



# ART LIFTS OUR HEARTS

A CAMPAIGN FOR AFFORDABLE HOUSING FOR  
OLDER ARTS WORKERS IN OTTAWA

PAL  
PLACE  
OTTAWA



They are the people we admire on stage, in the concert hall, the dance studio or through their painting and sculpture. They are also the people who toil behind the scenes to bring art to life and into our lives. Unfortunately, many of them also face unstable housing in their later years.

# ARTISTS ENRICH OUR LIVES

## BUT MANY STRUGGLE TO LIVE IN OUR COMMUNITY

Ottawa has an affordable housing emergency, and this emergency includes our arts workers. Six out of ten arts workers worry about keeping a roof over their heads. Many women and men working in the arts live on well below-average incomes.

Most artists and arts workers are self-employed and must work part-time jobs to make ends meet. With an average annual income of \$17,300 – many live well below the poverty line. For many people in the arts, more than half their

income goes to housing needs. Owning a home, even at the peak of an artist's career, is beyond hope. Thinking about and saving for retirement can be a source of anxiety and worry. Paying rent as they grow older will be a struggle.





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**The arts can help cities attract talent, spur innovation, and grow their economies. Places that succeed in attracting and retaining creative class people prosper; those that fail don't.**

## **ART BUILDS CITIES**



**Richard Florida,  
Co-founder of CityLab**

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**Over 5,000 painters, singers, musicians, actors, performers and poets contribute to our quality of life in the National Capital Region. Many thousands of additional workers in the arts community organize, coordinate, promote and manage the art productions we all enjoy. These creative, hard-working people study here, raise their children here, and live here, among us, in our community.**

**WE LOVE  
THE ARTS**

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# WE CARE FOR LOCAL ARTISTS AND ARTS WORKERS.

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**PAL Ottawa is an arts-loving, volunteer-driven, charitable organization that exists to help make the lives of local artists and arts workers more sustainable. We care for them so they can create art that enriches all our lives.**

For a decade, we have been connecting Ottawa's arts sector members with essentials, including assistance with housing, personal care services, links to the local arts scene, and arts programming. We actively lend a hand to arts workers in need of social connections and help with their daily living through our innovative **Supporting Cast Program**.



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**“I’ve been a touring singer/songwriter for most of my life. My career looks good on paper, but the reality is that a living made through the arts is a long walk on a high wire. At this stage in my life, housing is the most precarious issue I face. I’m most grateful that PAL exists. I can sleep at night, knowing I have a safe place to land.”**

**I’M MOST GRATEFUL THAT  
PAL EXISTS. I CAN SLEEP AT  
NIGHT, KNOWING I HAVE A  
SAFE PLACE TO LAND.**



**Lynn Miles,  
Juno Award Winning Recording Artist, Ottawa**

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# WE PLAN TO CREATE A PLACE WHERE ARTISTS CAN THRIVE IN THEIR LATER YEARS.

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With the support of our community, Pal Place will be a non-profit, mixed-income home and creative environment. It will be a deeply affordable and welcoming community where creators and organizers can live and thrive as they grow older. Highly successful PAL housing communities created in Toronto, Vancouver and Stratford inspired our vision to do the same in our Nation's Capital.

## **We Have An Experienced Partner in Affordable Housing**

To make this vision a reality, we are thrilled to be partnering with **Ottawa Community Housing**, among Canada's largest affordable housing

providers. OCH will be constructing a new, large affordable housing complex designed by Hobin Architecture in the heart of Little Italy and one of Ottawa's vibrant arts neighbourhoods.

Within this exciting development, near Gladstone Avenue and Rochester Street, PAL Place will have 82 units reserved for older artists and others who have spent their lives in the cultural sector.

All apartments will be at CMHC approved affordable rates, with some further reduced for those in need. We plan to welcome our first tenants in early 2025.

PAL Place will be in a neighbourhood rich with arts and culture near the Gladstone Theatre, Enriched Bread Artists, GigSpace and the School of the Photographic Arts. Ottawa Community Housing is currently planning a mixed-use "village" nearby, close to Piazza Dante Park and the new Corso Italia LRT station.

## **Interest from the Ottawa Arts Community Is High**

By 2022, more two years before opening, over 120 arts workers have applied for the proposed 82 units, highlighting the pressing need amongst artists and arts workers for affordable housing.



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**“Creating an affordable artistic community will be a meaningful addition to our site, the surrounding community and our creative capital city.”**

# **AFFORDABLE ARTISTIC COMMUNITY**



**Stéphane Giguère, CEO,  
Ottawa Community Housing**



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### **A Welcoming Creative Community That You Can Help Bring To Life**

PAL Place will be home to a remarkable, vibrant community inspired by the creativity and passion of the people who will make it their home. Residents will include arts workers: actors, singers, dancers, designers, directors, technicians, writers, visual artists, artisans, arts administrators, and more. PAL Place will welcome ALL arts workers aged of 55 and older.

### **Our Foundation is an Innovative Housing Partnership**

PAL Ottawa has forged a unique partnership with Ottawa Community Housing. Our two organizations share a mutual vision of affordable housing for diverse populations, including our region's artists and arts workers.

OCH is the largest social and affordable housing provider in Ottawa, managing two-thirds

of the City's social housing portfolio, and is the second-largest in Ontario. OCH provides approximately 15,000 homes to about 32,000 tenants, including seniors, parents, children, couples, singles and persons with special needs. Across many communities within the City of Ottawa, OCH welcomes a diverse population of multiple languages, ethnicity, and cultures.

### **Long-Term Renewable Lease, A Range of Affordable Apartments**

PAL Ottawa plans to operate PAL Place under a 20-year renewable block lease with Ottawa Community Housing. Our 82 modern apartments will comprise studio, one-bedroom, two-bedroom, three-bedroom, and four-bedroom units, housing approximately 130 people from Ottawa's arts and culture community.

### **Creative Spaces for Artistic Expression**

Passions for creativity and performance don't end at retirement or even at a certain age, and PAL Place will be a place that welcomes artists and those who love the arts. Included in the plans are spaces for creative expression and gatherings.

### **All Affordable, Almost Half at Deeply Affordable Rates**

All PAL Place apartments will be at affordable rates in accordance with CMHC household income guidelines. However, PAL Ottawa intends to offer even lower, deeply affordable, sustainable rental rates through the PAL Place Campaign efforts. This measure will assist the most vulnerable older arts workers in our community. These are creative people who have low incomes and, in some cases, disabilities, and urgently need affordable housing.





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**“Sometimes, when it’s time to pay rent, life can get stressful. Somehow in my career, I’ve always managed to pay my way. With the costs of apartments getting higher and higher, I wonder how a young person could even think of being an actor or any kind of artist. Thank God there is something like PAL Ottawa. I want to keep working as an actor, and living at PAL Place would make that easier for sure.”**

## EASING STRESS



**Pier Rodier, Artistic Director,  
Vox Theatre**



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“PAL has the support of people out there who believe that artists have value. That’s a big part of what has improved my spirits and improved my chances of a full recovery. And I needed that so badly.”

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## VITAL SUPPORT



**Maria Hawkins, Blues Singer**

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# MODERN HOUSING

## IN A VIBRANT URBAN ARTS DISTRICT

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**Offering affordable housing to older and retired artists and arts workers within a lively arts district is a dream come true for PAL Ottawa and its many volunteers and supporters.**

**PAL Place** will be within the exciting new Ottawa Community Housing development area surrounding the future Corso Italia Station, part of Ottawa's Light Rail Transit (LRT) Trillium Line.

Residents of PAL Place will live in the heart of the Preston/ Gladstone/ Rochester neighbourhoods, near the Gladstone Theatre, where arts and culture abound. Little Italy, Chinatown, parks and recreation facilities will all be within walking distance.

Through PAL Ottawa's innovative partnership with Ottawa Community Housing, 82 units comprising studio, one-bedroom and two-bedroom, three-bedroom, and four-bedroom apartments will provide modern, energy-efficient homes to for approximately 130 people from Ottawa's artistic community.



Building design and construction at PAL Place will pursue net-zero and passive house design, the gold standard of sustainable design. In other words, the goal is for the building to produce as much electricity as it consumes through the use of solar panel banks and other means.

### **Creative Spaces for Creative People**

Many arts workers don't retire. They continue to apply their creative talent and energies to producing works that lift our hearts. A portion of PAL Place will be a creative space for residents to remain active and vibrant.

Current plans are for a 2600 square foot, multi-use space for events, performances, exhibitions, exercising, dinners, rehearsals, and a social area for gathering, including a lobby.

**“A place where arts, cultural, and creative industries have organically grown to be a defining element of the area’s identity. The District will continue to inspire arts-related uses and to encourage creative industries and the local businesses that contribute to their ecosystem.”**

The city of Ottawa describes the future Corso Italia District.







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# A DREAM COME TRUE

## IN OTTAWA'S ARTS COMMUNITY

**Art Lifts Our Hearts** is a \$2 million campaign by PAL Ottawa to make the dream of PAL Place a reality. PAL Place will improve the living conditions of hundreds of older artists and arts workers in our community through a deeply Affordable Home Fund and by constructing a unique space where creative people can continue to be creative at any age.

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### **Why Is The Goal \$2 Million?**

Research, discussions and planning have told us that that is the amount needed to ensure sustainable, affordable home-rental units and construct a vibrant Creative Space where our local artists can continue to inspire and lift our hearts.

### **How will the Creative Space at PAL Place work?**

Ottawa Community Housing will provide at least 2600 square feet on the ground floor of PAL Place, ensuring the space meets our creative workers' needs. PAL Place's Creative Spaces will be a performance, exhibition, and gathering place with a public entrance. It will include soundproofing, and hopefully, sound and lighting equipment.

### **How Are Campaign Donations Being Used?**

Generous contributions from our community will:

- a) Establish an Affordable Home Fund that will support lower rents for low-income art worker residents unable to pay market-rate housing costs.
- b) Fund the construction of creative/social spaces not being covered by Ottawa Community Housing. These particular requirements will include soundproofing for creative areas, common room amenities, workrooms, outdoor spaces, lighting, audio-visual equipment, enhanced electrical capacity, performance flooring, display wall space, seating, and storage.
- c) Support PAL Ottawa's ability to deliver services, programs and support, when needed, to the creative people in our community who have inspired and lifted our hearts.



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# PLEASE JOIN PAL OTTAWA

**by making a philanthropic investment in the lives and the wellbeing of senior arts workers who have contributed to the vibrancy of our community.**

**“Your donation is a validation of the arts as an important part of life and society. You allow us to feel our contributions matter.”**

**PAL Ottawa – Artist Relief Fund recipient**

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Natalie Stern  
Brian Toller



For more information  
or to support **PAL Ottawa's**  
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