

Starting with Extensive Research and Analysis:

SITUATION ANALYSIS AND CONSULTATION WITH PARTNERS:

The planning work began with a *Situation Analysis* of the visitor experience of the Capital. More than 115 studies, reports and plans were revisited and analyzed.

Analysis of audiences and trends was especially important to future planning, highlighting social and environmental changes. It provided some understanding of who presently visits the Capital and of how audiences might change in the future. It looked at audience characteristics and told us about why visitors come to the Capital, and the sorts of experiences they enjoy when they are here. The analysis underscored something that the NCC has long recognized: **that the Capital should be more reflective of Canadian identity, in all its plurality**, through its various interpretive, commemorative and symbolic programs.

The findings from the Situation Analysis were validated, revised and augmented through consultation with stakeholders and interest groups.

Put People First

Summary Findings from the Situation Analysis and Stakeholder Consultation



Programming the Capital

1. Canadians, depending largely upon where they live, have ambivalent attitudes about the value of a visit to the Capital as a way to discover more about their national identity. The Capital is not sufficiently reflective of the increasing diversity of Canada's people and culture. The Capital should provide a thoughtful and inspiring representation of First Nations' heritage.
2. Visitors exploring the Core Area require more interpretive programming to help them appreciate and understand the significance of what they see and experience.
3. Confederation Boulevard has not yet achieved its objective of being a continuous programming

stage. Due to certain physical realities, there are significant stretches of the Boulevard without programming activities. This lack of programming critical mass does not encourage pedestrian exploration. The Gatineau portion of Confederation Boulevard, in particular, needs to acquire more prominence and importance.

4. Commemorations and public art are not sufficiently of the scale that one would expect to see in a capital city. There should be a better reflection of national artistic expression through public art and displays aimed at making Canada's Capital a City of Art.
5. Programming does not sufficiently target young Canadians through more youthful and fun activities.
6. There is unrealized potential in the Core Area to explore the theme of Canadian achievements in science, discovery, innovation, industry and technology.
7. Programming of public spaces in the Core Area is not sufficiently coordinated between municipalities, government agencies and departments, and the private sector.
8. Formal symbolic spaces in the Core Area are often beautiful but barren; more animation is required.
9. There are few things to do and ways to enjoy the Core Area in the evening and in winter.
10. The distinct francophone identity of Gatineau is not adequately promoted.
11. Visitors have a great interest in the local heritage of the Capital and these stories need to be more strongly communicated.

Foundations for the New Vision

SPATIAL ANALYSIS:

Facilitating the Visitor Experience

1. There are gaps and issues relating to basic elements of the visitor experience, especially amenities, signage, universal accessibility, and orientation.
2. Many transportation issues impact on the public experience of the Core Area: the predominance of car and truck traffic in the core, lack of space for tour buses, lack of visible public parking and the absence of public transit options designed for visitors.
3. Visitors often find it difficult to navigate the dramatic terrain and to locate pathways and routes of connection to Capital attractions. Pedestrian exploration and circulation requires more supporting services such as washrooms and water fountains.

Building a Capital for People

1. Important public and symbolic spaces lack the vitality that comes with mixed-use development with amenities and commercial establishments for residents and visitors alike.
2. The increasing frequency and size of festivals and events in the Core Area raise issues regarding site availability and capacity being exceeded, as well as the physical impact on Capital parks.
3. Visitors need to be provided with more opportunities to access, understand and explore the outstanding natural landscape of the Core Area, particularly the Ottawa River.
4. The Core Area should be better prepared and equipped to accommodate increasing numbers of senior visitors, many of whom may have diminishing physical capabilities.
5. Public access to important symbolic spaces will be challenged by increasing concerns about public security.

Make Spaces Work Better

Summary Findings from the Spatial Analysis



There is a need to:

1. Increase physical connections to and awareness of visitor amenities, and identify areas that will benefit from additional amenities.
2. Ensure clear, distinctive, and well-placed orientation and wayfinding measures.
3. Ensure strong physical links and connections from one area to another, with clearly identified signage.
4. Enhance the means of getting around in the Core Area and between sectors. Accommodate pedestrians and vehicles, including bicycles, public transit and other alternative modes.
5. Recognize opportunities associated with seasonal changes, and accommodate changes in the use and availability of visitor sites and amenities.
6. Plan the visitor experience to support and accommodate movement to destinations beyond the core perimeter into the wider Capital Region.

A *Spatial Analysis* was also conducted. It assessed the current public experience of the Core Area of the Capital in terms of the urban and natural geography. It examined the Core Area with reference to all the elements of a successful experience – not only the interpretive, commemorative and symbolic programs, but also the key visitor services such as conceptual and physical orientation, or complementary amenities such as parking, transportation, accommodation and opportunities for shopping and dining.