street in their study area. Key principles of this CDP included reinforcing the character of existing neighbourhoods, establishing a mixed-use centre (along Scott Street), integrating higher densities, enhancing and creating a network of open spaces, improving mobility and creating complete streets, and promoting design excellence.

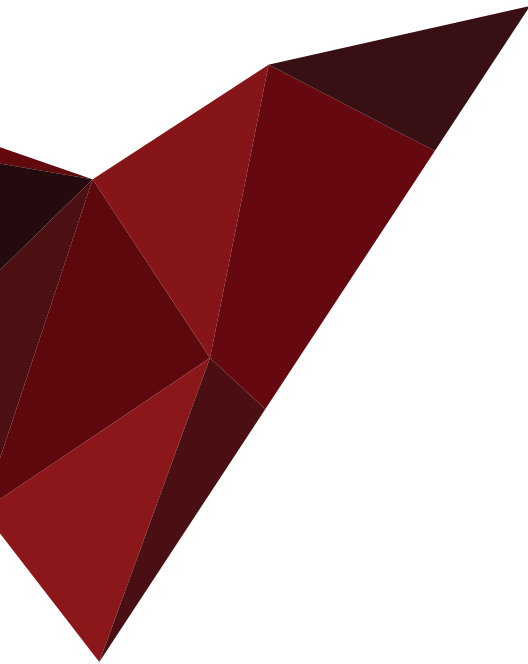
AFFORDABLE HOUSING STRATEGY

The City of Ottawa has a 10-year plan to address affordable housing issues. The plan is committed to meeting the most pressing housing needs of residents by focusing on three key priorities: ensuring everyone has a home; ensuring people get the support they need; and working together.

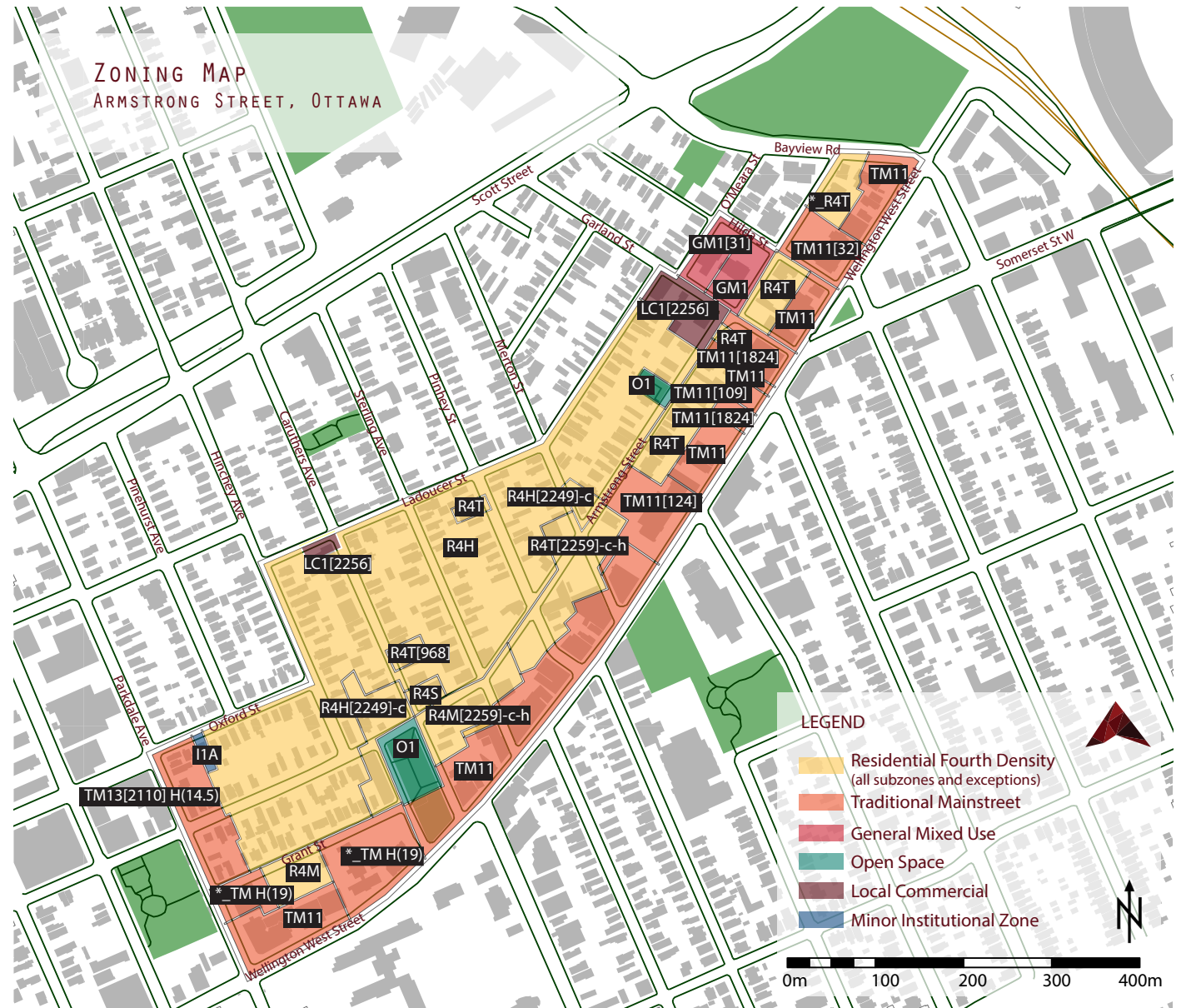
CITY OF OTTAWA URBAN DESIGN GUIDELINES

The purpose of these guidelines is to provide urban design guidance at the planning application stage in order to assess, promote and achieve appropriate development. Applicable design guidelines to the study area include those related to Traditional Mainstreets, Low-rise Infill Housing and Outdoor Commercial Patios.





ZONING



RESIDENTIAL FOURTH DENSITY ZONE

This zoning allows a wide mix of residential building forms ranging from detached to low rise apartment dwellings, in some cases limited to four units, and in no case more than four storeys, in areas designated as General Urban Area in the Official Plan. It permits some ancillary uses.

TRADITIONAL MAINSTREET ZONE

This zoning accommodates a broad range of uses including retail, service commercial, office, residential and institutional uses, including mixed-use buildings but excludes auto-related uses. The built form of permitted non-residential uses is subject to certain requirements to ensure an active street frontage, such as transparent windows and front-facing active entrances.

GENERAL MIXED USE ZONE

This zoning allows residential, commercial and institutional uses, or mixed use development. It limits commercial uses to individual occupancies or in groupings in well defined areas so as to not interfere with Traditional Mainstreets. It permits uses that are often large and serve or draw from broader areas than the surrounding community and which may generate traffic and noise.

LOCAL COMMERCIAL ZONE

This zoning allows a variety of small, locally-oriented convenience and service uses as well as residential uses, but restricts the size of individual occupancies of non-residential uses to 900 square metres in gross leasable area.

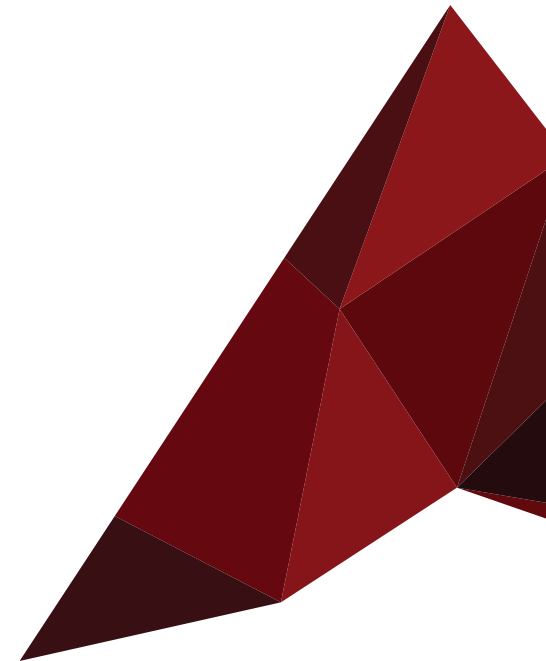
OPEN SPACE ZONE

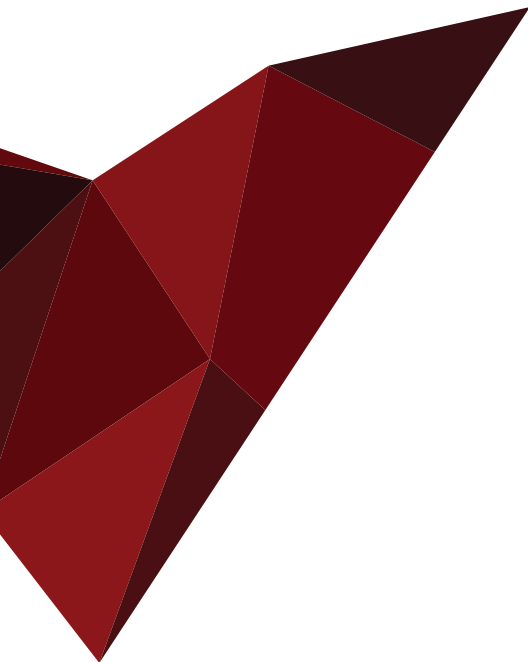
This zoning permits parks, open space and related and compatible uses, which must be low-scale and low-intensity.

MINOR INSTITUTIONAL ZONE

This zoning permits a range of community uses, institutional accommodation and emergency service uses. It ensures the scale and intensity of minor institutional uses located near residential uses are compatible with the neighbourhood.

Please refer to the complete list of permitted non-residential uses for commercial zones in the appendix for more information.





BACKGROUND

In November 2013, the City of Ottawa began work on a citywide Local Commercial Study, intended to provide opportunities for neighbourhood commercial businesses and services. The study looked specifically at mature neighbourhoods within Wards 8 (College), 12 (Rideau-Vanier), 13 (Rideau-Rockcliffe), 14 (Somerset), 15 (Kitchissippi), 16 (River), 17 (Capital), and 18 (Alta Vista). In an effort to maintain small-scale commercial uses in neighbourhoods, the study identified existing legal non-conforming stores in residential areas and modified the zoning to ensure the stores would continue to be permitted, despite any changes in the type of use. The study also proposed new areas where limited commercial activity would be appropriate by identifying pedestrian and cycling linkages.

The Local Commercial Study sought the input of the public to identify locations where limited commercial activity was appropriate. Residents were encouraged to answer an online questionnaire that was made publicly available. The questionnaires were developed to understand important factors such as how people travel to local commercial uses, what type of commercial establishments are appropriate in a residential area, to identify potential areas where local commercial zoning could be applied, and to provide an opportunity for general comments from residents. The online questionnaire was open for public response from November 21, 2013 to January 31, 2014. The questionnaire was advertised via newspaper advertisements, emails to community groups, a radio show, and postcards at local convenience stores. In total, there were 584 questionnaire participants (people who viewed and completed the questionnaire) with 359 questionnaire participants from the affected wards. Sixty respondents were from the Champlain Park, Tunney's Pasture, West Wellington, Hintonburg, and Civic Hospital area (K1Y Forward Sortation Area).

The Local Commercial Study has resulted in the recommendation of two new zoning categories:

- A new zoning suffix (-c): identifies properties currently operating a local business, as well as appropriate streets/areas within a residential zone.
- A new Local Commercial Subzone (LCc): permits residential and non-residential uses. Commercial uses are limited in size.

Based on the questionnaire results, the City of Ottawa developed zoning regulations and selected candidate sites. These were made available in August 2014. A revised public circulation was available in January 2015, and another was circulated in March 2015. The final version of the Zoning By-law amendment was approved by the Planning Committee on June 10, 2015, and passed by City Council on June 24, 2015. No appeals were received.



Armstrong St & Pinhey St

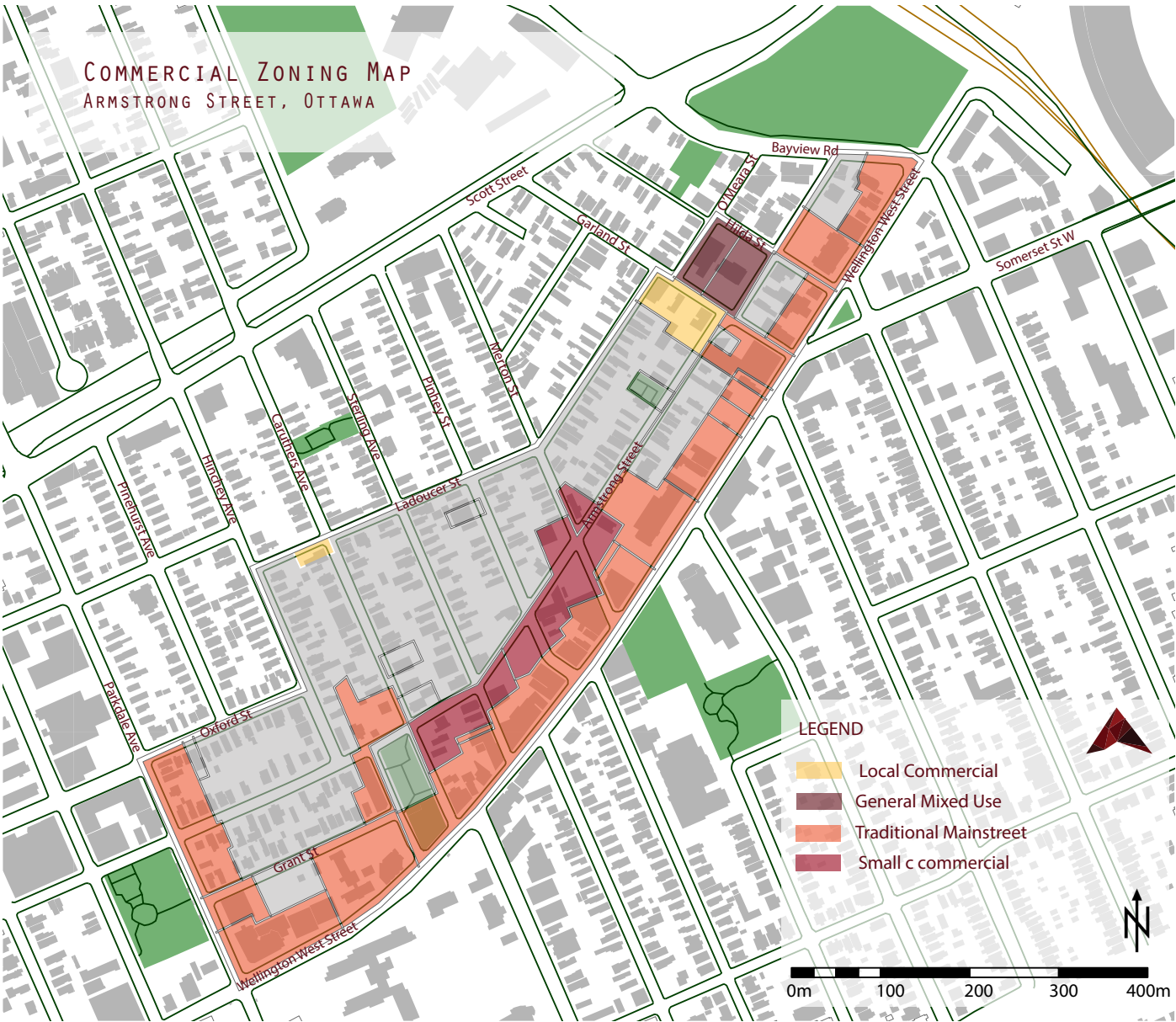


New residential buildings on Armstrong St



Private parking on Armstrong St

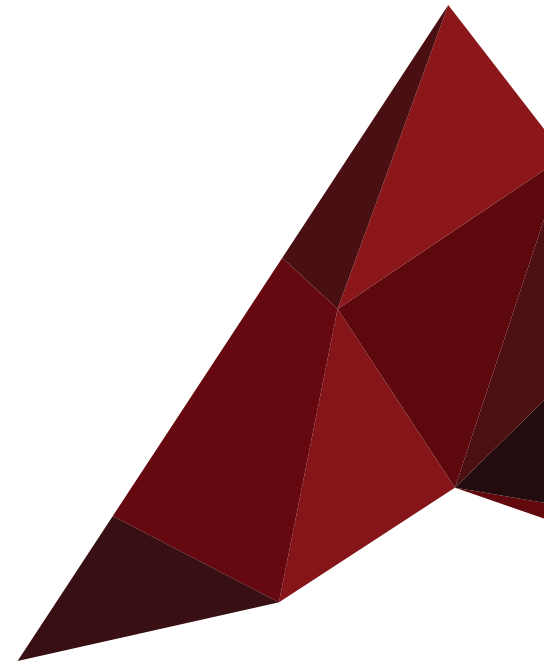
An abstract geometric composition featuring several overlapping triangles in various shades of red, maroon, and burgundy. The triangles are arranged in a way that creates a sense of depth and movement, with some pointing towards the top right and others towards the bottom left. The colors range from deep, dark reds to lighter, more vibrant reds, creating a rich, layered effect. The overall shape is irregular and angular, with sharp points extending towards the corners of the frame.

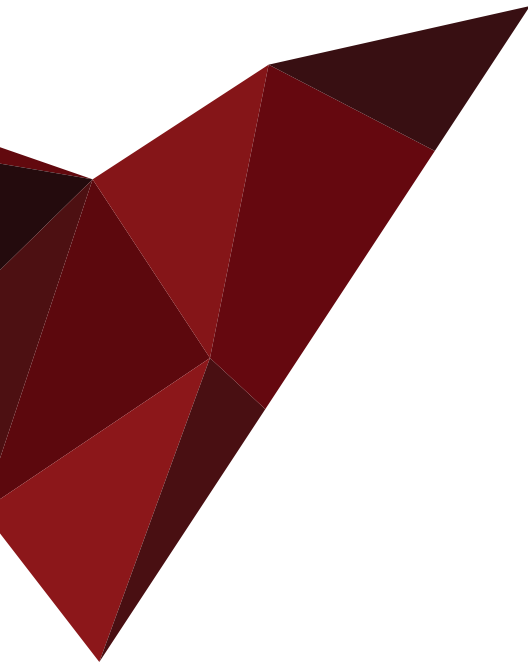


SMALL C COMMERCIAL: RESIDENTIAL NEIGHBOURHOOD COMMERCIAL ZONING

The Residential Neighbourhood Commercial zoning allows certain small-scale non-residential uses in residential buildings. These are: artist studio, convenience store, instructional facility, medical facility, personal service business, restaurant, retail food store and retail store. There are many constraints attributed to small-c zoning:

- The uses must be located on the ground floor or in the basement;
- To ensure these uses remain small-scale, all non-residential uses may not exceed a GFA of 100 m²;
- The zoning prohibits associated parking to maintain the local focus of the uses;
- Convenience stores and restaurant uses are not permitted within a residential building containing a semi-detached or townhouse dwelling;
- Storage and refuse collection must be located within the building, and any accessory building to the non-residential use must be located in the rear, interior or interior side yard.





ZONING





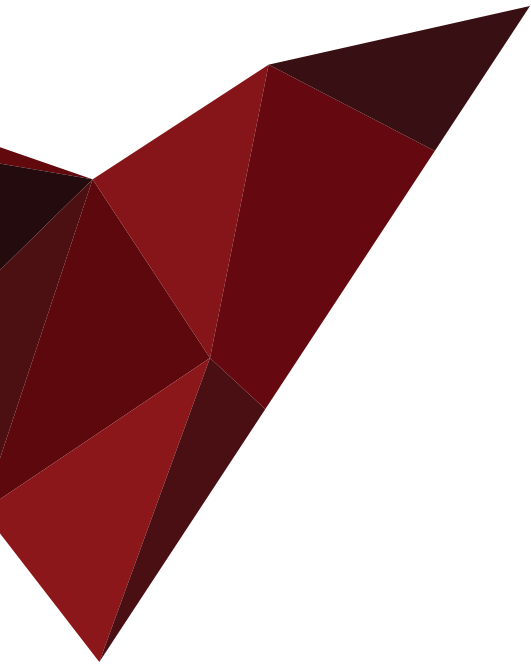
EXAMPLE

Blumenstudio (465 Parkdale Avenue), a florist and coffee shop, opened in the spring 2015. The shop combines two allowed uses, restaurant and retail. The store has limited seating and a small front yard patio. Largely due to the combination of the type of uses, it operates during the day only. Though it is located in a LC1 zone, this kind of business would be permitted in –c zones in a residential building.

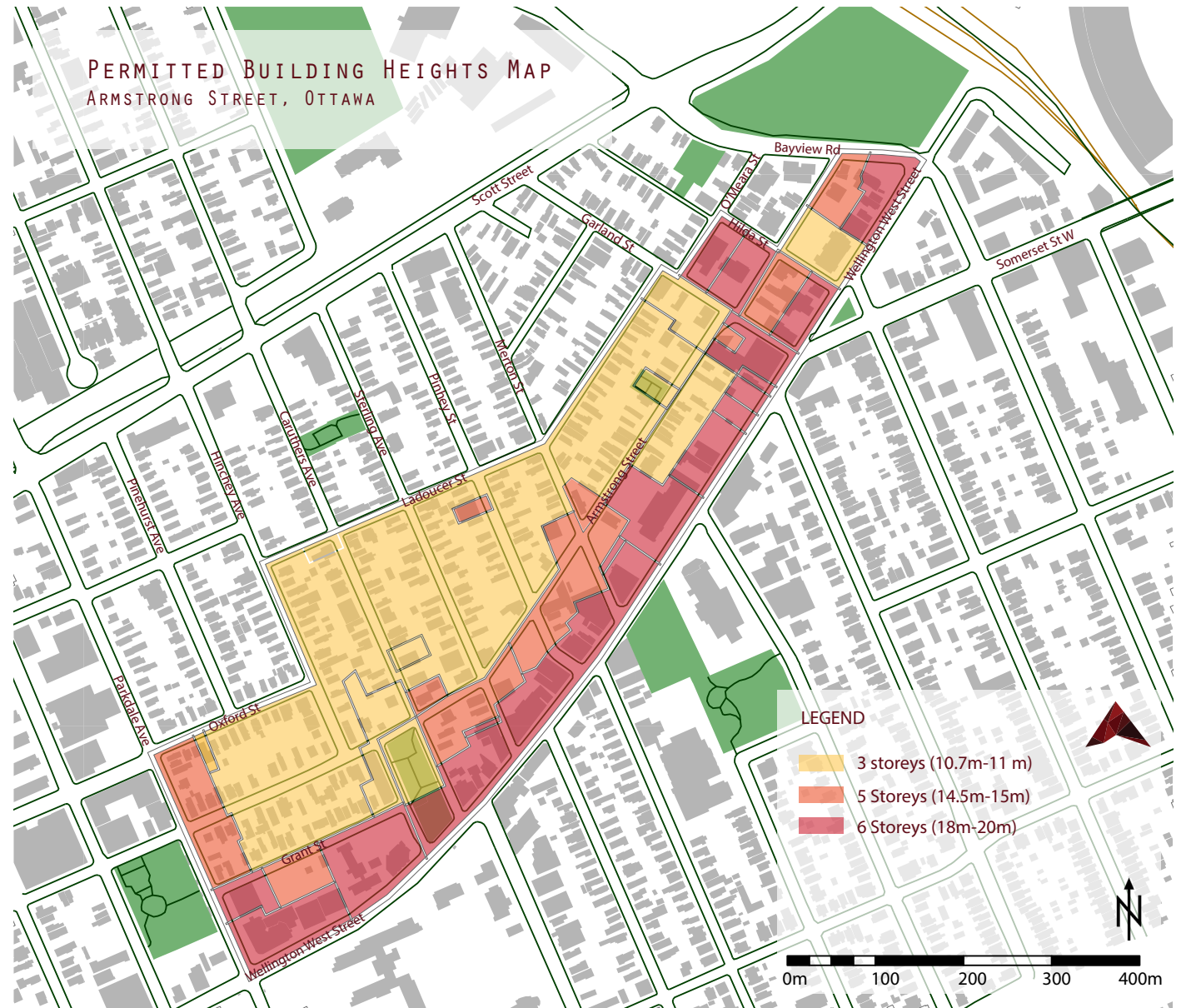
HOLDING ZONES

Specific regulations apply to restaurant uses in a small-c zone:

- Restaurant uses must be ancillary to and located in the same building as another non-residential use. This provision serves to influence the kind of restaurant uses;
- The indoor seating may not exceed 15 square meters;
- Outdoor commercial patios are only permitted on corner lots. They must be fully visible and accessible by the public street and be located in the front and/or corner side yards. The patio cannot be larger than 10 square meters, and may not be elevated.



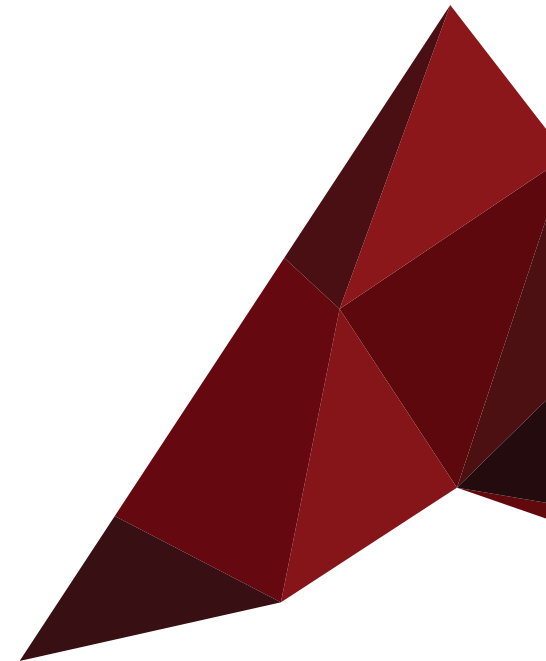
ZONING

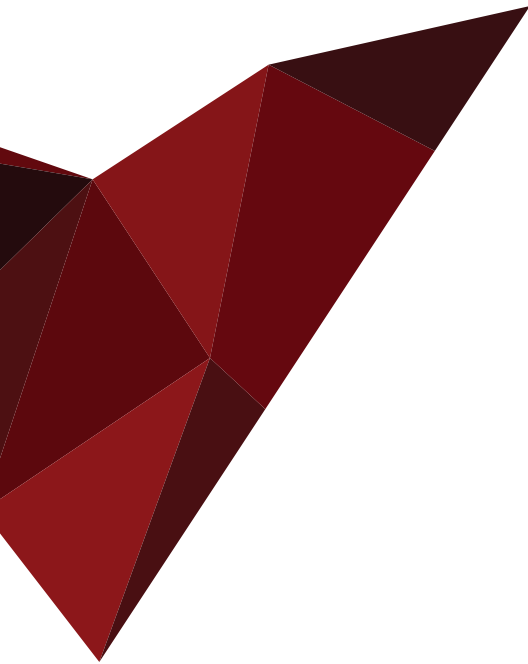


STAKEHOLDER CONSULTATION

In interviews with community stakeholders, Atelier heard a range of views on the appropriateness of commercial uses on Armstrong Street. For the most part, members of the Hintonburg Community Association were concerned about commercial uses taking over the residential area. The expanded commercial reach would affect the availability of affordable housing and the amount of rental units. Residents also brought up concerns with respect to restaurants and their accompanying patios and the possibility of noise into the evening and the consumption of alcohol.

Business leaders in the community recommended extending small-c commercial zoning throughout Armstrong Street to encourage development. They suggested height bonusing for new residential developments that included commercial space on the ground floor to further jump-start development. Others thought that the market would dictate the amount of commercial





BUILT FORM



BUILT ENVIRONMENT OVERVIEW

The Armstrong study area has a diverse built environment. It is an older district that developed as a working-class neighbourhood, and as a result the building stock is old. Some buildings date back to the late 1800s. The low quality construction of some of the older structures means that several buildings are in need of major repairs. Run-down structures have been replaced by new low-rise infill developments have sprouted up in the area in recent years. The sleek and modern new houses have a distinct architectural style yet fit the scale of the surrounding area.

The older character of the neighbourhood means that the streets and sidewalks are narrow, and the buildings are close to the sidewalk. Though it may be challenging to work with, the building configuration contributes to the charm of the area. The east-west streets also curve north-easterly to make for irregular blocks and corners. These intersections are unique and provide for interesting building forms.

The morphology of the area is unique. The northern part of the study area is predominantly residential with a fairly uniform grid consisting of single-detached homes. The housing pattern is disrupted moving southward towards Armstrong Street. The buildings in the southern section of the study area are much larger in scale, sometimes occupying entire blocks. Along Wellington Street West, the morphology is fairly uniform as well. The buildings fronting Wellington Street West are bigger and taller than anywhere else in the study area.

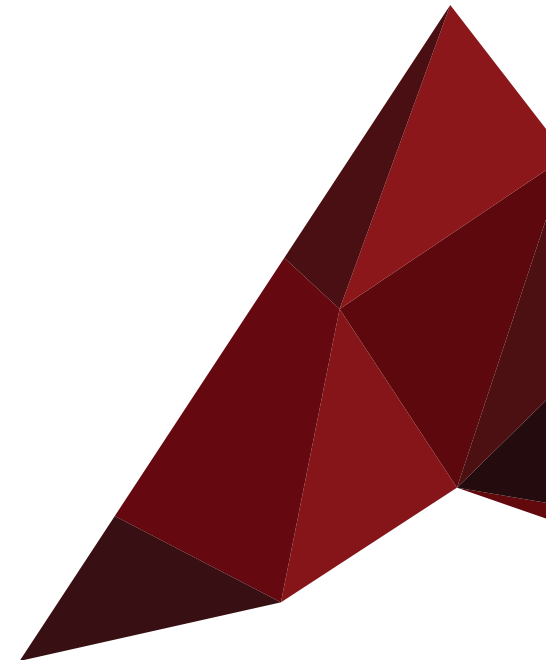
In a sense, there are three observable spatial patterns. The classic grid pattern of the residential neighbourhood, the elongated commercial buildings along Wellington Street West, and a transition zone between the two on Armstrong Street. The study area is therefore characterized by a mix of these two distinct and established environments. Armstrong Street has a diverse built environment, where many land uses and building types converge to create an area that is unique from its surroundings.

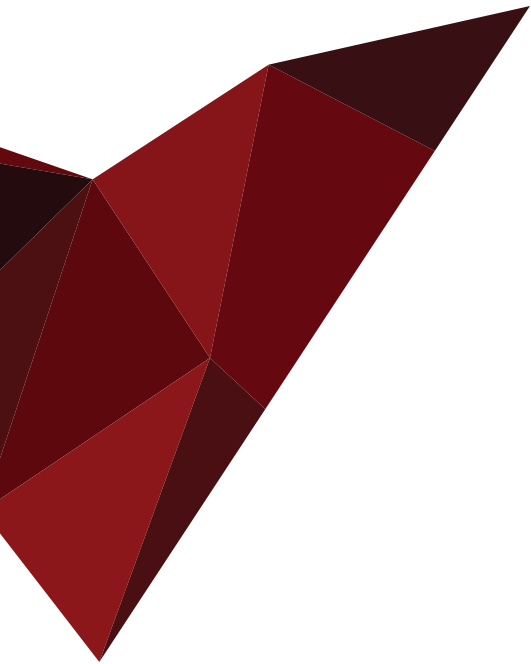
FIGURE GROUND ANALYSIS

As the figure ground map shows, there are two distinct street grids with two different urban forms. To the northern end of the study area is a well-established neighbourhood predominantly consisting of single-family homes. The morphology changes at the southern end, where the building footprints increase in size and there are more open spaces.

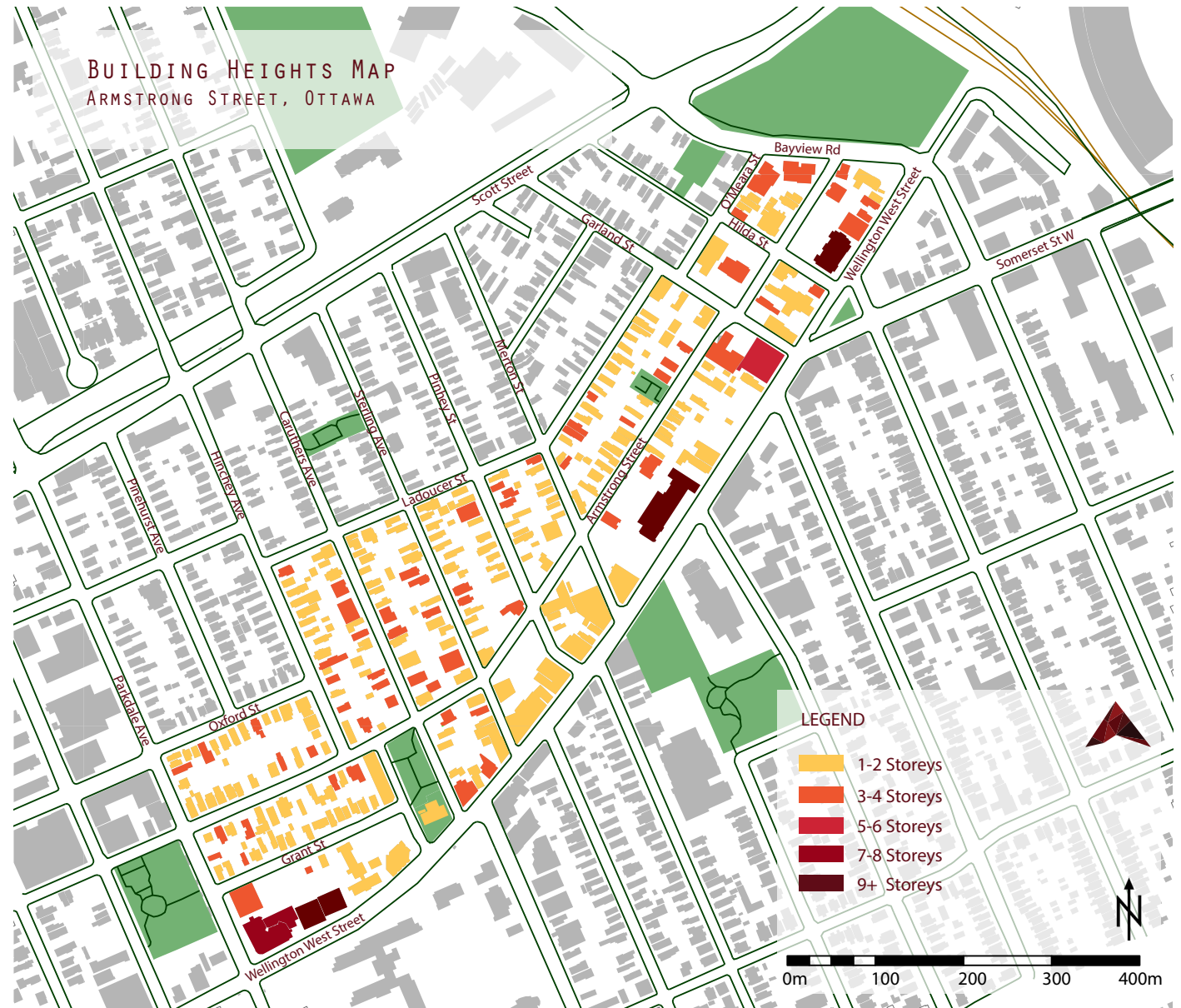
STAKEHOLDER'S COMMENTS

There are differing views on what the future of built form should be along Armstrong Street. Residents and members of the community association tend to see the area as residential, and would like empty lots to be developed in a way that is in keeping with the character of the residential neighbourhood (low-rise apartments and single-family homes). On the other hand, proponents of commercial development see an opportunity for higher densities on the vacant lots, with retail spaces on the ground floor.





BUILT FORM

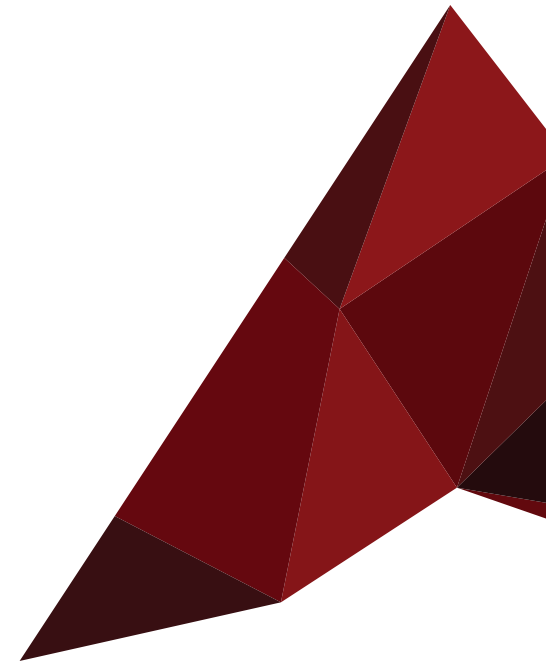


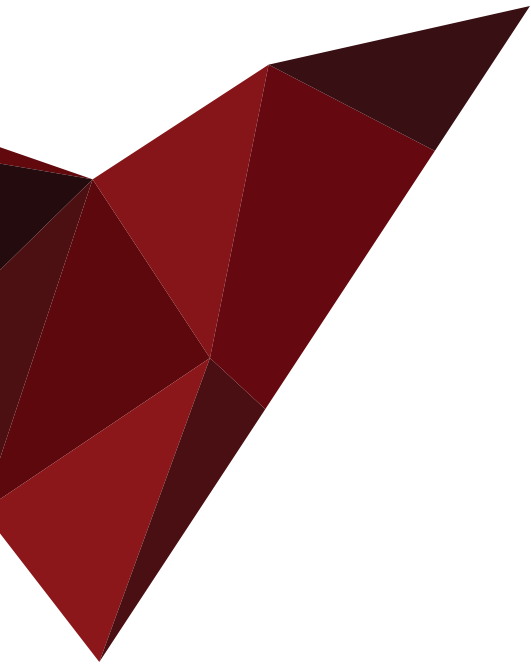


A parking lot on the corner of Armstrong St & Garland St

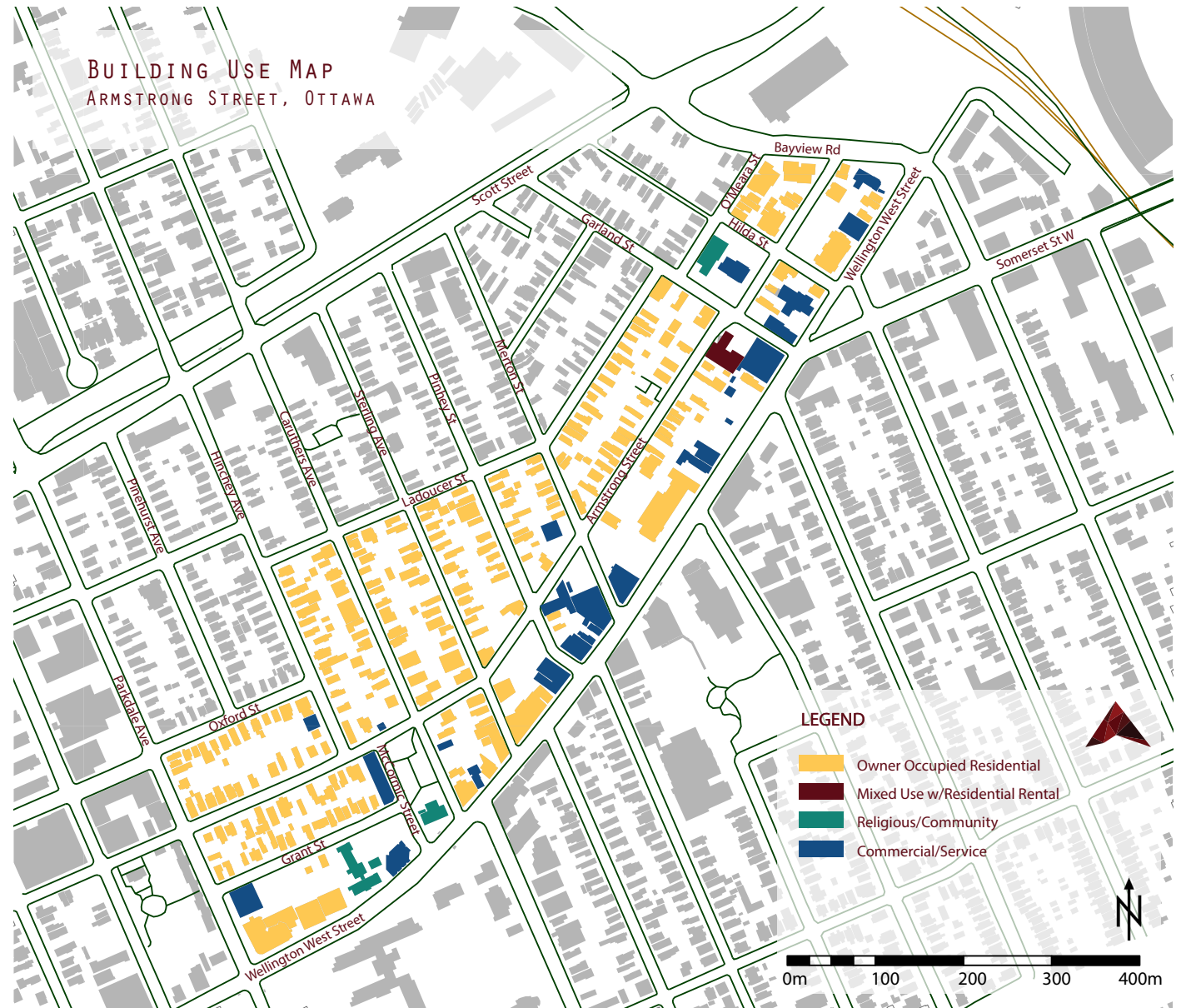
BUILDING HEIGHTS

The Building heights map outlines the various heights of buildings in the study area, in terms of number of floors. Most of the buildings (76%) are 1-2 storeys, but there are also a good number of 3-4 storey buildings (22%) located throughout the area. Most of the 3-4 storey buildings are in the western end of the study area, and many of these buildings are new infill. The larger buildings, 5 storeys and above, front along Wellington Street West, and account for just 2% of the building stock in the study area.





BUILT FORM



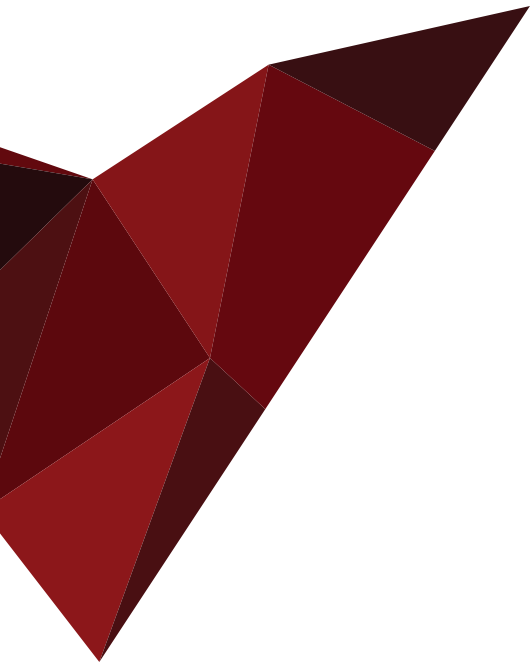


Residential buildings by the corner of Armstrong St & Pinhey St

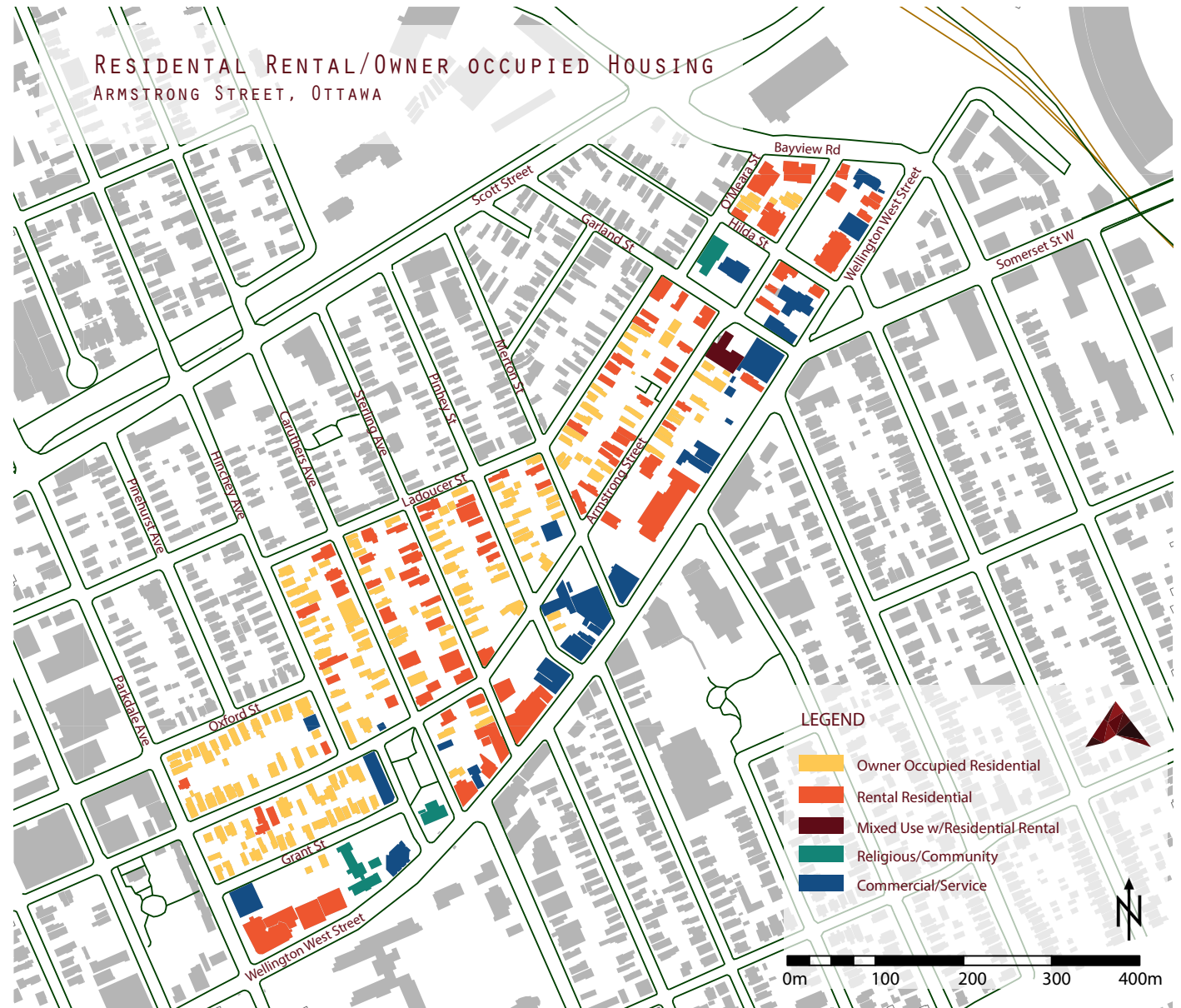
BUILDING USE

There are strong boundaries between the residential and commercial areas. There are few commercial and mixed-use spaces within the residential zone. Most of the commerce is located along Wellington Street West. There are three axes where commercial functions reach Armstrong: along McCormick Street, along Merton Street, and along Garland Street. There are also some religious institutions in the study area.





BUILT FORM

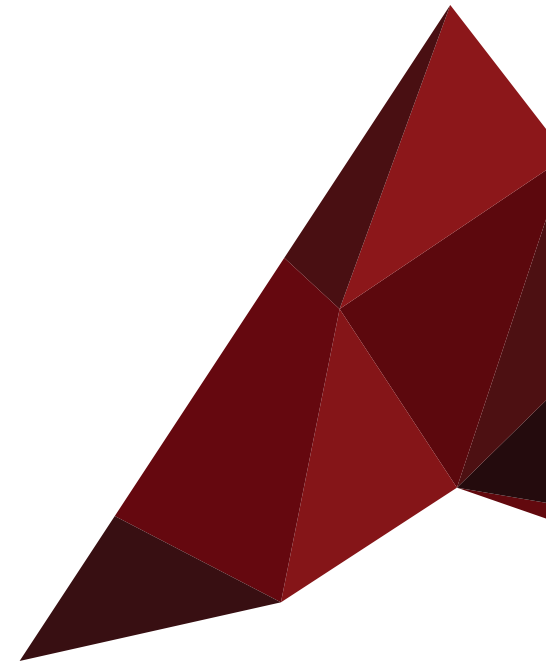


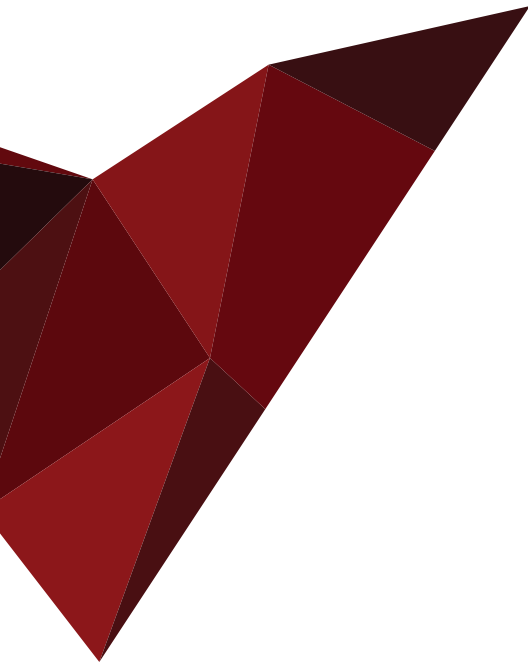


Corner of Armstrong St & Merton St

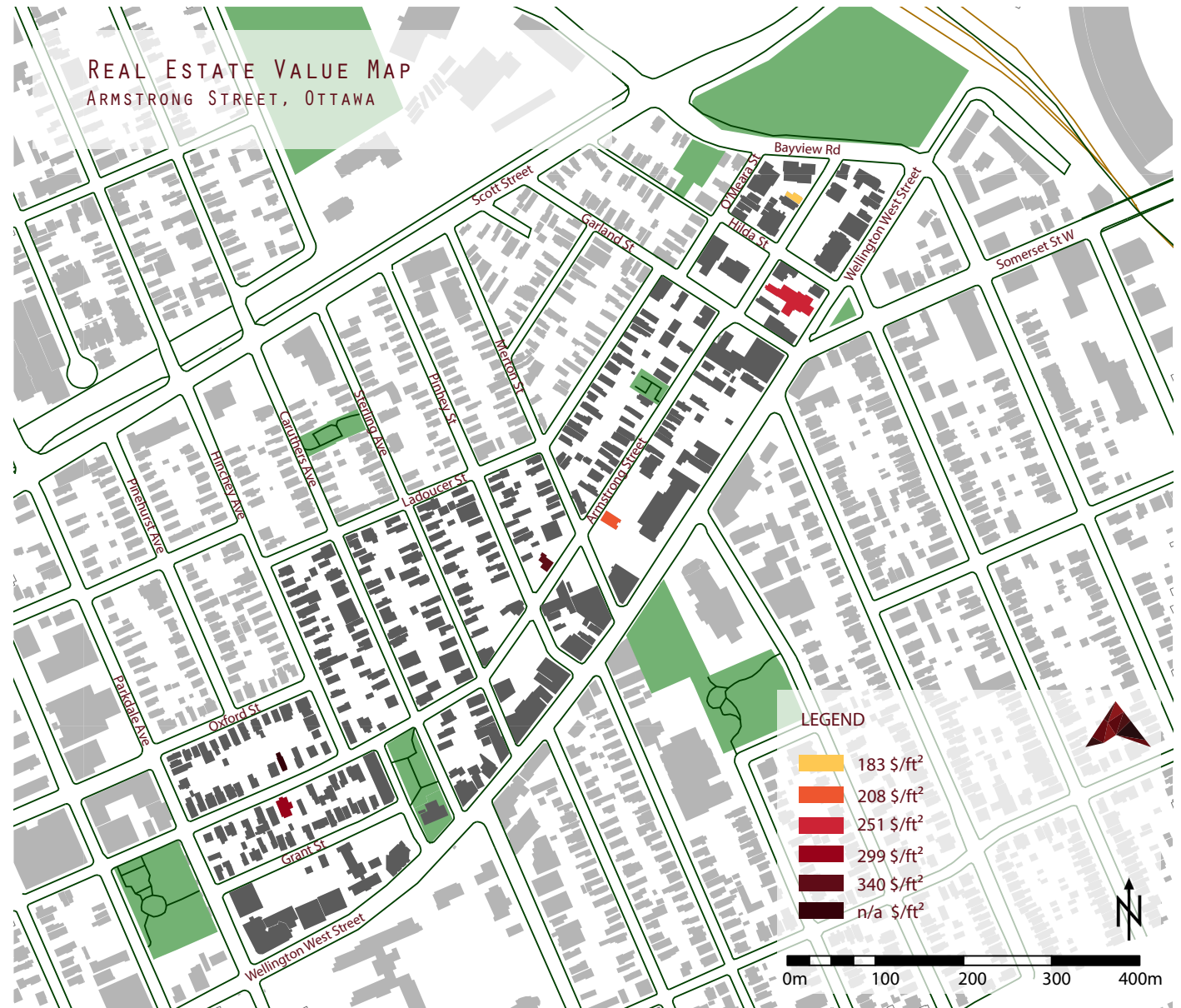
RESIDENTIAL RENTALS

As shown in this map, there is a good mix of rental and owner-occupied housing in the study area. Of all residential buildings, approximately (32%) are rentals. The residential rentals are spatially distributed in the eastern and central areas. There are few rentals in the western portion of the study area.





BUILT FORM





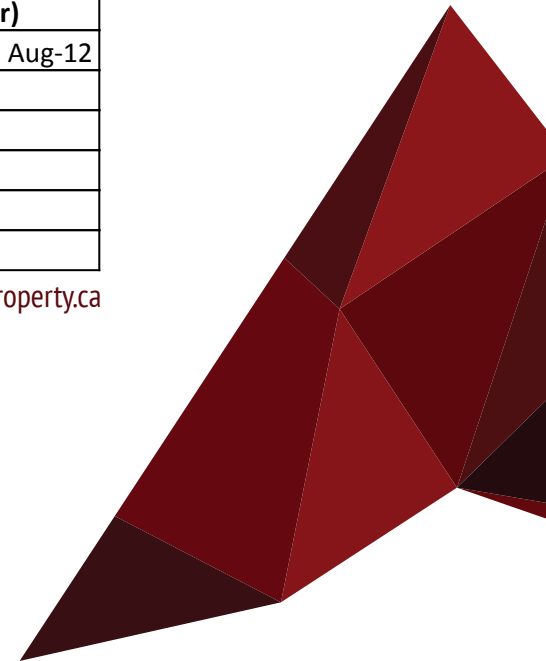
Commercial space for rent on corner of Armstrong St & Garland St

LAND VALUE

Sparse information was collected for land values in the area. Data was obtained for six addresses along Armstrong Street. No discernable trends exist, though detailed information reveals that the higher property values tend to belong to newer buildings, while the lowest valued building is a home that was built in the early 1900s.

Address	Street Name	MPAC address		Property Code	Year built	Building (Sq.feet)	Lot size (sq ft)	Assessed value	Sale w.in past 5 yrs (Month-year)
11	Armstrong	15	Armstrong	332-Duplex	1908	2,060	3,423	\$ 376,000	Aug-12
36	Armstrong	36	Armstrong	333-Res w. 3 units	1910	1,897	3,926	\$ 476,000	none
106	Armstrong	106	Armstrong	336-Res w. 6 units	1930	3,188	3,648	\$ 662,000	none
123	Armstrong	123	Armstrong	301-Single Family Detached	2011	1,177	1,190	\$ 400,000	none
193	Armstrong	193	Armstrong	100-Vacant res land	n/a	n/a	2,752	\$ 163,000	none
204	Armstrong	204	Armstrong	311-Semi detached res.	1900	1,159	n/a	\$ 347,000	none

Source: www.aboutmyproperty.ca



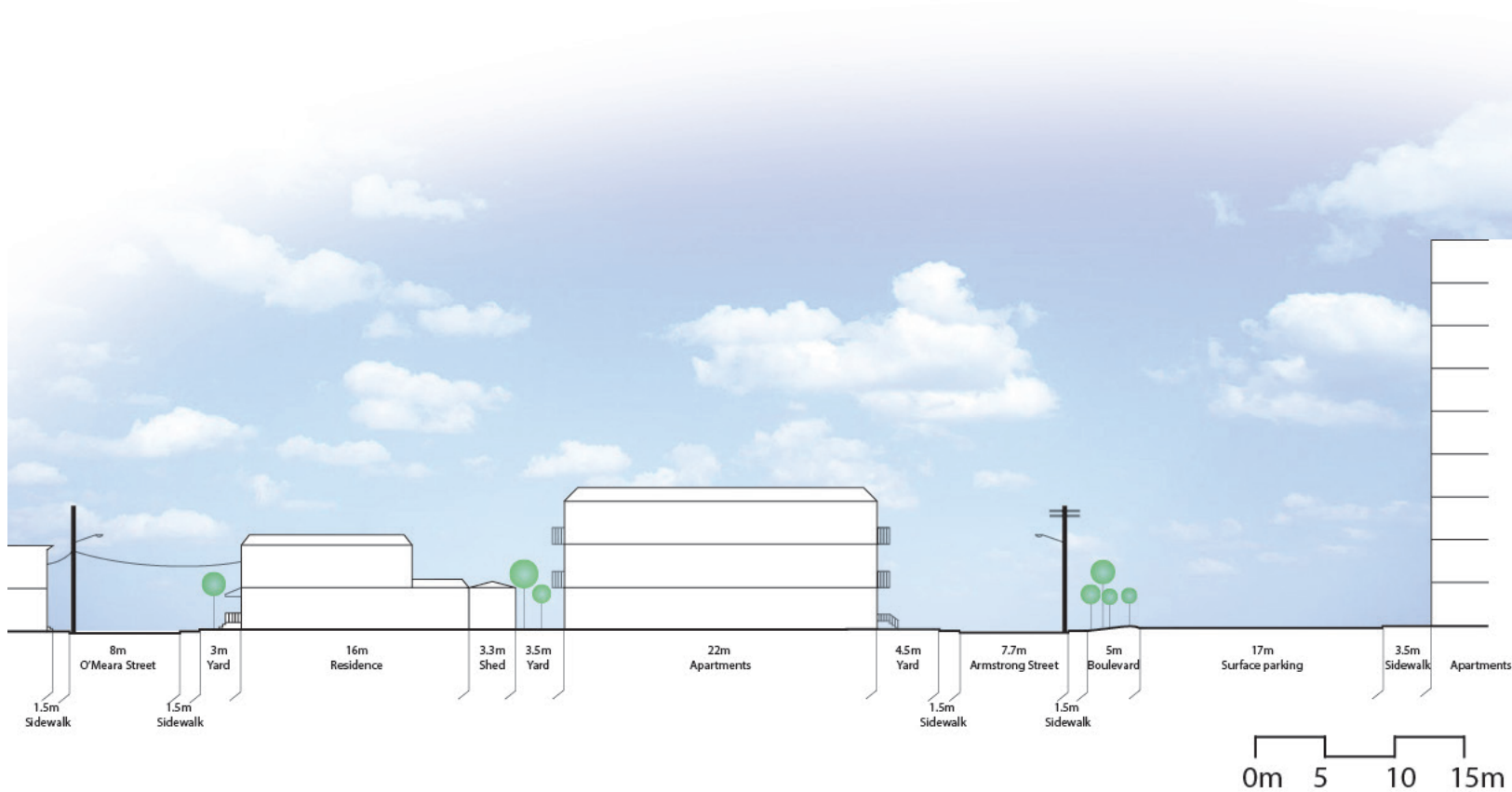
Atelier decided to use cross-sections to help show the contrast between small and large buildings and the presence of vacant space throughout the study area.



BUILT FORM

CROSS SECTION 1

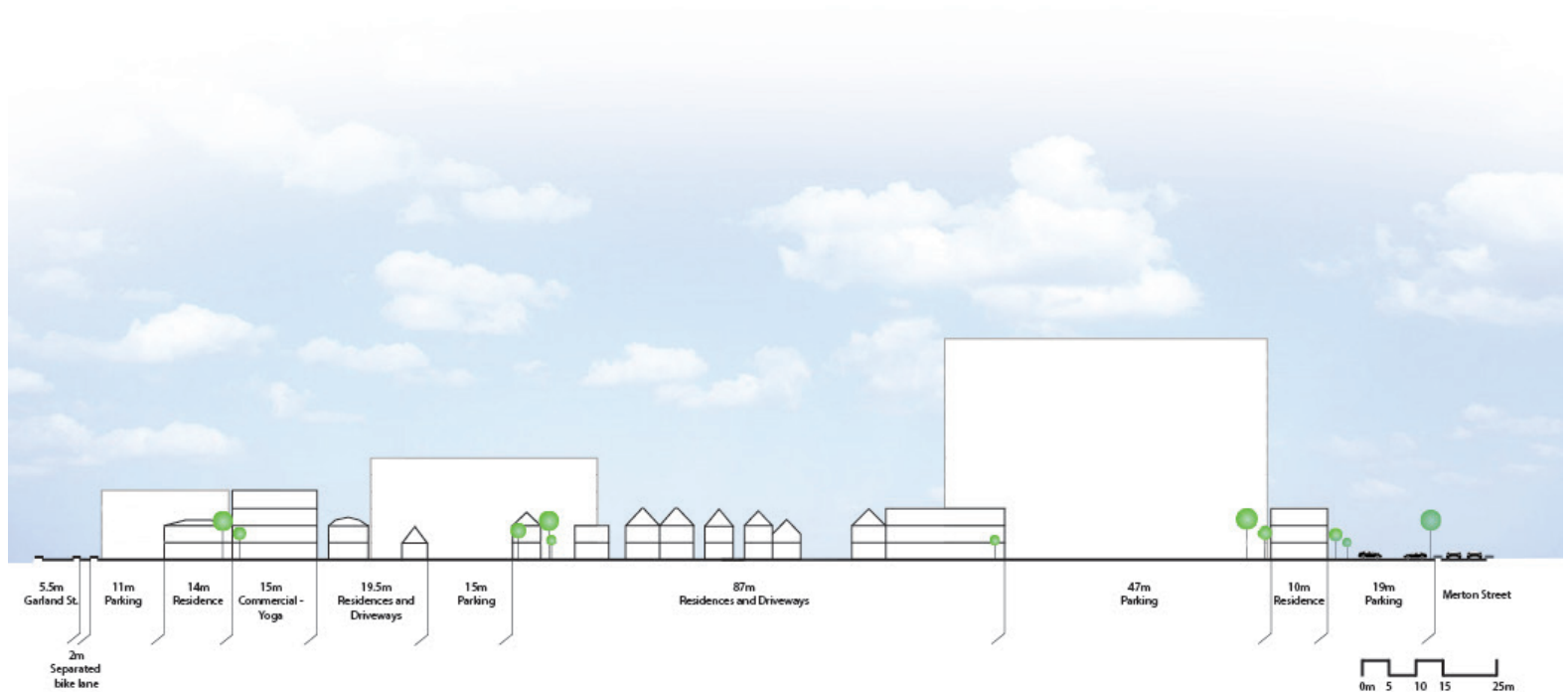
The first cross-section is in the eastern end of the study area, cutting through O'Meara and Armstrong Street. Here it is evident that the streets are very narrow (the hydro poles are located on the street) and there is a lot of open space on the south side of Armstrong Street for parking. The buildings are small scale along O'Meara and Armstrong Streets, but there is a big apartment building that fronts Wellington Street West.



CROSS SECTION 2

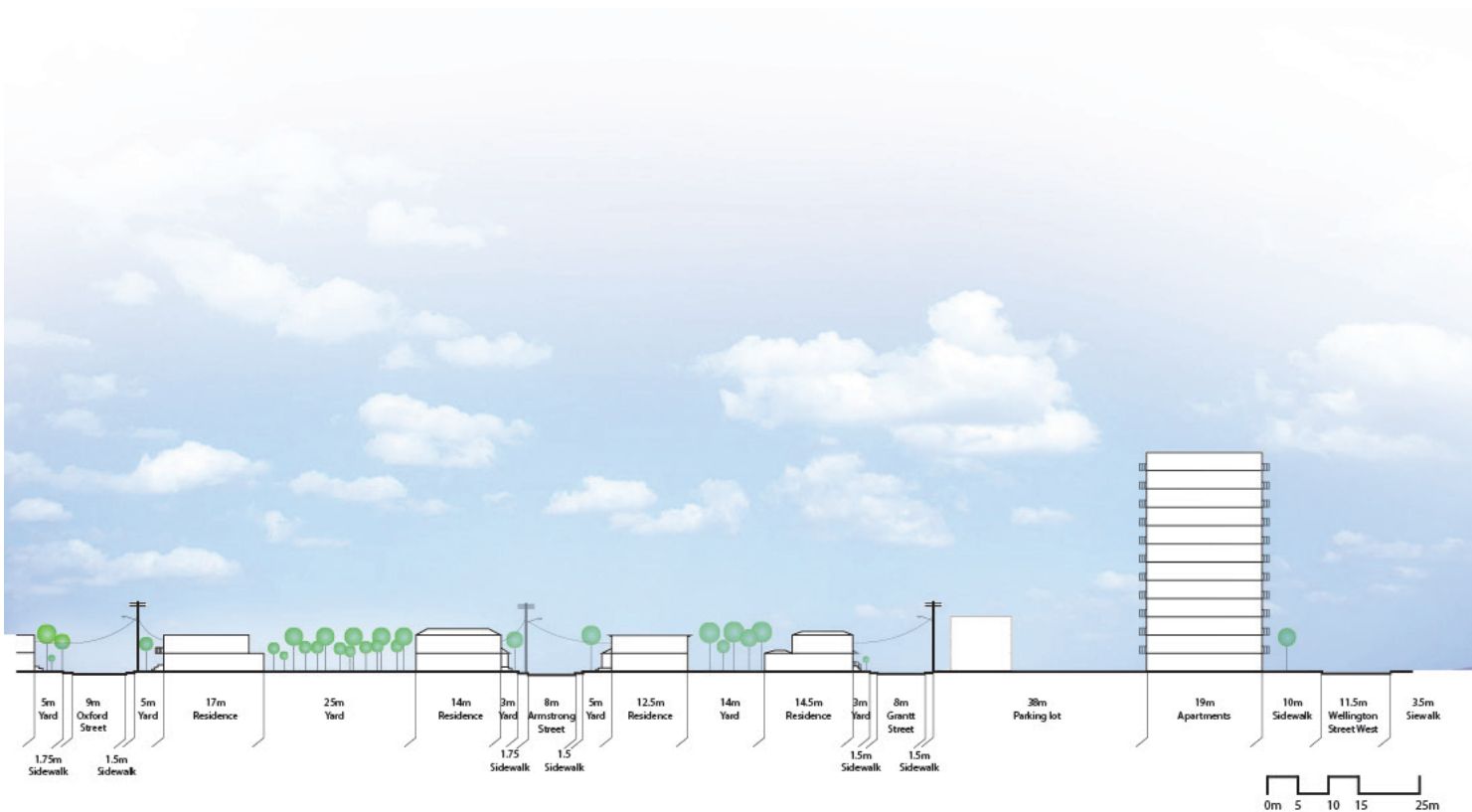
This image shows a cross section along the southern section of Armstrong Street from Garland Street to Merton Street. There are three main distinctions to be made: the buildings along Armstrong street are small-scale, the tallest being 4 storeys; there are large gaps of open land along Armstrong that are used as parking lots; and there are tall buildings on Wellington Street West that are much larger in scale than the surrounding neighbourhood.

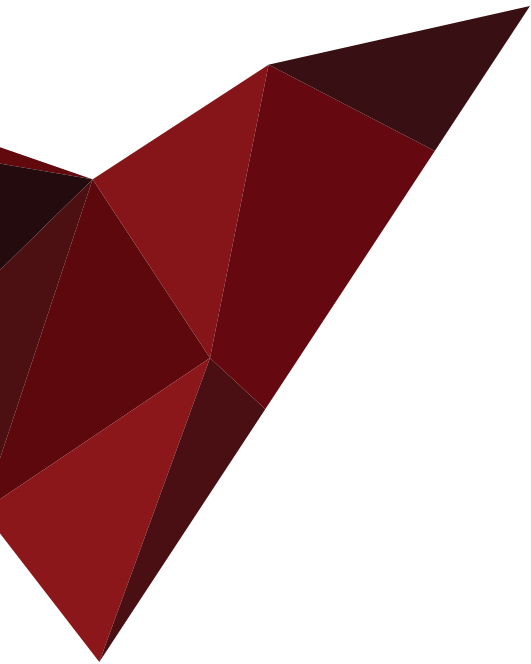
BUILT FORM



CROSS SECTION 3

The last section shows the study area from Oxford Street to Wellington Street West. Again evident here is the small-scale buildings in the residential neighbourhoods, underutilized surface parking on the back of Wellington Street West (this time on Grant Street), and narrow residential streets that require the hydro poles to be on the sidewalks. By contrast, Wellington Street West is much wider, and has wider sidewalks to accommodate more pedestrian traffic.





TRANSPORTATION



TRANSPORTATION

Armstrong Street is a narrow two-way right-of-way. It is lined with narrow sidewalks on both sides along the entire length. In some places, it can barely accommodate two pedestrians, so people may have to step out onto the street when crossing. Hydro poles and streetlights are placed on the street and in the middle of the sidewalk in some places. The width of the street does not allow for any on-street parking. Underutilized private parking lots dot the southern side of Armstrong Street, especially in the eastern part. Armstrong street is a designated bike route, but it lacks any bike infrastructure. The width of the street does not permit separated bike lanes, unless vehicular traffic is reduced to a single lane.

Armstrong Street sees moderate levels of traffic by car, bicycles and pedestrians. The Ottawa Transportation Plan prioritizes the development of active transportation facilities and awareness. It is a calmer alternative route to the bustling and crowded Wellington Street West.

The Transportation Master Plan's Rapid Transit Network identifies Scott Street and Holland Avenue as having a Light Rail Transit Station by 2031, with Holland Avenue being designated as a transit priority lane. Holland Avenue is the only designated truck route in Wellington West although Parkdale Avenue also experiences heavy truck traffic. The Transportation Master Plan supports the aim of Wellington West to further push the modal share of active transportation by making walking and cycling safe, attractive and accessible to all residents and visitors. The key principles outlined with regard to active transportation are:

- Prioritize development of BRT and LRT;
- Reduce free parking at key destinations;
- Encourage active transportation in communities through education, promotion, and improvement of facilities and connections;
- Identify and facilitate year-round use of integrated pedestrian/cycle networks, especially to transit nodes and between communities; and
- Develop multi-use paths for walking, cycling and other active modes, especially to rapid transit.

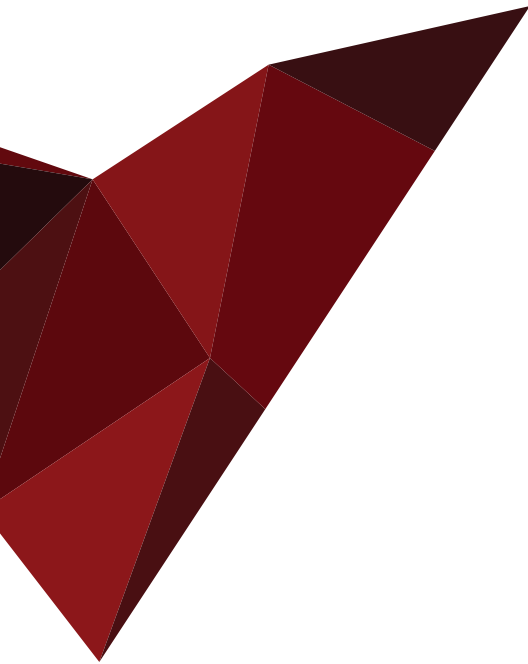
Ottawa's Light Rail Transit (LRT) project began in January 2007 with the Mayor's Task Force on Transportation. Construction of the LRT project began in early 2013 and the system is expected to enter full revenue service in spring 2018. It will result in the opening of 13 stations, 2 of which (Tunney's Pasture Station and Bayview Station) will be located in close proximity to Armstrong street. This, in combination with the redevelopment of Tunney's Pasture, is expected to greatly increase the number of people in the neighbourhood.

STAKEHOLDER'S COMMENTS

Generally, the stakeholders were quite positive about increasing the visibility of and connectivity to active transportation. Stakeholders recognized that the street's narrow width offered limited possibilities for bike infrastructure but were nonetheless open to the idea of signage marking Armstrong Street as a cycling route and, if possible, to have bike lanes added to the street.

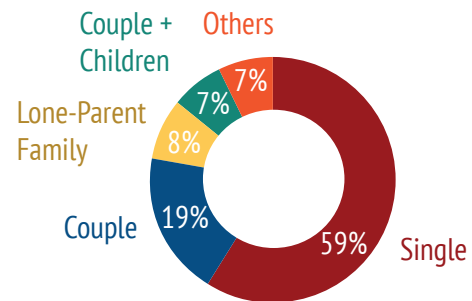
SURVEY COMMENTS ON TRANSPORT

A few of our respondents mentioned that they choose Armstrong Street as a quieter option to Wellington West Street. Some were concerned that narrow sidewalks might force pedestrians out on the street with accompanying risks.

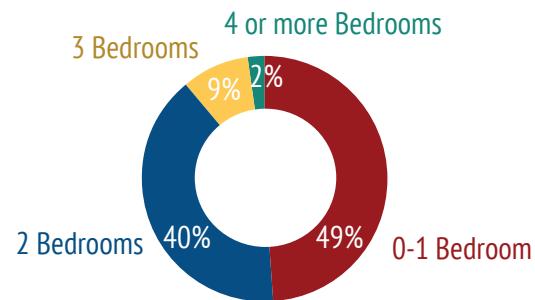


DEMOGRAPHICS

FAMILY STRUCTURE



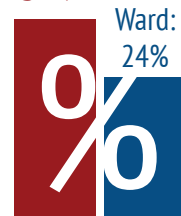
DWELLING SIZE



HOUSEHOLDS SPENDING >30% OF TOTAL INCOME ON HOUSING

Census Tract:

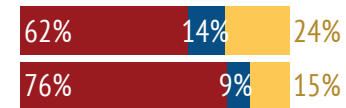
34%



Ward:
24%

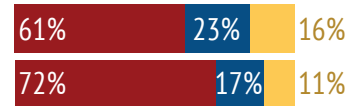
LANGUAGE

English French Others



EDUCATION

Post-Secondary High School No Certificate



HOME OWNERSHIP

Renter 71%



Owner 29%

MEDIAN HOUSEHOLD INCOME

Ward:

\$77,543



CT:
\$46,132

DEMOGRAPHICS

Our team has analyzed the demographics of Armstrong street based on the 2011 Census data of the census tract in which the site is located. The 2011 Census data of the ward, Kitchissippi, is also analyzed wherever available for the purpose of comparison. Overall, the data shows that the neighbourhood within the census tract has been a working-class community with lower income and level of education. The following is a breakdown of the demographics in the area, which may help paint a picture of the neighbourhood and its character.

AGE & FAMILY STRUCTURE

- 12% of the population in the census tract are 14 years old or under, compared to 15% in the ward
- 15% of the population in both the census tract and the ward are 65 years old or older
- The majority (59%) of the households are single within the census tract

HOUSING TYPES & OWNERSHIP

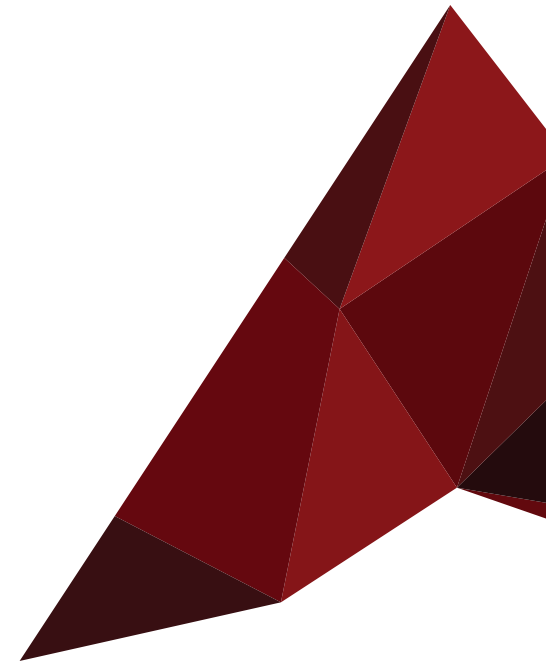
- Within the census tract, 80% of the dwelling units are apartment units or duplexes
- Within the ward, there is a more even distribution of housing types, yet still almost half (49%) are apartment units or duplexes
- Nearly half (49%) of the units in the census tracts are 0 to 1 bedroom, reflecting the family structure of the population
- 71% are renters in the census tract pared to 24% in the ward

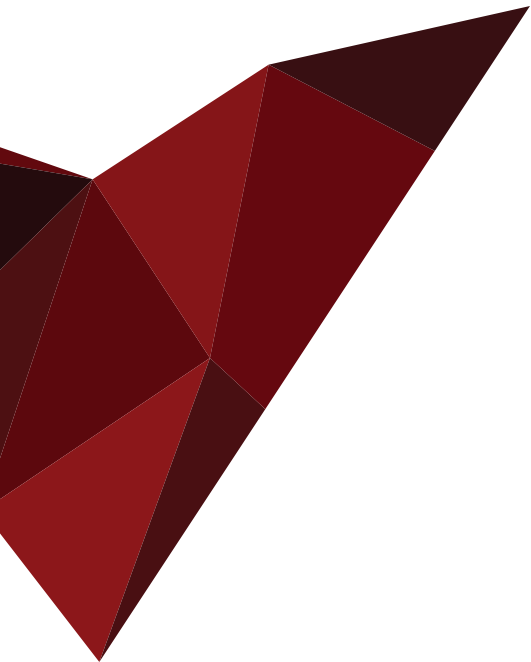
LANGUAGES

- There are more French speakers (13%) and speakers of other languages (23%) in the census tract compared to the ward (8% and 14% respectively)
- This suggests a greater concentration of immigrants are living in the census tract

INCOME

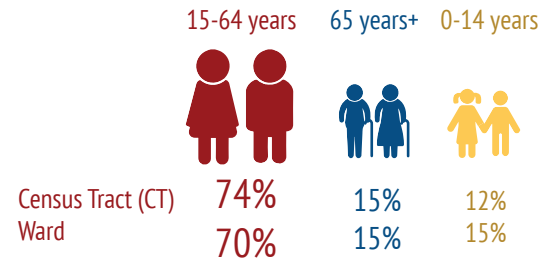
- The median household income of the census tract is \$46,132, a significantly lower figure than that of the ward, which is \$77,543
- A third (34%) of the population in the census tract spends 30% or more of their household income on shelter costs, com



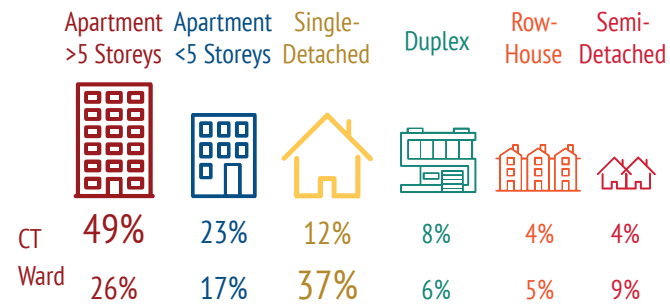


DEMOGRAPHICS

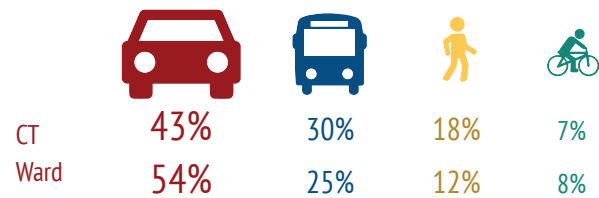
AGE



DWELLING TYPE



MODAL SHARE



STAKEHOLDER'S COMMENTS

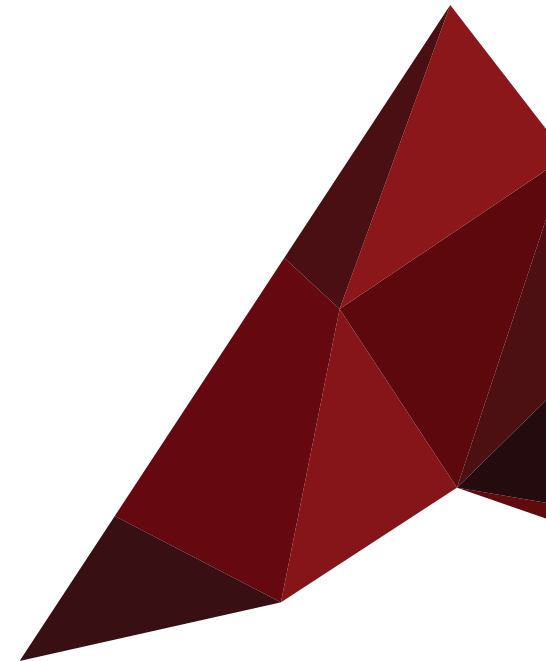
Atelier talked to stakeholders who reported that the Wellington West area was undergoing important demographic changes. Young, high-earning couples and families have been moving into the new infill housing. Community members pointed to signs of gentrification along Wellington Street West and the surrounding area.

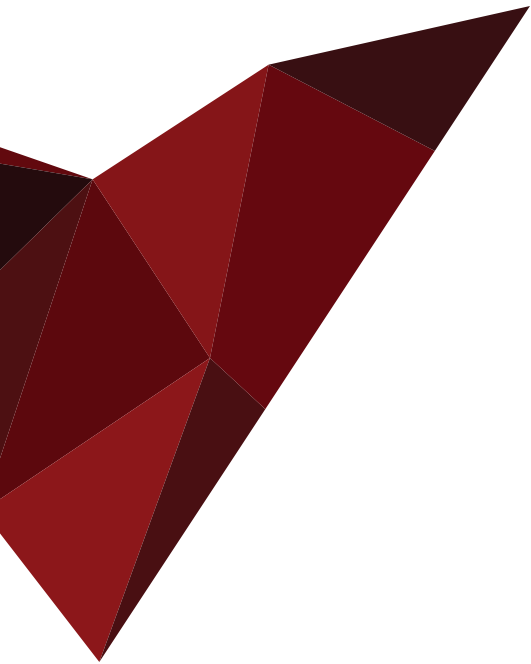
EDUCATION

- Only 61% of the population in the census tract has a postsecondary certificate, diploma or degree, significantly lower compared to 72% in the ward

MODAL SHARE

- There are more people travelling to work on foot (18%) or by public transit (29%) in the census tract compared to the ward (12% and 25% respectively)
- The percentages of cyclists are similar (census tract: 7%; ward: 8%)





INCUBATOR SPACE PRECEDENTS



Prana Shanti Yoga Centre, Armstrong St



Corner of Armstrong St & Pinhey St



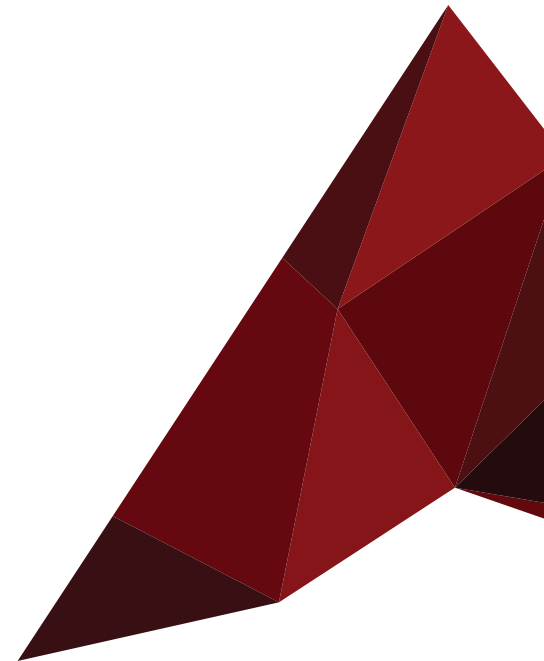
Armstrong St

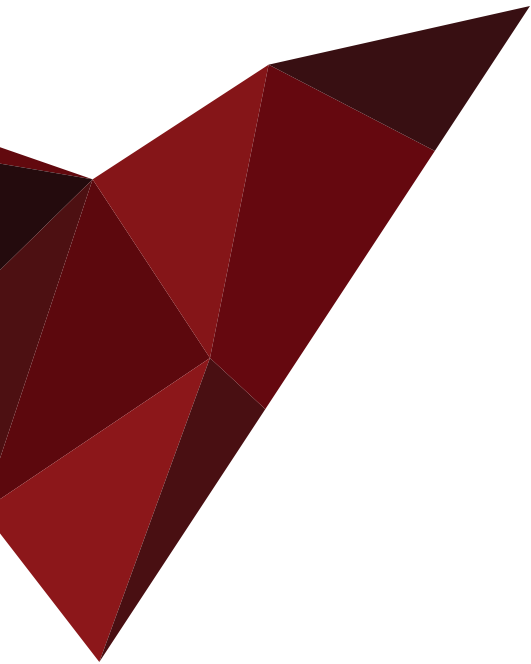
INCUBATOR SPACE PRECEDENTS

Many cities have used the concept of incubator space as a way to encourage new businesses. Typically, these programs involve grants or subsidies, small commercial spaces and business support from established entrepreneurs. Subsidy programs for incubator space varies from place to place, but generally involve an infusion of money and resources into new businesses until they become self-sufficient. Two examples of such programs are described below.

In the Lachine borough of Montreal, a program called Concours Notre-Dame Académie offers opportunities for new businesses that set up shop along Notre-Dame Street. A bursary of \$30,000 is split between two start-ups that are thought to bring the most value to the area. On top of the money, the start-ups are given access to technical and professional resources to help them flourish. The contest is renewed each year. This ensures a steady stream of new businesses to infuse life into the street.

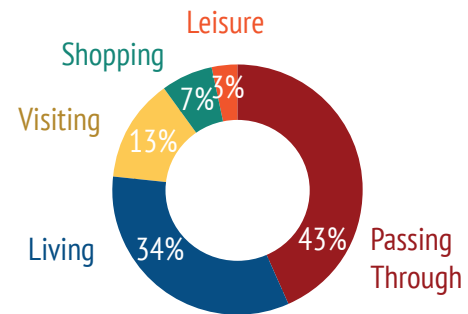
In Sioux Falls, South Dakota, the Downtown Sioux Falls Retail Incubator Program is offered to new retailers that establish in the downtown. The program requires that retailers adhere to certain conditions, such as completing mentoring programs using a specified accountant, sharing sales and inventory information, and complying with certain hours of operation. The program awards subsidies to cover the shopkeepers rent over a period of 18 months. For the first 6 months, the subsidies will cover 50% of the rent, up to a maximum of \$830/month; for the next 6 months, the subsidies decrease to 33% of the rent or a total of \$560/month; and for the last 6 months, the subsidies decrease again to cover 17% of the rent, or a maximum of \$275/month. This program is successful in providing a transition period for small businesses to become financially viable.



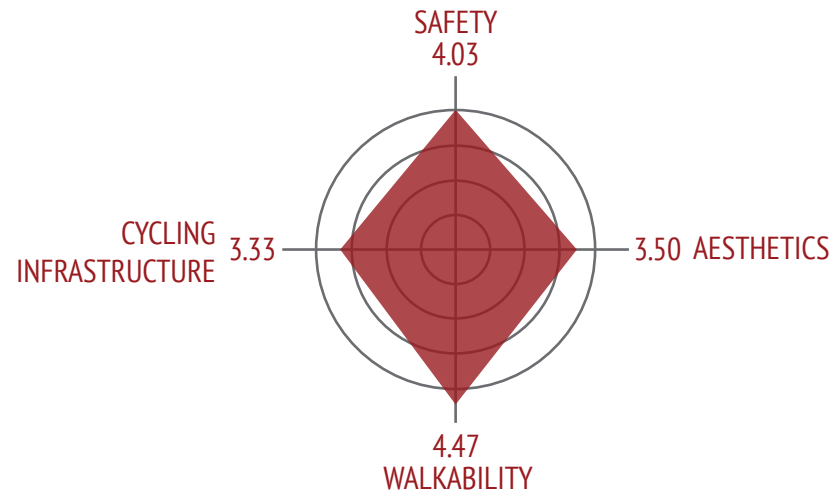


COMMUNITY SURVEY

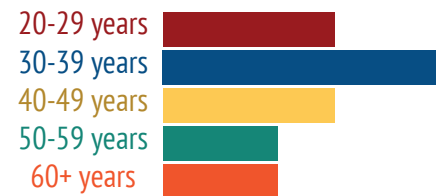
PURPOSE OF USAGE



SATISFACTORY RATINGS



AGE OF RESPONDENTS



COMMUNITY SURVEY RESULTS

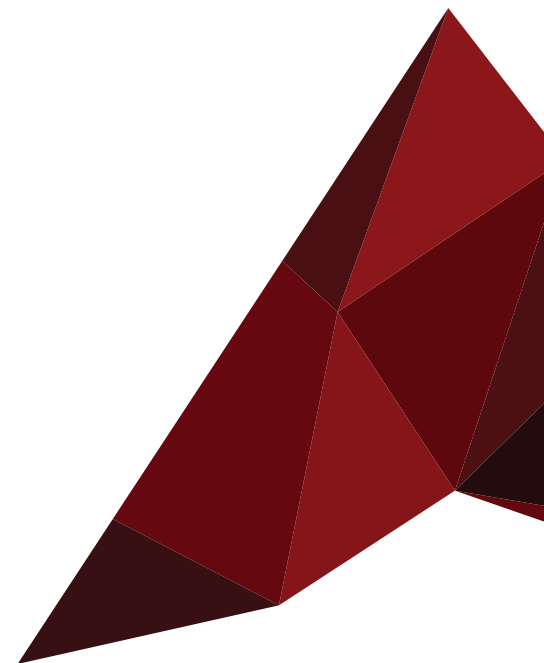
Our team has conducted a brief on-site survey with pedestrians travelling along Armstrong Street in order to gather some information and comments from the users of the street. The survey was conducted on Tuesday, October 6, 2015 from 4:00 PM to 5:30 PM. There were 30 responses in total and all were included in the analysis.

A third of the respondents were residents of Armstrong Street, while 43% of them live in the neighbourhood and were passing through the street. Most respondents were satisfied with the safety and more so with the walkability of Armstrong Street, while many were more reserved about the aesthetics and the cycling infrastructure of the street.

When asked of their favourite features of the street, the responses followed several major themes, including the friendliness of neighbours, the quietness compared to Wellington Street West, the parks and green spaces, proximity to Wellington Street West and the Parkdale Market, and the diversity of people in the neighbourhood.

When asked of their least favourite features, the responses focused on the fast and busy traffic, as well as the construction along Wellington Street West. Some expressed concern with the lack of maintenance of the parks and safety especially at night. Nonetheless, many respondents were satisfied with the street with no negative comments.

63% of the respondents were female and a third of the respondents were estimated to be in the ages of 30-39.



COMMUNITY SURVEY



WORD CLOUD

People's least favourite factors about Armstrong Street





STAKEHOLDER CONSULTATION



Armstrong St looking towards
Wellington West St



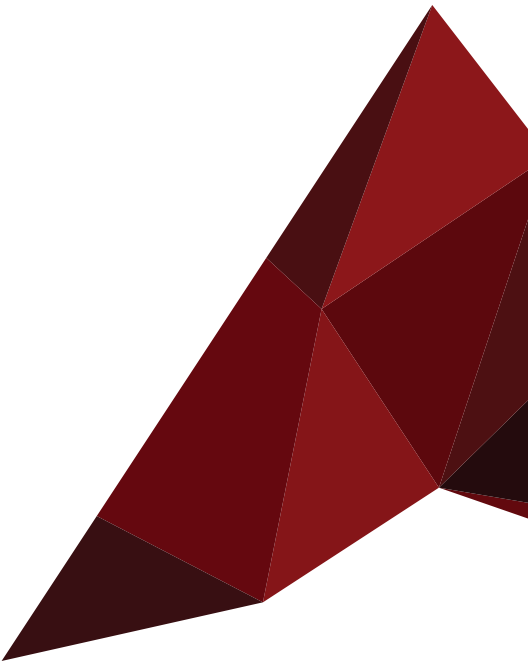
Streetscape on Armstrong St



Bike path on Armstrong St & Garland St

A SUMMARY FROM THE STAKEHOLDER CONSULTATION

More commercial uses than what the small-c zoning permits are needed	The current small-c zoning is appropriate on Armstrong	More commercial uses are inappropriate on Armstrong
Residential and commercial landowner Commercial uses should be permitted throughout the street. To further incentivize new mixed developments, property owners building commercial on the first floor should benefit from bonus permitted heights. Current parking lots are very valuable.	City Councillor The Councillor is concerned that Wellington Street West is losing its unique shops and wants to make sure his ward has affordable commercial spaces for new businesses. He is concerned about national brands coming onto Wellington, pushing out local retailers. He believes the small-c zoning is versatile enough. Development will pay for cycling infrastructure.	HCA member Commercial uses may keep on creeping into residential areas, pushing residents out. He does not want to see bars and restaurants on Armstrong, and wants controlled heights.
HCA member The proposed zoning doesn't offer enough flexibility. Armstrong should not have a consecutive row of small-c properties.	City of Ottawa Planner The approach involved looking at areas where commercial didn't exist, the function of streets, connectivity, evolving areas, neighbourhood-serving commercial uses. Armstrong Street jumped out.	HCA member Concerned about more commercial uses in the area, pushing out residents. There was not enough consultation with the public, which is why the holding symbol study is necessary.
	Real estate agent Small neighbourhood businesses, such as a local barber and other personal service businesses are important to the street. There may not be enough traffic to sustain commercial uses on Armstrong.	



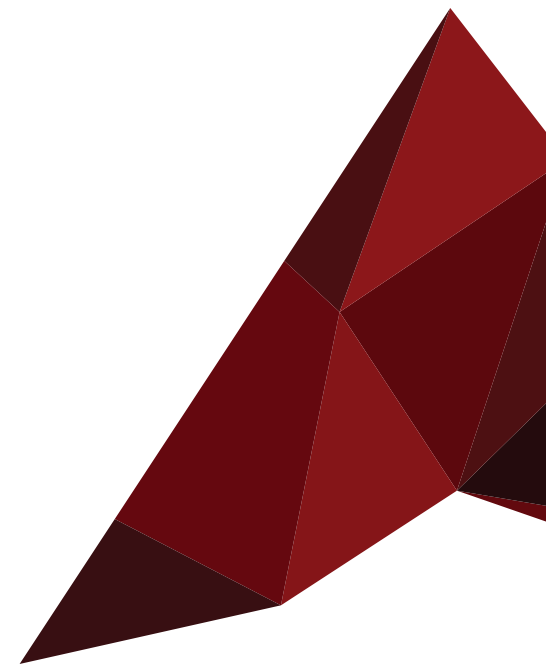


SWOT ANALYSIS

SWOT ANALYSIS

After gathering background information, conducting surveys with users of Armstrong Street and consulting various stakeholders, Atelier prepared a SWOT analysis. The analysis was performed in terms of the residential and commercial development potential of the street. The study area's main strength is its enviable location in Ottawa, as well as its diverse and engaged community. The built environment represents the most important weaknesses of Armstrong Street. Many of the buildings are in need of major repairs, and the streetscape is fragmented. These weaknesses offer significant opportunities for redevelopment along Armstrong Street. Redevelopment has already occurred along the street, which has led some residents and stakeholders to be concerned about gentrifying forces displacing existing lower-income residents. The complete SWOT analysis can be found below.

STRENGTHS	• Proximity to Wellington • Proximity to downtown • Proximity to transit • Calm • Diversity of residents (income, age, family structure) • Established neighbourhood • Access to green space/parks • Access to playgrounds • Sense of community • Access to social services • Safety • Community and political will
WEAKNESSES	• Traffic, speeding cars • Narrow sidewalks • Lack of bike infrastructure • Poorly maintained buildings • Past bad reputation • Fragmented • Aesthetically displeasing • Deteriorating infrastructure
OPPORTUNITIES	• Diversity in building stock (age and type) • Vacant/underutilized land • Vacant commercial units • Lower commercial rents than Wellington West • Arts District in Hintonburg
THREATS	• Differences in opinion on commercial uses • Rising rents and price of homes • Homogenization in the population caused by rising rents/gentrification • Over-commercialization of Armstrong • Businesses off Wellington currently not performing well • Development pressures on affordable rents • Potential increase in traffic due to Scott Street LRT





CONCLUSION



Parkdale Park, Armstrong St



79 Armstrong St Residential Buildings



61 Armstrong Street looking towards Wellington West St



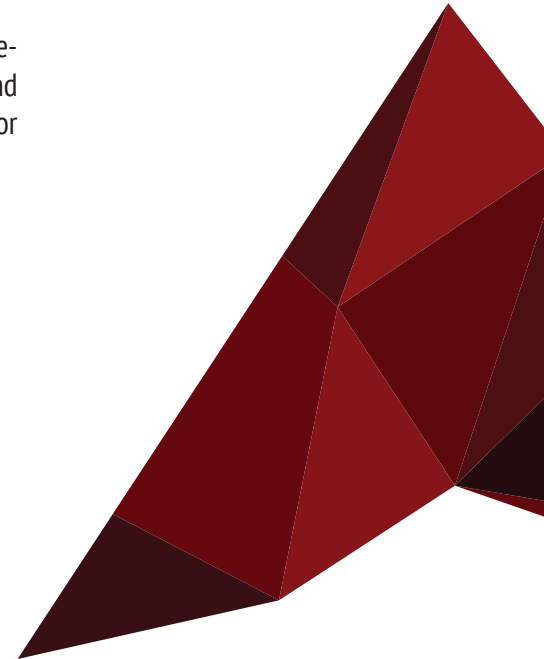
Merton St & Armstrong St crossroads

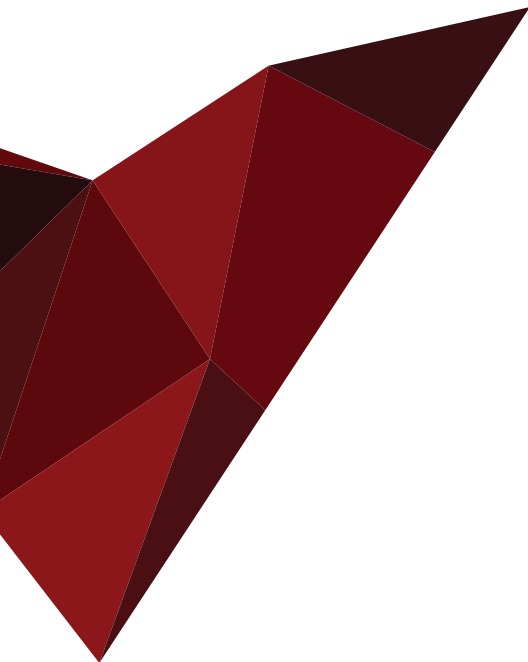
CONCLUSION

Atelier has developed 5 strategic objectives that will guide us through the next phase. They were derived from extensive research, stakeholder consultations, and results from the SWOT analysis. These objectives represent the major directions that we feel should guide future development along Armstrong Street. In our future work, we will strive to ensure these objectives are met. The strategic objectives are:

- Creating a safe and complete street
- Reaching a balance between residential and commercial uses
- Ensuring the vitality of local businesses in the area
- Preserving the diversity of residents through affordable housing options
- Promoting social equity

Armstrong Street is a dynamic and well-loved street. Residential redevelopment of run-down buildings is underway. Attention will therefore need to be directed towards mitigating any negative impacts of the commercialization of the area and increasing residential and commercial rents. These key findings will guide Atelier's recommendations in the next stages of the project. As we develop scenarios for the public consultation, the strategic objectives will serve as the foundation to our work.





APPENDIX A:
COMMUNITY
SURVEY
QUESTIONS

ARMSTRONG STREET SURVEY QUESTIONS

What is the purpose of your trip on Armstrong Street today?

- ☐ I live on Armstrong
- ☐ I work on Armstrong
- ☐ I am shopping/running errands on Armstrong
- ☐ I am passing through Armstrong
- ☐ I am here for leisure activities
- ☐ I am visiting
- ☐ Other

How did you get to Armstrong Street?

- ☐ Walking
- ☐ Cycling
- ☐ VeloGo/Right Bike
- ☐ Public Transit
- ☐ Driving
- ☐ Other

What are your favourite features about Armstrong Street?

What are your least favourite features of Armstrong Street?

What is your postal code / age / gender?

How satisfied are you with the following aspects of Armstrong Street?

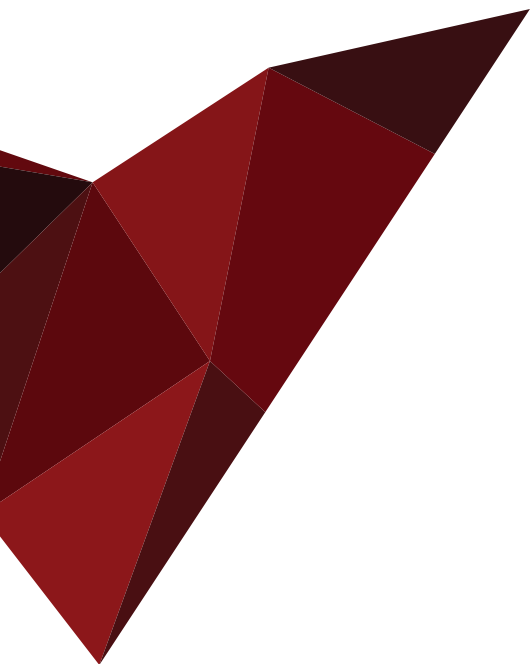
	Not satisfied	Somewhat satisfied	Neutral	Somewhat satisfied	Very Satisfied
Safety					
Aesthetics					
Walkability					
Cycling Infrastructure					



Armstrong St residential buildings



Parking lot on Armstrong St



APPENDIX B: PERMITTED NON-RESIDENTIAL USES

Traditional Mainstreet Zone	General Mixed Use Zone	Local Commercial Zone	Residential Neighbourhood Commercial Suffix (small c)
animal care establishment	animal care establishment	animal care establishment	artist studio
animal hospital	animal hospital	animal hospital	convenience store
artist studio	artist studio	artist studio	instructional facility
bank	bank	bank	medical facility
bank machine	bank machine	bank machine	personal service business
catering establishment	catering establishment	community gardens	restaurant
cinema	community centre	community health and resource centre	retail food store
community centre	community garden	convenience store	retail store
community garden	community health and resource centre	day care	
community health and resource centre	convenience store	drive-through facility	
convenience store	day care	instructional facility	
day care	diplomatic mission	library	
diplomatic mission	drive-through facility	medical facility	
emergency service	emergency service	municipal service centre	
home-based business	funeral home	office	
home-based day care	home-based business	personal service business	
hotel	home-based day care	post office	
instructional facility	instructional facility	recreational and athletic facility	
library	library	restaurant	
medical facility	medical facility	retail food store	
municipal service centre	municipal service centre	retail store	
museum	office	service and repair shop	

Traditional Mainstreet Zones	General Mixed Use Zone	Local Commercial Zone	Residential Neighbourhood Commercial Suffix (small c)
office	personal service business	small batch brewery	
park	place of assembly		
parking garage	place of worship		
personal service business	post office		
place of assembly	recreational and athletic facility		
place of worship	research and development centre		
post office	residential care facility		
recreational and athletic facility	restaurant		
research and development centre	retail food store		
residential care facility	retail store		
restaurant	service and repair shop		
retail food store	shelter		
retail store	small batch brewery		
school	technology industry		
service and repair shop	training centre		
small batch brewery			
theatre			
training centre			

