



SUMMER 2008 | ISSUE #2

# Downtown Innovation Hub

## Major economic development project being proposed in Downtown Rideau

A major economic development project is being proposed in Downtown Rideau to recapture the innovation character of the Capital. The 'Ottawa Innovation Hub', is an initiative led by The Ottawa Partnership (TOP), with the intent of bringing entrepreneurs, researchers, public officials and professional and creative service providers together in a single location.

The Hub's preferred location is in Downtown

Rideau, at 10 Rideau Street. "This location allows entrepreneurs to immerse themselves in a vibrant and creative environment. It is located in the Arts Precinct, and is in close proximity to many great facilities and amenities," said Jeffrey Dale, President and CEO of the Ottawa Centre for Research and Innovation (OCRI). The Hub will be a place where entrepreneurial drive, untapped intellectual property assets, G-8 connections and marketing savvy converge to create the next generation of companies that expand rapidly to capture international markets, create jobs and build wealth for Ottawa and Ontario. The City of Ottawa will work with OCRI to create an Innovation Hub downtown that will help drive future development activities to creating new developments that support innovation and cultural based activities in the region. In addition to office space, the Hub will congregate professional, legal, intellectual property, accounting, and financial services into one location. This



10 Rideau Street.

initiative greatly compliments Downtown Rideau's branding as an Arts and Cultural district and builds synergy toward our vision for the area. The DRBIA is very supportive of positioning the innovation Hub in Downtown Rideau and is offering our assistance to OCRI and the City on this initiative.

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## City makes changes to bars by-law

The Downtown Rideau Board of Management (DRBM) has recently reconsidered their request to be excluded from the by-law boundary which would prohibit the expansion of bars and nightclubs in our district. The by-law was proposed in hopes of fixing current loopholes in zoning rules, and would prohibit the creation or expansion of

nightclubs, bars, restaurants, dining-lounges and club uses in the By-Ward Market and Downtown Rideau. Initially, The DRBM requested to be excluded from the by-law boundary. They felt while Downtown Rideau is in a critical state of revitalization, and restrictions such as this could pose deterrents to property development

and leasing efforts. A recent change in the definition of nightclubs however, has permitted the DRBM to reconsider its position and opt to remain in the by-law boundary. The new definition will freeze the number of drinking establishments in the area by preventing small bars and restaurants from merging into dance clubs.



Peggy DuCharme

## From the Executive Director

**W**hile the rest of the province is experiencing an economic slowdown, Ottawa is once again proving to be resilient in bucking the economic trend -- and Downtown Rideau is holding its own as members report strong sales this summer. Strong growth in the federal public service and the broader public sector, which includes education, health care and social services, has also been a big employment driver for our local economy. The

challenge ahead is to plan accordingly between the peak summer tourism season ending and the Christmas season beginning.

The DRBIA board and committees will be monitoring the economy closely in the ensuing months to assess our programs and initiatives, and make any necessary adjustments to best support our members in the months ahead.  
- Peggy DuCharme

### IMPORTANT PHONE NUMBERS

**Police | 911**  
Life-threatening  
Crime-in-progress

**Police | 613-230-6211**  
Emergencies

**Police | 613-236-1222**  
Inquiries/dispatch

**Fire | 613-580-2860**

**City 311**  
Parking  
Noise  
Bylaw  
Complaints

**Transit Special Constables | 613-741-2478**  
OC Transpo

**City | 613-580-2424 Ext. 41438**  
Property Standards

**Downtown Patrol | 613-744-1194**  
(Apr-Oct) Capital Security

**Youth Outreach | 230-4663**  
OGH Street Team

**Outreach Van | 859-2124**  
Salvation Army

**Councillor | 580-2482**  
Georges Bédard, Ward 12

**BIA Office | 241-6211**

### DRBIA Committees

The DRBIA is always looking for enthusiastic members to sit on our committees. Please contact the BIA if you are interested in joining one of the following committees:

#### Marketing Committee

**Donna Williams (Chair)** - Theatre Manager, Ottawa Arts Court Foundation

**Allanah Sheilds-Thompson** - Marketing Director, Rideau Centre

**Beth Monaco** - Manager, Ottawa Little Theatre

**Michel Larose** - General Manager, Caisse Populaire

#### Safety Advisory Committee

**Michael Balfour (Co-Chair)** - Loss Prevention, Fairmont Chateau Laurier

**Brian Kennedy (Co-Chair)** - Loss Prevention Manager, Hudson's Bay Co.

**Philip Powell** - Markets Manager, City of Ottawa

**Craig Calder** - Enforcement Coordinator, Ottawa Bylaw and Regulatory Services

**Jenn McGrath** - Manager, McDonald's Canada

**Gord Robinson** - Superintendent, Transit Special Constable Services, OC Transpo

**Gord Diamond** - Resident, St. George Condominiums

**Staff Sergeant Paul Johnston** - Ottawa Police Service

**Elsbeth McKay** - Executive Director, Operation Go Home

**Brian McQuaid** - President, M. McGrath Canada

**Bill Smith** - Owner, Minglewoods Tap & Grill

**Gary Nixon** - Security Manager, Viking Rideau Corp.

**Leitte Duguay** - Coordinator, Youth Services Bureau

**Mike Guertin** - Capital Security & Investigations

### Board of Management

**Brian McQuaid — Chair**

President, M. McGrath Canada Ltd.

**Ken Goodhue — Vice-Chair**

Partner, Highlander Pub

**Jonathan Freedman — Treasurer**

President, Equity Management

**Donna Holtom — Past Chair**

Owner, Holtz Spa and Santé Restaurant

**Georges Bédard — Councillor**

Ward 12

**Linda Balduzzi**

Executive Director, Arts Court Foundation

**Rafael Ballester**

General Manager, Novotel Hotel

**Cindy VanBuskirk**

General Manager, Rideau Centre

**Jean Letellier**

Owner, Letellier Shoes

**Beth Monaco**

General Manager, Ottawa Little Theatre

**Bill Smith**

Owner, Minglewoods Tap & Grill

**Kevin Jackson**

Owner, Giant Tiger

**Dianne Morrison**

Executive Director, Ottawa Mission

**Kathryn Macdonald**

Director of Operations, The Westin Ottawa

**Mo Charania**

Vice President, Jubilee Fine Jewellers

# Breaking News

## Parking study



Parking signage found in Downtown Rideau.

Recently, the DRBIA conducted a *Customer and Merchant Survey* as part of our Rideau Street Parking Study. The study was conducted in hopes of facilitating the return of on-street parking to Rideau Street and restore its rightful place as one of Ottawa's primary commercial mainstreets. The findings from the survey authenticate the need for an expansion of the supply of metered, on street parking in Downtown Rideau, especially along Rideau Street between Sussex Drive and King Edward Avenue.

The survey findings complement and verify those contained in the 1994 Retail Action Plan report (RAP).

14-years later, the lack of parking on Rideau Street has still not been addressed. Meanwhile, millions of square feet of retail and personal service space

has been built in competing suburban areas that offer free, unlimited parking. Now that city staff and politicians have expressed their support for a rapid transit system that includes an east-west light rail line with a downtown transit tunnel, there is opportunity to finally resolve the transit priority related strains that continue to negatively impact the vitality and vibrancy of Rideau Street. During the study, one fairly common lament from Rideau Street merchants was that all the planters and other street furniture should have already been removed and the street put back to its original pre-1981 configuration : six lanes wide with parking lanes at the curb and four lanes for traffic.

## Transit loop thwarted

The DRBIA and several of its member stakeholders adjacent to the Nicholas/Daly/Waller quadrant successfully thwarted city transit staff's plans to turn Nicholas Street into an OC Transpo transit loop. Transit Committee directed city staff to consult with affected Downtown Rideau stakeholders including the BIA, Ottawa Congress Centre, Rideau Centre and Arts Court. A thorough review of the transportation network system (demands and impacts) in Downtown Rideau is overdue. The DRBIA has pursued this review several times over the years -- to no avail. Instead, the area has been subjected to various city departmental "isolated tweaking".

As part of this process, the DRBIA prepared maps illustrating property development and transportation network impacts in Downtown Rideau in the last 3 years, which continue to remove opportunities for permanent solutions, not only for transit, but the entire transportation network within, and adjacent to, our district. As a result, city staff are considering other options to resolve their service requirements. Watch for updates on this issue in ensuing months.



Proposed transit loop site on Nicholas Street during afternoon peak traffic.

## On The Street

### Another condominium in Downtown Rideau

Another residential condominium tower, containing 103 units will soon be found in Downtown Rideau. A recent application has gone in proposing to construct a new, 14-storey, residential condominium located mid-block on the south side of Besserer Street between Cumberland Street and King Edward Avenue. Two ground floor retail units are proposed on each corner of the building, and will front onto Besserer Street. Underground parking will also be provided from a shared driveway located on the abutting property at 200 Besserer Street. The proposed condominium will also share certain recreational facilities with the abutting property.

### Study recommends Kettle Island bridge

A National Capital Commission (NCC) study recommends a new interprovincial bridge at Kettle Island that would remove truck traffic from Downtown Rideau. This is the 3rd study/judgement in the last 2 decades to come to this conclusion, including the 1999 legal appeal by the DRBIA to the provincial level that protected the Kettle Island corridor for this future purpose. Any bridge is at least 10 years away. Voice your support for Kettle Islands by visiting [www.ncrcrossings.ca](http://www.ncrcrossings.ca).

### Congress Centre design to be gateway to Downtown Rideau

Two Major consortiums who qualified to submit proposals to demolish the existing Ottawa Congress Centre (OCC), and design, build, and finance a new state-of-the-art facility on the existing site are, to design the facility as the entry to the downtown core, which will begin an important process of renewal our area. The proposed designs have to capitalize on the spectacular views of the Rideau Canal, Parliament Hill, and as well, create a monumental new facility that will add to the significance of this historic location. The 200,000 sq ft, \$169 million project is in the final stages of the procurement process. Demolition of the existing OCC is expected to being in late September 2008.

## From The Safety Committee Downtown Patrol prevails



Downtown Patrol officers on bike patrol in Downtown Rideau

The Downtown Patrol has continued to work hard patrolling our district throughout the busy summer months. An increase in the number of officers on duty, as well as the addition of bike patrol, has proven to have had a positive impact and has shown a significant decrease in the street related incidences in our district.

The seasonal Downtown Patrol Officers are provided by the DRBIA and will continue to patrol our district through to the end of October.

## Kindness Meters raise over \$4,000

As part of the Give Smart Ottawa Campaign, six kindness meters have been strategically placed in Downtown Rideau and the Byward Market. Money collected in these meters is given to community groups dedicated to providing services and resources for the homeless. Since November 2007, over \$4,198 has been collected to help Ottawa's homeless.



Locations of the six Kindness Meters placed in Downtown Rideau and the Byward Market

## Transit Special Constables: proud community partners



OC Transpo Transit Special Constables

Transit Special Constables are always proud to visit Rideau Street and take part in Ottawa Police Services Blitzz. Special Constables form part of the Transit Law Enforcement team that includes Transit Fare Enforcement Officers who check fares, and Communications Officers who monitor surveillance cameras, answer emergency calls and dispatch assistance.

The Transit Special Constables can be reached, 24 hours a day at 613-741-2478.

## Police Report

### Zero tolerance enforcement a success

Ottawa Police Service Central East neighborhood officers, along with Ottawa By-Law services, OC Transpo Special Constables and the Ontario Alcohol Gaming Commission recently conducted a Zero Tolerance enforcement of federal and provincial laws in Downtown Rideau, the Market and Vanier.

Officers patrolled on foot and on bicycles targeting alcohol related offences, unruly behavior and ensuring that licensed establishments were complying with the regulations of their permits. This is part of an enforcement campaign conducted periodically to address inappropriate behaviors partly in response to complaints from area residents, community associations and area BIAs.

A total of 349 Provincial Offence tickets were issued (including Open Liquor, Public Intoxication, Highway Traffic Act, Safe Streets Act and Trespass to Property Act charges) and 69 criminal charges (including prostitution related offences, causing a disturbance, possession of drugs, breaches of prior release and two warrants for wanted persons) were laid.



**OTTAWA POLICE SERVICE**  
**SERVICE DE POLICE D'OTTAWA**

*Working together for a safer community*  
*La sécurité de notre communauté, un travail d'équipe*

### Police still searching for hit and run suspect

The Ottawa Police Service has obtained surveillance camera footage of the vehicle involved in the Hit and Run collision on Sunday, July 13th at Colonel By and Rideau Street. With the help of witnesses, the Collision Unit investigators have been able to confirm that the vehicle seen in the footage is that of the red Mazda RX-8 involved in the fatal collision. Investigators are also confirming that the red Mazda has a sunroof and it was open at the time this footage was taken. Collision Unit investigators have turned over the surveillance camera footage to the Ottawa Police Forensic Imaging Section to possibly enhance the plate number on the red Mazda RX-8.

*Anyone with information in relation to this matter should contact the Ottawa Police Service Collision Investigation Unit at 613-236-1222 ext. 2471 or 2481 or Phone Crime Stoppers at 613-233-8477 (TIPS) or toll free at 1-800-222-8477.*

## From The Marketing Committee New website to launch soon

The DRBIA's newly redesigned website is in the final stages of production and is expected to be up and running by the end of the October. The site launch has been slightly delayed due to design revisions.

This exciting new design serves as an excellent new communication tool between the DRBIA, the public, and our members.

The site will provide the public with an opportunity to learn more about Downtown Rideau and all of our attributes. A complete list of our destinations in shopping, dining, culture and entertainment will serve as a helpful tool for anyone looking to quickly and easily find the business they are looking for.

Up to date announcements will keep you current on pressing issues in our community, and the 'What's On' Section provides a calendar of events to ensure you don't miss any of the exciting activities taking place in our district. The site will also allow

electronic access to all of our publications, including newsletters, annual reports, and pamphlets; as well as detailed information on our *clean* and *safe* programs.

Weekly *surveys* will allow members and the public to voice their opinions on pressing issues, and provide feedback to the DRBIA.

The *members* section provides all of our members with an opportunity to submit their own information, productions and events. This section will also allow members to receive specific member bulletins, keeping you up to date on issues most relevant to you. It will allow you to discuss ideas and concerns with one another, as well as receive detailed statistics on business in the district.

The DRBIA would like to congratulate the marketing committee on designing an innovative and informative site. Stay tuned for the official launch of [www.downtownrideau.com](http://www.downtownrideau.com).

## DRBIA sponsors Ottawa International Animation Festival

The DRBIA is proud to once again sponsor the 37th annual Ottawa International Animation Festival (OIAF), one of its members. The OIAF is the largest event of its kind in North America, attracting film buffs, art lovers, filmmakers, and cartoon fans from around the world to the nation's capital and Downtown Rideau. This years competition received a



record-breaking 2150 entries, of which 105 were chosen. These films will be representing 70 countries world-wide. An additional 26 films will be shown in out-of-competition showcase screenings. This years Festival will be taking place from September 17-21. For more information visit <http://ottawa.awn.com>

## Canada Day still Tops in Downtown Rideau



Blue skies, great entertainment, and exceptionally warm weather were a factor in drawing thousands of people to Downtown Rideau this past Canada Day. Crowds estimated at over 200,000 enjoyed the celebration, which was put on by the DRBIA, in partnership with Top of the World.

## New maps and brochures coming this fall

As part of an innovative marketing plan for 2008 and to compliment the DRBIA's new marketing and communications strategy, we will be distributing two new promotional materials this fall. The first is a lure brochure, which will serve as a useful tool to help drive people to our district. The brochure will feature images from a variety of destinations in Downtown Rideau, and will be a resourceful tool for those looking to visit our district. The second is a tear-off map, which will be available

at all major hotels and attractions in the area. This will be helpful to those who may not be familiar with the area and will feature key destinations in Downtown Rideau, providing anyone who reads it with information on where, and how, to find their favourite business. Both of these materials will highlight Downtown Rideau as Ottawa's destination for shopping, dining, culture and entertainment, and will feature a full directory of our businesses. *Look for these exciting new materials this fall.*



Sample design of Downtown Rideau homepage.

## At City Hall Councillor's Report



Downtown Rideau Ward  
Councillor,



2008 marks the start of a new approach to emergency shelters, group homes, and some social services in Ottawa. Learning from some of the

failures in the City of Ottawa and some of the successes in other cities, the Comprehensive Zoning by-law that recently passed, now limits the sizes of homeless shelters and group homes, and increases the minimum distance between shelters to 500 metres.

New zoning, new regulations and new funding rules will limit the number of shelters in Rideau-Vanier ward to what already exists and prohibit certain types of social service centres from opening in some residential and commercial areas in the future. The new zoning bylaw now allows small shelters and group homes to locate in other parts of the city where they were previously not permitted.

Getting to this point has taken many years and plenty of by-laws, studies, and consultations and input from the BIAs, community groups, and residents have been instrumental in convincing the rest of city council. While Ottawa was struggling with a homelessness problem that only seemed to get worse, other cities had dramatic successes by reversing the "policy of containment" and adopting a "policy of dispersal". There, both the formerly homeless and the communities in which they live are now a lot better off. Their strategy was to not treat the homeless as a problem that needs to be contained, but as people in dire need of housing.

The City is now moving in the same direction. This new zoning bylaw indicates at least a tacit recognition that the concentration of temporary shelters along with social services breeds social conditions that create problems. This welcome change to the bylaw and the shift to developing permanent solutions should prevent further problems from occurring. Now, let's look forward to the day when the majority of shelters are no longer required.

## Maintenance Report

### New Operations Manager

The DRBIA is pleased to announce that we have hired Richard Gratton, as our new Operations Manager. This is a newly created position that will be responsible for implementing and managing the DRBIA's Clean and Safe programs, and building public and member awareness of these programs and other BIA initiatives. As the Operations Manager, Richard will conduct weekly inspections of our district to ensure that any streetscape or property issues are immediately taken care of, as well as maintain positive community relations with all Downtown Rideau Stakeholders. Richard's friendly personality and strong professional background are sure to make a wonderful edition to the BIA team!

### Hiring street youth for maintenance jobs



Gerald and Adrienne of Operation Go Home planting flowers for the DRBIA at The Underpass

## ED appointed to International Board

The DRBIA is pleased to announce the appointment of Executive Director, Peggy DuCharme to the board of the International Downtown Association (IDA) in the position of Ex-Officio, – International component. "This is the first time IDA has offered this position to someone from North America.

"We feel Ms. DuCharme is an ideal candidate for this position given her location in Canada's national capital, her leadership in raising the profile and networking of BIAs in Canada, her initiative to formalize a national association of BIAs, and her

involvement with the Ontario BIA Association," said David Feehan, IDA President.

Founded in 1954, the International Downtown Association has more than 650 member organizations worldwide including: North America, Europe, Asia and Africa. Through their network of committed individuals, rich body of knowledge and unique capacity to nurture community – building partnerships. IDA is a guiding force in creating healthy and dynamic centers that anchor the well being of towns, cities and regions of the world.

## Graffiti Removal Program

Since the implementation of the Ward 12 Graffiti Removal program, vandalism has decreased significantly in Downtown Rideau, and its BIA members consider this program funding to be money well spent. The program allows the BIA, with the help of our supplier, Goodbye Graffiti, to paint over graffiti, or have it professionally removed from properties in Downtown Rideau, at the expense of the BIA. If you are a property owner, manager, or tenant located in Downtown Rideau, you can easily participate in the Graffiti Removal Program. All that is required of you is to sign and return a waiver agreeing to participate in the program.

contact: [operations@downtownrideau.com](mailto:operations@downtownrideau.com).

## Spotlight on businesses

**Sephora** | Rideau Centre, 3rd level | 613-567-1830



The eagerly anticipated Sephora store is the first one in Ottawa and opened its doors just this past May. The leading retail beauty chain in Europe, Sephora offers the finest in cosmetics, facial skin care and fragrance. It has more than 750 stores worldwide and carries a wide range of popular brands including Bare Escentuals, Benefit, Smashbox, Sephora, and many other great lines. The shop targets all age groups, and the selection of great products seems endless. There are many helpful staff members on hand to answer questions about the different lines and help you choose the product that's right for you. Stop by to browse this enormous store, but make sure to give yourself enough time...you might be there for awhile!

**Highlander Pub** | 115 Rideau Street | 613-562-5678



Ottawa's most unique patio is right here on Rideau Street! Even if you're not a regular at the Highlander Pub, you've probably seen their newest feature gracing the popular patio: the gigantic upside down umbrellas! These bright yellow umbrellas are imported from Germany and are the first of its kind in Ontario. Instead of several tiny umbrellas covering each table, there are only a few of these enormous (upside-down) umbrellas, which cover a lot of space and look so unique. They definitely add character to the patio. The Highlander offers a great authentic traditional Scottish pub atmosphere to enjoy a drink with friends. Stop by for a drink and snack on the patio to enjoy the rest of summer before the weather gets cool and those fancy umbrellas come down until next year!

**Letellier Shoes** | 146 Rideau Street | 613-241-6557



This past Spring Letellier Shoes, one of Ottawa's oldest Shoe stores, took over an empty storefront right beside their store and expanded along Rideau Street. Letellier is a family-owned shoe store which has been offering quality footwear for over a century! Now in its 4th generation, the Letellier family is celebrating its 111th year in business this year. Although it's changed its location a few times over the years, Letellier Shoes has always remained right here on Rideau Street. Their newly expanded store looks terrific and much more spacious, allowing for roomier browsing and a larger selection of great shoes for both men and women. As always, Letellier prides itself on their great customer service. Along with their quality footwear, their friendly staff has been bringing back regulars for years!

**The Sens Store** | Rideau Centre, 1st level | 613-231-5305



Calling all Senators fans! The hockey season is quickly approaching and it's almost time for our Sens to get back on the ice. Now you can cheer them on in style with a gigantic selection of Sens clothing and memorabilia. At the Sens Store, you're bound to find something to wear to the next game or a perfect gift for your favourite Sens fan! Planning on going to a game? You can also buy your tickets for the game at the Sens Store. Or, buy them online and then pick them up at the store when you're in the area. In addition to Sens' tickets, you can also purchase a variety of concert tickets at the store, including tickets to several local events such as Bluesfest.

Stop by The Sens Store to check out the great gear, and don't forget to ask about upcoming games or concerts!

**Second Cup** | 171 Rideau Street | 613-241-8101



If you haven't been to the Second Cup on Rideau Street for awhile, you might not recognize it next time you pop in for your cup of java. This past spring the store closed for a few weeks and, under new ownership, it was completely renovated. It re-opened again just in time for the summer season. The renovations look fantastic! The bar has been completely refurbished, the entire shop has had a new coat of paint, as well as new ceiling and lighting fixtures. The new chairs and tables look great and have been decoratively arranged to give the cafe a cozy (yet still roomy) living-room feel. This great relaxing atmosphere is perfect for sipping coffee and meeting with friends. You'll find a few comfy chairs facing the main front window, perfect for reading or studying, or just sitting back and enjoying some great people watching on a busy street corner.

## Member Highlights

**Rideau Centre, Congress Centre Westin**  
**Celebrate 25 years of partnership**



2008 marks the 25th Anniversary of the partnership of three of the DRBIA's largest members. To commemorate this milestone, the three organizations hosted a gala, recognizing all those who have helped make the past 25 years successful and memorable. The DRBIA would like to wish the Rideau Centre, the Westin Hotel, and the Ottawa Congress Centre a very happy 25th Anniversary!

**CONTACT THE BIA**

**DOWNTOWN RIDEAU**

111A Rideau Street, 2nd floor,  
Ottawa, ON, Canada, K1N 5X1

**T** 613-241-6211

**F** 613-241-8612

[www.downtownrideau.com](http://www.downtownrideau.com)

**DRBIA Staff**

**Peggy DuCharme**

*Executive Director*  
info@downtownrideau.com

Contact Peggy for:

- Ideas or concerns about Downtown Rideau
- Initiatives & programming
- Board of Directors & Committees
- Community & Media Relations

**Kelly Ledingham**

*Marketing & Admin Assistant*  
admin@downtownrideau.com

Contact Kelly for:

- Member relations
- Marketing & communications inquiries
- General inquiries

**Richard Gratton**

*Operations Manager*  
operations@downtownrideau.com

Contact Richard for:

- Clean & Safe programs
- All street and decor related issues

**WELCOME TO  
THESE BUSINESSES**

**The Nike Store**

Rideau Centre, (613) 562-2929

**Rexall Pharma Plus**

200 Rideau Street, 613-789-7884

**COACH**

Rideau Centre, (613) 562-0966

**Solo Mobile**

Rideau Centre, (613) 860-2317

**NormL**

184 Rideau Street, (613) 562-2043

**Lucky Brand Jeans**

Rideau Centre, 613-237-8994

**Rideau Street Barber Shop**

155 Rideau Street, 613-789-9333

**Competitive Insight**

185 Rideau Street, (613) 230-4077

**Jaded Pixel**

185 Rideau Street

**Starbucks Coffee**

Rideau Centre, (613) 230-0330

**Community Initiative**

**The Underpass: a new outdoor venue**

In May 2008, City Council approved a one-year pilot project that gives the Downtown Rideau Business Improvement Area (DRBIA) programming and vending license authority at the Colonel By/Rideau Pedestrian Underpass. Located in the high profile and esteemed Western Gateway to Downtown Rideau, The Underpass is the connection point between the City's urban core and it's Parliamentary Precinct.

The DRBIA in partnership with the Ottawa Arts Court Foundation (OACF) has turned the space into the City's newest outdoor



Man Overboard showcase their musical talent at The Underpass

urban performance and exhibit venue. Programming at The Underpass official began on July 21st, and has offered local performing, visual, literary and media artists and artisans the opportunity to present and sell their art, while creating an environment where art and public interact to nurture an arts appreciative community in Downtown

Rideau. The space has received countless positive feedback and has attracted numerous artists, vendors and performers. Programming at the underpass will continue until September 30th. We will be reviewing opportunities to continue programming for the remainder of this pilot year.



Artist Nadia Collins displays some of her original photographs, custom lamps and limited edition prints.



The Underpass launched with a screening put on by the Independent Filmmakers Co Operative of Ottawa. The event brought out a crowd of more than 70 people.