

BY-LAW NO. 7010

BEING A BY-LAW of The City of Brandon to adopt a secondary plan for the purpose of adopting common regulatory and action policies to coordinate the long range planning of The HUB.

WHEREAS The Planning Act, C.C.S.M. c.P80 enables the adoption of a secondary plan by-law;

AND WHEREAS it is deemed expedient and in the best interest of the municipality to adopt a Secondary Plan to facilitate the long term planning of The HUB;

NOW THEREFORE the Council of the City of Brandon, duly assembled, enacts as follows:

- 1. The Secondary Plan, attached hereto and marked as Appendix "A" is hereby adopted and shall be known as "The HUB Secondary Plan".**
- 2. This by-law shall come into full force and effect on the day following the date of passage.**

DONE AND PASSED by the Council of The City of Brandon duly assembled this 21st day of February A.D. 2012.

"S. Decter Hirst"

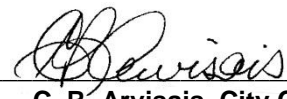
MAYOR

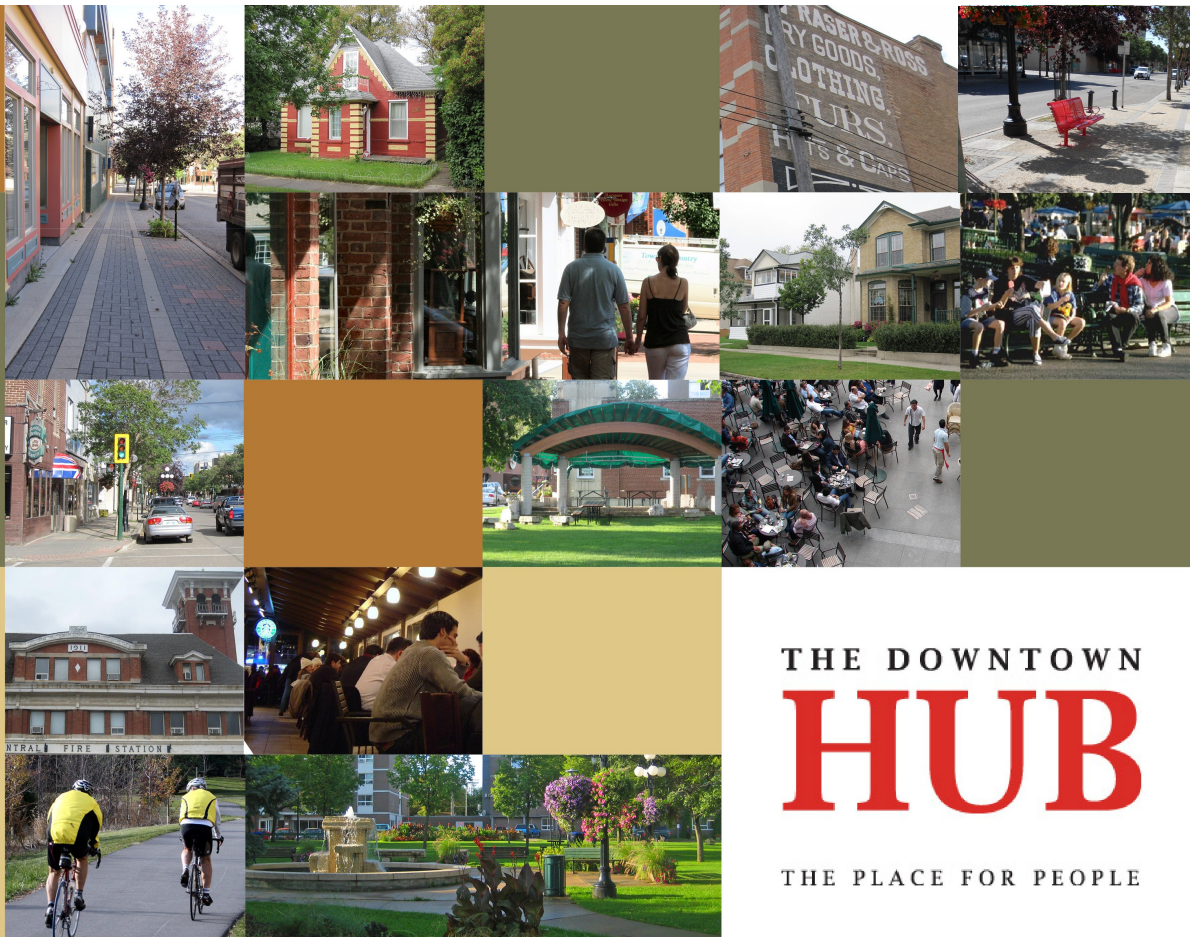
"C. R. Arvsais"

CITY CLERK

Read a first time this	28 th	day of	November	A.D. 2011
Read a second time this	21 st	day of	February	A.D. 2012
Read a third time this	21 st	day of	February	A.D. 2012

I, Conrad Robert Arvisais, Clerk of the City of Brandon, DO HEREBY CERTIFY the above within to be a true and correct copy of By-law No. 7010.


C. R. Arvisais, City Clerk



THE DOWNTOWN
HUB
THE PLACE FOR PEOPLE

**THE HUB SECONDARY PLAN
APPENDIX A OF BY-LAW NO. 7010**

Prepared by:
The City of Brandon Planning Department

February 2012

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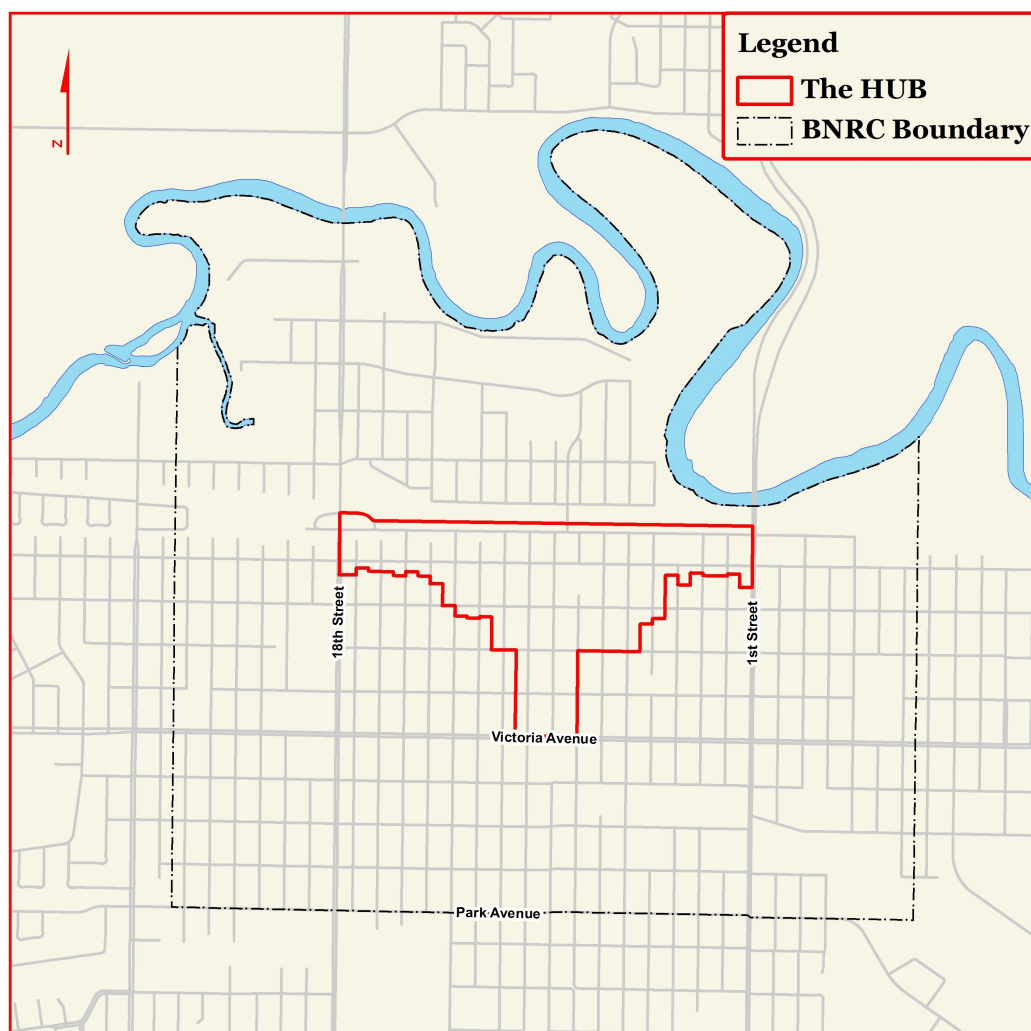
1.0 INTRODUCTION

Renaissance Brandon (RB) is responsible for promoting and revitalizing the downtown area. Initially established in 2007, the Renaissance District represented only a small portion of the downtown extending from 6th Street to 13th Street, and Lorne Avenue to Pacific Avenue. This area includes a diverse mix of residential, commercial, park and vacant land uses.

In early 2010, a Background Study was completed to evaluate the Renaissance District and identify next steps for developing a land use plan. During the same time, a new brand and image for the area was developed along with the following vision:

“to flourish and grow into a vibrant and dynamic place, the preferred destination in the region, by offering a wide range of unique and diverse experiences and stimulating economic opportunities”.

The area is now known as The Downtown HUB: The Place for People (The HUB). The HUB Secondary Plan (The Plan) provides the framework to begin implementing the vision for The HUB. The Plan encompasses the majority of the commercial areas in the downtown and is situated within the Brandon Neighbourhood Renewal Corporation (BNRC) boundaries (Map 1.1).



Map 1.1: Context Map

1.0 INTRODUCTION

1.1 Background and Planning Process

In June 2010 Renaissance Brandon established *A Vision for Downtown Brandon* (Mars Hill Group, May 25, 2010).

Three *Core Values* were identified:

Diversity: The Downtown Core is about diversity of both people and experience. It is a good place to live, work, and play for everyone regardless of age or income level.

Uniqueness: Experiences that are found downtown, the merchants, activities, and promotions, are unique to downtown and need to be capitalized on. Big box stores, retail chains and other elements more common to the suburban landscape are conspicuously absent.

Character: Building on the bones of the historic buildings and turn of the century architecture in the area, downtown is meant to remind citizens of where we've come from and the values upon which the City was built.

Building on the Core Values, six *Organizing Themes* were identified to organize action in The HUB:

People on Display: People rarely sit and gaze onto an empty street. A vibrant community requires people to be interacting. The district will be an inviting place where people will feel welcome to socialize and connect with other people. Having people on display through storefront windows and on sidewalks will attract others to join the experience.



The Plan addresses this theme through design policies related to storefront glazing, and encouraging a pedestrian first environment with street-level activity.

Mixed-Use Development: The District will celebrate diversity in both experience and people. It will blend a mix of income levels into a neighbourhood, where it is a short walk to a pub, office, store, dentist, friend, school or park.



The Plan addresses this theme by requiring a mix of uses, and higher density residential uses to help build the population density in the area that will support the businesses.

1.0 INTRODUCTION

Pedestrian-Friendly: The District will work to improve the integration of vehicle traffic with active transportation methods to allow foot and bike traffic to flourish. However, in order for the District to be walkable, there must be a reason for people to make the walk; the streetscape must be visually appealing. The effort must be because of the journey and not just the destination.



The Plan identifies designated active transportation connections and streets where right-of-way changes can be made to better accommodate pedestrians and cyclists. The City of Brandon and Renaissance Brandon are also addressing this theme through improved street furniture and signage.

Active and Engaged Merchants: There must be an active and thriving merchant community to give people reasons to live, work and play downtown. Civic leadership must be actively involved in helping merchants succeed downtown.



While The Plan cannot address this theme directly, the City of Brandon and Renaissance Brandon are working toward improving incentive programs to encourage development downtown, and they continue to liaise with existing and potential business owners.

Life After Dark: The District will be open after 5pm. This will be largely because of an active resident community that will demand services and provide merchants with a reason to stay open late. The demand will be augmented by visitors who come to understand that something is always happening in the District.



The Plan builds on this theme by focusing “after 5” uses in the heart of the Entertainment and Shopping District. Daytime only uses such as professional offices will be located on upper floors or in peripheral areas.

Building Blocks: Future development must leverage the beauty and character of the historic building stock, and be consistent with a coherent urban design vision. The community must also be able to thrive on-line. Wireless hotspots are an attractive benefit to students, young professionals and families.



The past and the future are brought together in this theme. The Plan includes policies related to protecting and enhancing the historic character of downtown while launching the wireless hotspot program in the area.

2.0 PURPOSE OF A SECONDARY PLAN

A Secondary Plan provides specific policies to guide future land use, infrastructure, transportation, urban design and similar matters. The Plan goes beyond the general framework of the Development Plan to provide more specific direction for the planning area. The Plan guides future development in The HUB to help the community, Renaissance Brandon and the City of Brandon to implement the vision and achieve their goals.

2.1 Policy Framework

Section 63 of The Planning Act states that “Secondary Plans must be consistent with the Development Plan” and the Development Plan must be generally consistent with the Provincial Land Use Policies in which strong urban centres are prioritized. This document has been prepared in accordance with the Provincial Land Use Policies and the policies of the Brandon and Area Planning District Development Plan.

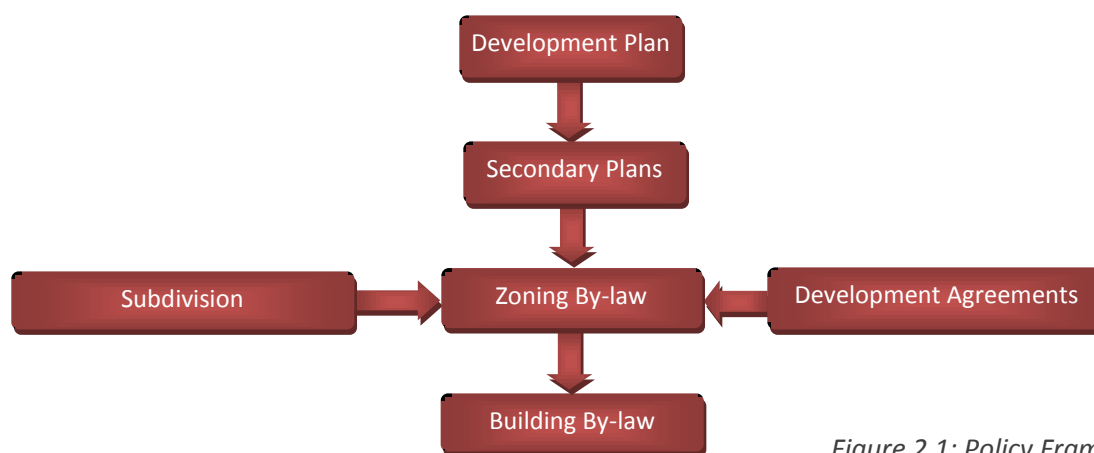


Figure 2.1: Policy Framework

2.2 Development Plan

The Development Plan serves as a guide for high level policy that directs planning matters; however, it does not in itself provide a complete planning tool. Rather, it must be used in conjunction with other planning controls and provincial policies, regulations, guidelines and licensing requirements available to the municipality or planning district under The Planning Act and other provincial legislation. Actual enforcement of the Development Plan's policies and programs is carried out by using a variety of planning tools including Secondary Plans and Zoning By-laws.

2.3 Secondary Plans

Section 63 of The Planning Act provides Council the authority to establish Secondary Plans to deal with objectives and issues within its scope of authority in a part of the Planning District. This may include matters such as subdivision design, road patterns, land use, or matters respecting economic development or the enhancement or special protection of heritage resources or sensitive lands.

2.4 Zoning By-law

A Zoning By-law is the principal regulatory tool to control land use. It establishes various land use zones, determines both permitted uses and conditional uses and prescribes relevant development standards and requirements that are applicable in each land use district. The Development Plan and Secondary Plan are used as a guide in preparing or amending the Zoning By-law.

3.0 INTERPRETATION

3.1 Maps

The boundaries and symbols shown on the maps contained here-in have been drawn in such a way as to reflect the boundaries of the Character Areas. The boundaries are considered fixed and cannot be adjusted without an amendment to The Plan.

3.2 Policy Application and Interpretations

- Where an intent statement accompanies a policy, it is provided for information purposes only to enhance the understanding of the policy. Should an inconsistency arise between the intent statement and the policy, the policy shall take precedence.
- In cases where the word “may” is included in a policy, it is provided as a guideline or suggestion toward implementing the intent of the policy.
- In cases where the word “should” is used in a policy, the policy is intended to apply to a majority of situations. However, the policy may be deviated from in a specific situation where the deviation is necessary to address unique circumstances that would otherwise render compliance impractical or impossible, or to allow an acceptable alternate means to achieve the general intent of the policy.
- In cases where the words “shall” or “will” are included in a policy, the policy is considered mandatory. However, where actual quantities or numerical standards are contained within a mandatory policy, the quantities or standards may be deviated from provided that the deviation is necessary to address unique circumstances that will otherwise render compliance impractical or impossible, and the intent of the policy is still achieved.



Figure 3.4 Plan Review

3.3 Amendments to the Plan

The Plan is adopted as a By-Law of the City of Brandon. As such, the legal content of The Plan has the force of law. Amendments are required to follow the procedure established in PART 5: Zoning By-laws under The Planning Act through application to the Planning and Building Department. Supporting information required to evaluate and justify the amendment will be required.

3.4 Monitoring, Review and Evaluation

The Plan is intended to be a dynamic document that will change as circumstances change within and adjacent to The Plan area. Periodic reviews of The Plan shall be undertaken to ensure The Plan remains consistent with the objectives of Renaissance Brandon and the City of Brandon (Figure 3.4). At a minimum, The Plan shall be reviewed every five years.

4.0 HOW TO USE THIS PLAN

The Plan was developed in consultation with a range of groups, including private and public stakeholders. The policies, Character Areas Map, Transportation Plan, and Phasing Plan incorporate both current and future elements identified throughout the planning process. Over time, the intent of these three maps is to direct the development of vacant sites and the redevelopment of existing sites, recognizing that this transformation will be a long-term process.

This Plan includes both regulatory and action policies as well as three maps. These form the legal content of the plan. Both the policies and the maps must be reviewed when evaluating development proposals and incentive/investment opportunities.

Map 4.1: Character Areas

The Character Areas Map references the three uniquely identifiable areas in The HUB from which specific objectives and policies in this Plan are derived and should result in vibrant streetscapes (*Image 4.1*). This along with corresponding revisions to the newly created Downtown HUB division in the Zoning By-law will direct the form and use of short and long term development in The HUB. Generally the Character areas correspond to the zones, however, in some instances properties will be zoned Parks and Recreation (PR) Zone within the Mixed Use Character Area. Policies in sections five and six should be reviewed in conjunction with the Character Areas.

Map 4.2: Transportation Plan

The Transportation Plan focuses on elements within the public rights-of-way and will assist the City in its capital budgets while directing current/future residents, business owners, and developers in planning for their future. Policies in sections five and six of this Plan should be reviewed in conjunction with The Transportation Plan.

Map 4.3: Phasing Plan

The Phasing Plan is intended to serve as a general guide to direct public expenditure and incentive programs in revitalizing The HUB. Applications for Incentives/grants in The HUB Economic Development Strategy derived from section 7.1 of this Plan should be reviewed in conjunction with the Phasing Plan.











Image 4.1 Vibrant Streetscapes

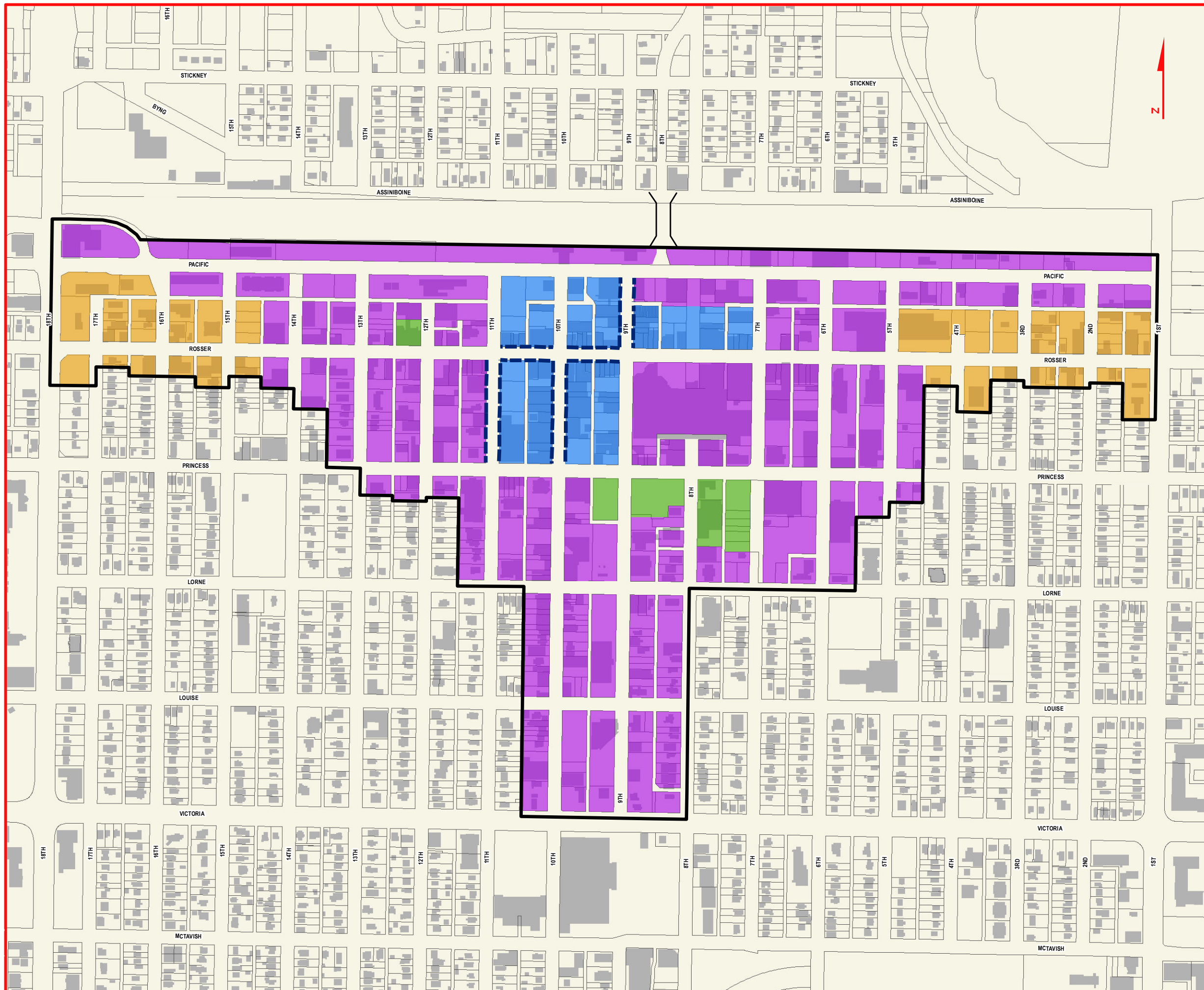
THE DOWNTOWN HUB

THE PLACE FOR PEOPLE

Legend

-  The HUB Secondary Plan Area
-  Ownership Parcels
-  Buildings
- Character Areas**
-  Entertainment and Shopping
-  Mixed Use
-  Transitional
-  Parks and Recreation
-  Heritage Streetscapes







4.1
CHARACTER AREAS

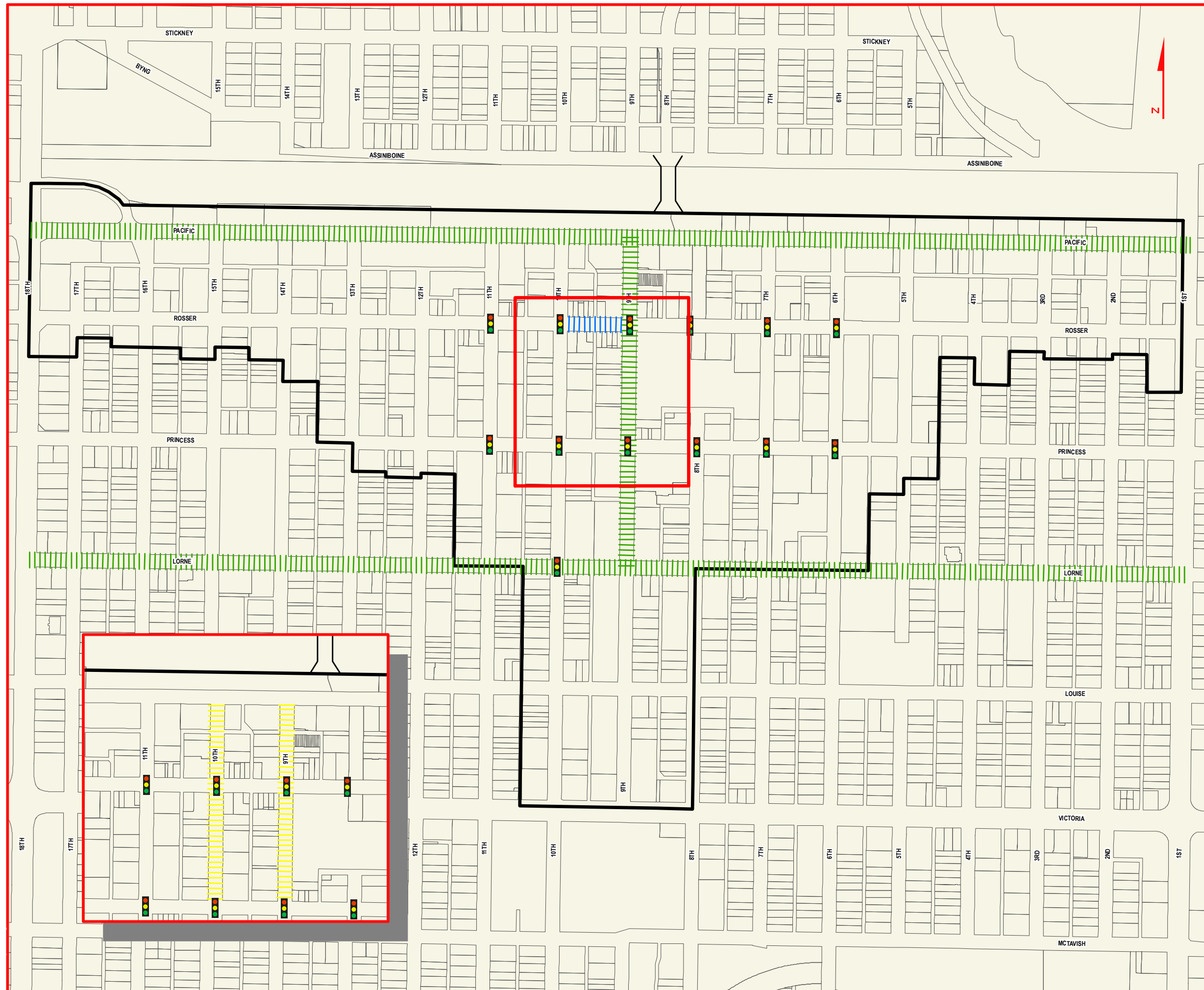


THE DOWNTOWN HUB

THE PLACE FOR PEOPLE

Legend

-  The HUB Secondary Plan Area
-  Ownership Parcels
-  Signalized Intersection
-  Active Transportation Connections
-  Pedestrian HUB
-  Diagonal Parking



THE DOWNTOWN HUB

THE PLACE FOR PEOPLE

Legend

 The HUB Secondary Plan Area

 Ownership Parcels

 Buildings

Phasing

 Phase 1

 Phase 2

 Phase 3

 Phase 4

 Areas of Focus

4.3
PHASING

5.0 THE HUB

5.1 Parks and Recreation

Parks and Recreation areas are an essential component of a successful and vibrant downtown. The increased density and intensity of uses along with the shortage of private greenspace in The HUB creates an increased demand for public spaces that allow residents and visitors alike to interact with each other and the natural environment. Therefore, The Plan proposes that a diverse range of inclusive parks and recreation areas be provided that are contextually appropriate to the surrounding residences and businesses.

Objective:

- To provide a variety of easily accessible parks and recreational areas to serve all residents and visitors in The HUB.

Policies:

- (a) Additional parks shall be developed in The HUB and located in relation to the density/concentration of residential dwelling units and intensity of commerce, entertainment and shopping (*Image 5.1.1*).
- (b) The design of Princess Park shall be reviewed through community consultation to ensure that it maximizes its potential as the central gathering space for residents, visitors, and special events.
- (c) A short and long term vision and design of parkland north of Pacific Avenue between 11th and 14th streets shall be completed.
- (d) Pocket parks shall be explored as an option for providing greenspace nodes throughout The HUB to complement the destination parks (*Image 5.1.2*).
- (e) Parks shall be designed to follow Crime Prevention Through Environmental Design and Barrier Free principles and to facilitate use by residents through all the seasons.
- (f) Greenspace and recreation areas in The HUB should be linked with each other and to parks in adjacent neighborhoods through active transportation connections.
- (g) Innovative landscaping/greenspace approaches such as living walls and green roofs shall be encouraged.
- (h) Partnerships shall be explored with privately developed greenspaces that would allow access for all residents.



Image 5.1.1: Park Creation



Image 5.1.2: Pocket Parks

5.0 THE HUB

5.2 Transportation

The Transportation Plan forms the foundation of The HUB. The focus will be to encourage the integration of active transportation and transit with vehicular traffic through street improvements, pedestrian streetscapes, and improved pedestrian and transit amenities. Maximizing the use of existing parking lots rather than developing new surface parking will also assist in improving the character of the area.

Objective:

- To develop a complete and efficient multi-modal interconnected transportation network in The HUB to ensure ease of access and use for all residents and visitors.

Policies: Transit Connections

- Transit routes and stops shall be reviewed to ensure they are providing optimal service and effectively adapting to and accommodating streetscape modifications and branding in The HUB.
- Design improvements and possible land acquisition around The HUB's transit terminal on 8th Street shall be explored to improve pedestrian flow, safety, and appeal through and around the site (*Image 5.2.1*).



Image 5.2.1: Bus Terminal

Policies: Pedestrian Connections

- The HUB Public Realm Master Plan shall be prepared to ensure consistency and quality of all public amenities incorporated within The HUB and shall include, among other things, minimum standards for the construction of sidewalks, bikeways, shared use roadways, and pathways (*Image 5.2.2*).
- Sidewalk connections shall be provided on both sides of all roadways within The HUB.
- A walkability/accessibility assessment of The HUB shall be included in the Public Realm Master Plan examining, among other things, sidewalk width, street crossings, traffic signal cycles, sidewalk linkages, pedestrian scale lighting, placement of street furniture/public art, potential mid-block crossings, barrier free principles, and construction materials.



Image 5.2.2: Sidewalk Walkability

5.0 THE HUB

Policies: Active Transportation Connections

- (a) Street improvements should accommodate multi-modal transportation elements to facilitate enhanced active transportation and transit amenities.
- (b) Pacific Avenue shall be developed as a major east-west active transportation connection through the development of bike lanes (*Images 5.2.3 & 5.2.4*).
- (c) An active transportation connection may be provided over the rail yards from The HUB to Stickney Avenue, either through bridge reconstruction or the creation of an independent pedestrian bridge.
- (d) Bicycle parking shall be provided for all new commercial and multi-family developments and designed in accordance with standards determined in The HUB Public Realm Master Plan (*Image 5.2.5*).



Image 5.2.3: Pacific Ave

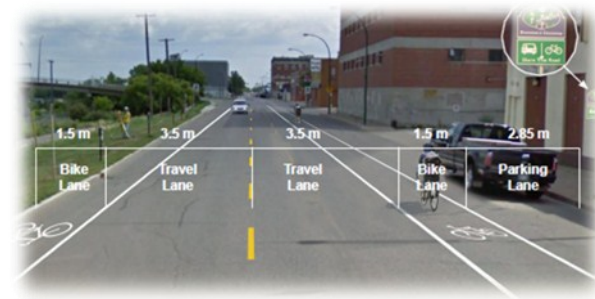


Image 5.2.4: Pacific Ave with Bike Lane

Policies: Vehicle Connections

- (a) Vehicle transportation improvements shall be reviewed and updated to ensure the direction, speed, and volume of traffic is compatible with the vision for The HUB (*Image 5.2.6*).
- (b) Revisions to the roadway network should allow for convenient loading and waste removal access for all businesses.

Policies: Parking Provisions

- (a) Proposed developments should explore shared parking with adjacent uses, and enable opportunities for shared parking during off-peak hours.
- (b) The HUB parking strategy shall be finalized and implemented to ensure an efficient and well utilized parking system.
- (c) Parking Districts shall be examined as a method of monitoring and supplying parking in the Entertainment and Shopping and Mixed Use Character Areas.



Image 5.2.5: Bicycle Parking



Image 5.2.6: Traffic Flow

5.3 Urban Design

Excellence in urban design is paramount in providing a consistently high quality pedestrian environment in The HUB that defines the area as a unique and vibrant urban place. The policies in this section are intended to give certainty and clarity to developers regarding the City's expectations in this area, along with forming a basis for the review of development applications completed by the Design Review Committee.

Throughout The HUB several buildings exist that have been granted either municipal or provincial heritage designations. While these individual buildings are important to the overall integrity of the area's history, they are not clustered in such a way that they form a distinct area. However, there are several streetscapes identified on the Character Areas Map that have a certain character and often include one or more of these individually designated buildings. Recognizing the significance of this asset and requiring future development to integrate sensitively into the architectural fabric of these areas is critical.

Objective:

- To strive for excellence in the quality of public/private places in The HUB by encouraging the development of distinctive character areas, human scale design/architecture and a pedestrian oriented streetscape.

Policies: Site Design

- Prominent entrances into The HUB, and the Entertainment and Shopping Character Area shall be identified as visually and functionally unique through building placement/use, architectural details, and landscaping.
- All principal buildings should orient towards, and be placed at or near the property line edge with clearly defined primary entry points that directly access the sidewalk.
- All principal buildings on corner sites should be positioned and oriented towards both streets and give prominence to the corner (*Image 5.3.1*).
- All entry points should be positioned and setback from the property line to reduce pedestrian conflicts.
- Residential developments should animate the street with frequent entries and windows, while incorporating privacy measures such as setbacks, landscaping, grade shifts, and porches.
- Views towards and beyond Pacific Avenue should be preserved by limiting the affected portion of a building north of Pacific Avenue to a maximum height of 9.1m (*Image 5.3.2*).



Image 5.3.1: Corner Prominence

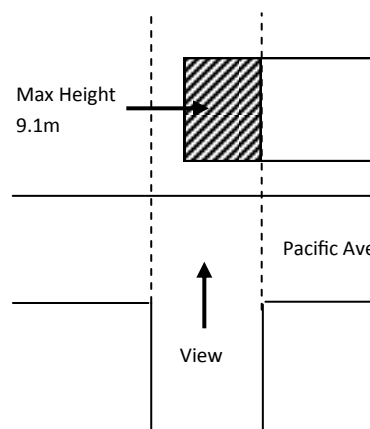


Image 5.3.2: View Preservation

5.0 THE HUB

Policies: Site Design

- (g) Where permitted, accessory on site parking shall be located underground, beside, or behind buildings
- (h) All fencing facing a street should be black wrought iron to ensure consistent character throughout The HUB (*Image 5.3.3*).
- (i) Building and site design shall incorporate elements of Crime Prevention Through Environmental Design to ensure public safety.
- (k) Principles of universal design shall be incorporated into all developments to ensure barrier free accessibility.
- (l) Back lanes shall be designed to ensure pedestrian safety and may be utilized as design assets for potential pedestrian connections, seating areas, murals, and linear parkways.
- (m) Signage shall be human scale and add diversity and interest to retail streets, but not be overwhelming (*Image 5.3.4*).



Image 5.3.3: Wrought Iron Fencing



Image 5.3.4: Signage

Policies: Building Design

- (a) Blank, at grade street wall conditions shall not be permitted on any street facing building facade.
- (b) Visual interest and character should be incorporated into all buildings by varying construction materials and through building articulation.
- (c) Architectural details for the front facade should be carried around the building where side facades are exposed to a street.
- (d) The maximum street wall height should be three storeys, with all additional storeys stepped back a minimum of 3.6m to minimize shadows and maintain a street presence/scale of buildings.
- (e) All at grade non residential facades facing a street should have a minimum of 50% glazing on the first floor to achieve maximum visual transparency (*Image 5.3.5*).



Image 5.3.5: Glazing

Policies: Incentive Design

- (a) An awards program shall be established to recognize excellence in design and contribution to the revitalization of The HUB.
- (b) Public art shall be encouraged to locate throughout The HUB where appropriate (*Image 5.3.6*).
- (c) A program shall be initiated to provide design assistance for adaptive reuse of buildings, such as the McKenzie Towers, and new construction within The HUB (*Image 5.3.7*).
- (d) The existing street furniture program shall be incorporated into The HUB Public Realm Master Plan to ensure consistency and coordination between these amenities in The HUB.



Image 5.3.6: Public Art

Policies: Heritage Streetscapes

- (a) The distinguishing original qualities and character of heritage buildings shall be maintained and reintroduced where possible. Simple reconstruction and duplication of characteristic facade elements are options for new construction.
- (b) Building additions and renovations should be sympathetic to the original building facade by maintaining similar rooflines, construction styles/techniques, and original architectural details (*Image 5.3.8*).
- (c) Windows should be compatible with the architecture of the building in style, size, and placement.
- (d) Development adjacent to designated heritage buildings or architecturally significant buildings should be complementary to the character, design, and massing, and should not detract from the heritage character.
- (e) Criteria shall be established and included in The HUB Economic Development Strategy to evaluate and prioritize buildings currently or potentially listed on the heritage inventory to direct restoration investment.
- (f) The height requirement for a building should be within 25% of the average heights of neighbouring buildings.



Image 5.3.7: McKenzie Towers



Image 5.3.8: Heritage Renovations

5.0 THE HUB

5.4 Economic Development and Housing

The development of housing in The HUB, and in particular the Mixed Use Character Area is important to achieving the vision of having a vibrant and pedestrian friendly community. A large and diverse housing stock appealing to a variety of income levels and demographics is imperative in creating a complete community and a stable economic market for local businesses. To encourage this housing and related commercial development, the City must partner with Renaissance Brandon and other community organizations to proactively stimulate growth through investment and incentives in areas prioritized in *Map 4.3* to market and build upon The HUB's strategic advantage created by historical/cultural assets, convenient transportation linkages, greenspace/recreation amenities, permissive regulations, and a range of retail and personal services.

Objective

- To stimulate residential and commercial investment that enhances The HUB's key role as a growing business/entertainment centre and complete community.

Policies

- (a) Housing for all income levels and demographics should be encouraged in all areas of The HUB and may involve incentives/grants for market housing projects.
- (b) The multicultural community and business environment should be utilized as an asset in creating visually unique and identifiable businesses.
- (c) Amend the Development Plan section regarding The HUB to more strongly reflect the Provincial Land Use Policies by including policies inhibiting potential downtown priority uses such as theatres, government offices and entertainment complexes from locating outside The HUB.
- (d) Institutional opportunities such as working with post secondary institutions shall be explored to encourage the locating of satellite campuses or student residences within The HUB.
- (e) A high standard of maintenance for public areas in The HUB shall be upheld to attract residents and visitors to the area.
- (f) The HUB Economic Development Strategy shall be developed to stimulate investment, and shall among other things, include the following:
 - (1) Available incentive/grant programs and the relating criteria;
 - (2) Priority investment situations such as property owners developing vacant upper storeys into residential uses and vacant lower storeys for retail services such as restaurants;
 - (3) A development potential inventory identifying all properties which have potential for revitalization or redevelopment. This inventory, along with the corresponding incentives that could apply to a property shall be made available for the development community (*Image 5.4.1*).



Image 5.4.1: Historic Revitalization

6.0 CHARACTER AREAS

6.1 Entertainment and Shopping Character Area

The Entertainment and Shopping Character Area is the heart of The HUB. Its character will define the downtown experience and draw people to the area through its unique character and amenities. The uses in this area will generally focus on the arts and entertainment, along with specialty retail and supportive restaurant uses. The character of this area will be pedestrian oriented and will focus on extended hours businesses to create street life and vibrancy.

Objective:

- To establish a unique entertainment and shopping area that builds upon the heritage structures in the area and proposes a pedestrian friendly shopping and dining environment that facilitates and promotes a vibrant streetscape.

Policies:

- First floor uses in this district shall be prioritized for a mixture of entertainment and specialty shopping uses, such as dance studios, theatres, specialty retail, and restaurants/cafes, that encourage pedestrian movement and interaction. Office/business and residential uses shall be encouraged to locate above the first floor (*Image 6.1.1*).
- Parking shall not be required for any development in this area. However, in accordance with the Parking Strategy, a contribution may be required to upgrade or create public parking spaces elsewhere in the area.
- The development of new surface parking lots in this district either as a principal or accessory use shall be prohibited.
- 100% building coverage of the front yard is encouraged for all developments and should be provided for frontages 30m or less in width (*Image 6.1.2*).
- Building height shall be a minimum of two functional storeys.
- The potential for a public washroom shall be explored in or around the Entertainment and Shopping Character Area.



Image 6.1.1: Entertainment and Shopping Uses



Image 6.1.2 : 100% Building coverage

6.0 CHARACTER AREAS

Policies:

- (g) Weather protection for pedestrians and accentuating front entrances is encouraged through the use of awnings and canopies.
- (h) Amenities/events that encourage human interaction and pedestrian activity such as festivals, sidewalk patios and street vendors shall be encouraged, with Rosser Avenue between 9th and 10th being the focus (*Image 6.1.3*).
- (i) An urban design plan for Rosser Avenue between 9th and 10th shall be completed to promote the long term vibrancy of this Street as a focal point of the Entertainment and Shopping Character Area. Temporary closures of this Street may be accommodated for special events (*Image 6.1.4*).
- (j) The parking strategy shall evaluate the effectiveness of angled parking and one way traffic along 9th and 10th between Princess and Pacific Avenues.
- (k) The view along 10th facing the former Railway Station shall be enhanced and prioritized as the prominent view in The HUB (*Image 6.1.5*).



Image 6.1.3: Special Events



Image 6.1.4: Pedestrian HUB



Image 6.1.5: Prominent View

6.0 CHARACTER AREAS

6.2 Mixed Use Character Area

The Mixed-Use Character Area includes large areas of established commercial and residential development surrounding the Entertainment and Shopping Character Area. A range of residential uses exist, including lower density multi-family buildings and multiple storey residential structures. The area shall transition to provide for uses supportive of the Entertainment and Shopping Area, as well as high density residential development. Commercial uses are generally intended to focus on commerce and employment such as traditional retail, offices, institutional uses, and personal services. It is the intent that this area should complement and not compete with the Entertainment and Shopping Character Area.

Objective:

- To provide an appropriate mixture of well designed residential and commercial sites that enhance the pedestrian environment of the downtown while supplying a sufficient residential mass to support business growth in The HUB.

Policies:

- When locating entertainment and shopping uses in this area consideration shall be given to the availability of comparable space or land in the Entertainment and Shopping Character Area to accommodate the use. When a viable option is available, this use shall be encouraged to locate in the Entertainment and Shopping Character Area.
- Standalone residential developments in this area shall be higher density and encouraged to locate on larger sites. The highest density of these developments should be encouraged to locate in close proximity to the Entertainment and Shopping Character Area to provide a direct market for the adjacent pedestrian oriented businesses.
- Parking shall not be required for all non residential uses within this area. However, in accordance with the parking strategy a contribution may be required to pay for the upgrade or creation of public spaces elsewhere in the area.
- Parking shall be provided for all residential dwelling units, however this requirement may be relaxed to accommodate affordable housing developments.
- The development of new surface parking lots in this area shall be allowed as an accessory use. Parking lots as a principal use shall only be developed if there is a proven parking shortage in the immediate surrounding area.
- All new developments and substantial redevelopments should have a minimum of two functional storeys.



Image 6.2.1: Fire Hall Re-Use

6.0 CHARACTER AREAS

6.3 Transitional Character Area

The Transitional Character Area is located at the edge of the higher intensity portions of The HUB. Its character is generally lower intensity commercial and lower density residential. The intent of the transitional area is to provide a gradual transition into the adjacent Rosser Ward neighbourhoods and up to the major arterial streets that define the Rosser Ward at 1st Street, 18th Street, and Victoria Avenue. Although the uses in this area are intended to be of a lower intensity, the design of the buildings will be required to achieve a higher standard in order to provide compatibility with the adjacent Mixed-Use and Entertainment and Shopping Character Areas.

Objective:

- To provide a gradual transition in uses from the Entertainment and Shopping Character Area, through the Mixed-Use Character Area, to the edge of the Rosser Ward while maintaining an enhanced standard of building and site design.

Policies:

- (a) This character area shall provide for a greater diversity of lower intensity commercial uses, some of which may be vehicle oriented. (Image 6.3.1).
- (b) When locating Entertainment and Shopping uses in this area consideration shall be given to the availability of comparable leasable space or land in the Entertainment and Shopping Character Area to accommodate the use. When a viable option is available, this use shall be encouraged to locate in the Entertainment and Shopping Character Area.
- (c) Standalone residential developments in this area shall be generally lower to moderate density (Image 6.3.2).
- (d) Building height of more than one storey shall be encouraged, however, one storey may be permitted where accessory space is not available for the required on site parking.
- (e) The development of new surface parking lots in this area shall be allowed as an accessory or principal use.



Image 6.3.1: Lower Intensity Commercial



Image 6.3.2: Lower /Moderate Density Residential

7.0 IMPLEMENTATION PLAN

7.1 Incentive and Grant Programs

Incentive programs and other funding arrangements are imperative in implementing the objectives and policies outlined throughout The Plan. The following list identifies existing and potential methods available to the City of Brandon and Renaissance Brandon to stimulate investment in The HUB. The intent is that The City and Renaissance Brandon will work with relevant stakeholders in reviewing best practices to determine which incentive programs and grants are most effective. The chosen incentive/grants will be clarified and incorporated within The HUB Economic Development Strategy.

Existing Incentives

- By-law 6814 Renaissance District: Tax credit for redevelopment of existing buildings for residential, residential-commercial, and commercial uses
- By-law 6917 Multi-Family Affordable Housing: Tax credit for housing projects with three (3) or more rental units
- By-law 6873 Home Renovation Tax Assistance: Provides a tax credit for standard renovations to residential buildings
- By-law 6875 Residential Tax Abatement: Five year tax credit for increased assessment resulting from redevelopment
- By-law 6740 Municipal Heritage Tax Credit
- Business Enhancement Program
- Redevelopment Grant and Rent Abatement Program

Potential Incentives

- Relaxation of off-site/redevelopment levies
- Establish a Tax Increment Financing Zone (TIF)
- Relaxation of fees associated with encroachment agreements
- Relaxation of fees associated with the permitting process (planning and building fees)
- Enforce and contribute to the demolition cost of unsafe buildings within The HUB
- Explore options for the remediation of impacted sites within The HUB
- Assist in the hiring of professional architects to design certain prominent sites
- Investigate programs to assist in the redevelopment of buildings while meeting building code and life safety criteria without losing the integrity of the building
- Incentive program to assist in relocating certain businesses to the character area that is most reflective of the use

7.0 IMPLEMENTATION PLAN

7.2 Design Review

The uniqueness and importance of design in The HUB must be reflected in the review process associated with permits for new construction that require significant design considerations. Therefore, a design review committee shall be established as a Committee of the Planning Department and comprised of various relevant professionals (engineers, architects, landscape architects, planners) who have the technical ability to ensure proposed developments are meeting the objectives and policies as outlined in this Plan. In instances where the review process involves a Municipal Heritage Site, the Heritage Committee of City Council will be circulated for comment prior to the Design Committee review. The City recognizes the limitations in finding the aforementioned professionals locally and, therefore, reserves the right to work with professionals from elsewhere to achieve a professional objective analysis.

7.3 Document Updates

The implementation of The Plan triggers amendments to the Development Plan By-law 78/01/04, the Zoning By-law 6642 and the Urban Design Standards and Guidelines. These updates have been prepared and pending the adoption of The Plan will be brought forward for adoption by City Council. These lists are not exhaustive, but do generally outline the updates that should be completed.

Development Plan By-Law Update

- Amend Section 7.0 to reflect the vision, policies and objectives outlined in The Plan.

Zoning By-Law Update

- Include a new division for The Downtown HUB Zones regulating uses and building placement.
- Rezone all lands to correspond to the appropriate Character Area with the exception of the YMCA site and the Christopher Campbell Skateboard Park on 9th Street, which will be rezoned to Parks and Recreation (PR).
- Delete Section 51.2 Historic Properties Overlay Zone and 51.3 Downtown Promenade Overlay Zone (including the railway area overlay).
- Delete regulation 22-i and include Downtown HUB vehicle parking requirements within the parking section. Include bicycle parking requirements for all commercial and multi-family developments in the City.
- Delete regulation 23-j and include Downtown HUB signage regulations within the signage section.
- Amend all necessary references to districts to include The Downtown HUB where necessary.
- Amend regulation 8.1-b in the Temporary Sign By-law to prohibit mobile signs from the Entertainment and Shopping (ES) and Mixed Use (MU) Zones.

Urban Design Standards/Guidelines

- Delete sections 4.1 (Commercial Area), 4.2 (Railway Area) and 6.0 (Historic Properties) in The Urban Design Standards and Guidelines and replace with the sections and policies relating to Urban Design within this Plan. The corresponding boundary changes shall also be applied to Map 1 in Appendix C of the Zoning By-law.

7.0 IMPLEMENTATION PLAN

7.4 Implementation Strategy

The implementation strategy is important in ensuring the coordinated and accountable completion of all action policies as outlined throughout The Plan. These implementation actions have been prioritized by Renaissance Brandon through the consultation process and take into account perceived ease, support, cost, and largest impact for investment. Many of the actions will be included within either The HUB Parking Strategy, The HUB Economic Development Strategy (EDS) or The HUB Public Realm Master Plan (PRMP).

Immediate (0-1)

Short Term (1-5 years)

Long Term (5 years or more)

Parks and Recreation Actions

Policy	Action	Timeframe	Lead Role
Parks Creation	Complete land inventory of The HUB as part of EDS and identify strategies for acquiring/developing parkland in preferred locations.	Short/Long Term	Parks Department Planning Department Property Department Renaissance Brandon
Princess Park Redevelopment	Hire qualified consultant to complete assessment of existing parkspace and explore design alternatives.	Short Term	Parks Department Renaissance Brandon
Park North of Pacific	Complete short and long term vision and design of parkland north of Pacific between 11 th and 14 th Streets.	Short Term	Parks Department Renaissance Brandon
Greenspace Connectivity	Complete design of bikeways as outlined on Transportation Plan and explore other potential connections in The HUB.	Short Term	Parks Department Operations Department Renaissance Brandon

7.0 IMPLEMENTATION PLAN

Transportation Actions

Policy	Action	Timeframe	Lead Role
Transit Connectivity	Investigate existing transit connections and propose improvements that will increase efficiency, service, and ridership in The HUB.	Short/Long Term	Transit Department
Transit Terminal	Perform analysis of existing transit terminal and make recommendations regarding potential improvements.	Immediate/Short Term	Transit Department
Pedestrian Standards	Prepare the HUB PRMP and include, among other things, minimum construction standards for sidewalks, pathways, bikeways, and shared use roadways.	Immediate/Short Term	Renaissance Brandon Engineering Department Operations Department Planning Department
Pedestrian Movement	Include within the PRMP a walkability assessment of The HUB, looking at potential improvements to public infrastructure to ensure ease of pedestrian movement. This includes ensuring Barrier Free access for all residents and following principles of CPTED.	Short/Long Term	Renaissance Brandon Engineering Department Planning Department Operations Department Community Stakeholders
Pacific Ave Connection	Complete detailed design and construction of a bike lane along Pacific Avenue from 1 st Street to 18 th Street.	Immediate/Short Term	Engineering Department Planning Department Parks Department
Bicycle Parking	Amend the Zoning By-law to require bicycle parking with all new commercial and multi-family developments.	Immediate	Planning Department
Roadway Assessment	Complete assessment of the roadway system in The HUB to ensure direction, speed, and amount of traffic is compatible with the vision for The HUB. Any proposed improvements shall be included within the transportation section of this Plan.	Short Term	Engineering Department Operations Department Transit Department
Parking Strategy	The HUB parking strategy shall be finalized and implemented to ensure an efficient and well utilized parking system.	Short/Long Term	Renaissance Brandon Planning Department Consultant
Parking Districts	Parking Districts shall be examined and included within the Parking Strategy and Zoning By-law as necessary.	Short/Long Term	Renaissance Brandon Planning Department Consultant

7.0 IMPLEMENTATION PLAN

Urban Design Actions

Policy	Action	Timeframe	Lead Role
Entryways	The design of existing entryways shall be reviewed to ensure the image is compatible with The HUB's new vision and branding.	Short Term	Renaissance Brandon
Design Excellence	Establish awards program to recognize excellence in design and contribution to the revitalization of The HUB. Establish criteria for applicants to apply for design assistance for prominent sites in The HUB.	Short/Long Term	Renaissance Brandon Planning Department
Public Art	Include within the PRMP a public art program that establishes clear guidance for private properties regarding murals, and investigates strategic locations and funding opportunities for the establishment of public art.	Immediate/ Short Term	Renaissance Brandon Community Stakeholders
Street Furniture	Expand on the existing street furniture program, and include within PRMP to ensure consistency and coordination of all streetscape amenities.	Immediate/ Short Term	Renaissance Brandon
Heritage Prioritization	Include within the EDS, criteria to evaluate and prioritize buildings currently or potentially on the Heritage Inventory to direct restoration investment.	Immediate/ Short Term	Renaissance Brandon Heritage Committee

Economic Development Actions

Policy	Action	Timeframe	Lead Role
Amend Development Plan	Amend the Development Plan to include stronger language prioritizing The HUB to better reflect the PLUP's.	Immediate	Planning Department
Maintenance	Funding and schedule for increased downtown maintenance shall be determined in PRMP.	Short Term	Renaissance Brandon Downtown Merchants
Economic Strategy	Develop The HUB EDS to stimulate/direct investment through incentives/grant programs and phased public expenditure.	Immediate/ Short Term	Renaissance Brandon Economic Development Development Community

7.0 IMPLEMENTATION PLAN

Character Area Actions

Policy	Action	Timeframe	Lead Role
Public Washrooms	Locations for public washrooms in, or around the Entertainment and Shopping Character Area shall be explored in the PRMP.	Short/Long Term	Renaissance Brandon Operations Department
Vibrant Streetscape	Program shall be implemented to encourage events/amenities that encourage pedestrian use such as festivals, sidewalk patios, and street vendors.	Immediate/Short/Long Term	Renaissance Brandon Community Development Coordinator
Pedestrian HUB	Complete urban design plan for pedestrian streetscape along Rosser between 9 th Street and 10 th Street, and complete improvements which will ensure long term vibrancy of the area.	Immediate/Short Term	Renaissance Brandon Operations Department Engineering Department Planning Department Community Stakeholders
Angled Parking	Include within Parking Strategy an assessment of existing angled parking along 9 th and 10 th Streets between Pacific and Princess Avenues.	Immediate/Short Term	Engineering Department Renaissance Brandon Planning Department

Implementation Plan Actions

Policy	Action	Timeframe	Lead Role
Incentives	Complete review of existing and proposed incentives, and strategically invest in prominent areas to maximize the benefits.	Immediate/Short/Long Term	Economic Development Renaissance Brandon
Design Review Committee	Form Design Review Committee by approaching professionals as a means of acquiring learning credits. Establish procedural rules to ensure consistency and clarity during review process.	Immediate/Short Term	Planning Department Renaissance Brandon
Document Updates	Update Development Plan By-law, Zoning By-law, and Urban Design Guidelines and Standards to reflect objectives and policies outlined in The Plan.	Short Term	Planning Department

**Learn more about The HUB Secondary
Plan and discover revitalization opportu-
nities in The HUB.**

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