

Sparks Street district

Where Capital and City Meet

Sparks Street (Elgin to Bronson) is the place where the city and the Capital meet. This revitalized urban corridor provides an alternative experience to the formality and symbolically imposing nature of Wellington Street. Along its entire length, visitors enjoy a mix of indoor and outdoor services, amenities and cultural programs in the atmosphere of Ottawa's historic main street. Special lighting enhances architectural features and turns Sparks Street into an appealing evening destination. An expanded Capital Infocentre beckons visitors and informs and orients them to exciting opportunities. It is welcoming and lively, a spot where both locals and visitors arrange to meet. Close by is the Portrait Gallery of Canada, the CBC and revitalized heritage buildings. Sparks Street offers daytime and evening events, specialty retailing, and a variety of cafés and restaurants. A neighbourhood population gives the area the feel of a lively district with a distinct identity. Redevelopment of the spaces immediately to the south of Parliament Hill (across Wellington Street) focuses on commercial services supporting visitor needs. Pedestrians are drawn to the western end of Sparks Street by a high visibility and dynamic public attraction and from there, a direct route provides easy access to LeBreton Flats. Sparks Street is well connected to the ByWard Market by convenient transit and well designed directional signage. Motorcoach and city bus congestion is relieved by new transportation solutions and visitors are provided with easy-to-find parking.

Key Issue Today
After-hours and on weekends, this area lacks vitality. The western end of the mall does not have enough visitor related activities and services.



*Sparks Street is the place to meet,
to celebrate and to feel at home.*

Future programming for the Sparks Street district

- Sparks Street is where visiting Canadians experience their Capital as a distinct and vibrant urban community. Year-round, throughout the day and evening, Sparks Street is a lively and welcoming neighbourhood animated by the increased presence of downtown residents and a changing calendar of activities, many of which relate to its proximity to Parliament Hill. This area is enhanced by features such as public fountains and sheltered seating.



Artist's concept of winter evening activities on Sparks Street

- Sparks Street is a support venue for events that cannot be fully accommodated on Parliament Hill. These may include provincial-territorial theme days, citizenship ceremonies, demonstrations or political rallies, and a Speaker's Corner.
- Outdoor parties, fêtes, and events add effervescence to life along Sparks Street in all seasons. As well as hosting its own events, the district supports activities related to major festivals and events occurring throughout the Core Area. It is also enlivened by dance festivals, small stage concerts, film festivals with outdoor projection, buskers and artisan demonstrations.
- In the evening, Sparks Street offers activities to complement Parliament Hill events. The space welcomes groups such as choirs, dance troupes and chamber orchestras at both indoor and outdoor locations.