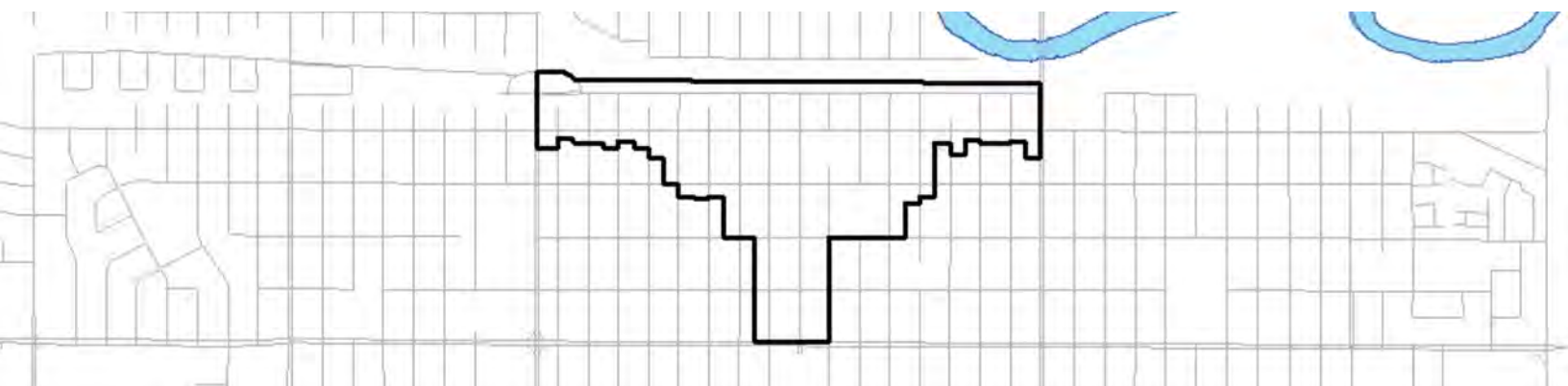


## APPENDIX D: PUBLIC CONSULTATION REPORT



### Public Consultation Report

#### DOWNTOWN BRANDON SECONDARY PLAN

Prepared by:

Planning & Buildings Department  
Development Services Division  
638 Princess Avenue  
Brandon, MB R7A 0P3



# APPENDIX D: PUBLIC CONSULTATION REPORT

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# APPENDIX D: PUBLIC CONSULTATION REPORT

## 1.0 Summary

The City of Brandon Planning & Buildings Department (P&B) initiated an update to the Downtown Brandon Secondary Plan (the Downtown Plan). City Council identified downtown revitalization as a strategic priority. To fulfill the requirement of monitoring, review and evaluation of the Downtown Plan, the city undertook the review process of the Downtown Plan to ensure the policies are still relevant to the context, as well as to address any gaps that may exist in the Downtown Plan.

This report provides the details of the public engagement efforts of P&B for this project, and is an appendix of the Downtown Plan document.

## 2.0 Project Overview

The City of Brandon's role in the public engagement was to consult the public, using a number of engagement methods. P&B led this project.

### 2.1 Objectives

- Create an overall community awareness of the Downtown Plan
- Engage targeted stakeholders to identify gaps or issues
- Consult the public and downtown stakeholders on the draft policies and implementation of the Downtown Plan
- Facilitate feedback from local stakeholders on opportunities and constraints in regards to the Downtown Plan
- Enable key industry stakeholders to provide feedback on particular aspects of the Downtown Plan

### 2.2 Methods of Engagement

The methods were selected for different purposes, all with an overall goal to engage a wide variety of interested parties. Since P&B's objectives were to communicate and gain public input to the project, engagement methods: used included focus groups, open houses, and stakeholder meetings.

#### 2.2.1 Brainstorming Session—March 15, 2018

An initial brainstorming meeting was held with Brandon Downtown Development Corporation to explore some ideas on an updated implementation plan and some potential policy changes for the downtown. During this meeting, the specific action items associated with the implementation plan as well as relevant policies were explained and discussed. Attendees were asked what in the implementation plan needs updating as well as what other parts of the Downtown Plan needed updating.

## APPENDIX D: PUBLIC CONSULTATION REPORT

### 2.2.2 Downtown Business Focus Group—April 4, 2018

To explore attitudes in depth early in the project, P&B held targeted stakeholder meetings with downtown stakeholders. Stakeholders were invited by email explaining the purpose of the focus group, requesting their participation and providing some date options for the meeting. The meeting consisted of an introductory presentation and a discussion.

### 2.2.3 1<sup>st</sup> Public Consultation Event—April 24, 2018

To give residents a chance to get the information and vocalize their opinions, P&B held a public consultation event on April 24, 2018 at the Brandon Design Studio in the Cultural Resource Centre, A.R. McDiarmid Civic Complex, 638 Princess Avenue. P&B provided notices through the project webpage, Brandon Sun, P&B subscription service, social media, and posters at various locations across the city. P&B provided attendee packages to guide people along the presentation and offer them the opportunity to provide feedback. The event was structured around stations, each with different topics. Each station had a facilitator to ensure people had the opportunity to understand the information and provide feedback. Following the public consultation event, a public opinion survey was also posted on the project webpage for people to provide comments and feedback on the discussion topics in the public consultation event.

### 2.2.4 Internal Stakeholder Meeting—October 2018

P&B held internal one-on-one meetings to discuss details that need to be considered in the Downtown Plan such as transportation and servicing for the downtown. During these meetings, department representatives shared what the priorities and plans are for the downtown and surrounding areas that P&B needs to consider as we continue updating the Downtown Plan. This was an opportunity to inform internal stakeholders of the intent to update the Downtown Plan and understand what that would mean from a transportation, servicing and operations point of view.

### 2.2.5 External Stakeholder Meeting—September–November 2018

Since not all of the essential feedback can be received in group settings, P&B organized individual external stakeholder meetings to build relationships with stakeholders, as well as getting more pointed feedback on specific policies and the implications of the policies. This was also an opportunity for people to share in a confidential setting what concerns they have with the Downtown Plan policies, implementation plan and any other issues surrounding the project.

### 2.2.6 Urban Design Policies Focus Group—October 22, 2018

Urban design came up a number of times in the engagement events. Since urban design is an involving topic and is a major priority for downtown revitalization, P&B held a focus group meeting to discuss the urban design policies for the updated Downtown Plan. The draft policies on urban design was circulated before the meeting so people had the opportunity to review the material before discussing the details. At the meeting, an introductory presentation was given, followed by a more engaging presentation with pictures speaking to updated policies, and the attendees discussed their thoughts on the policies.

### 2.2.7 2<sup>nd</sup> Public Consultation Event—February 7, 2019

To communicate what had been heard throughout the process of updating the Downtown Plan as well as presenting the implications of the new and updated policies, P&B held another public consultation event on February 7, 2019 at the Brandon Design Studio in the Cultural Resource



## APPENDIX D: PUBLIC CONSULTATION REPORT

Centre, A.R. McDiarmid Civic Complex, 638 Princess Avenue. P&B provided notices through the project webpage, Brandon Sun, P&B subscription service, social media, and posters at various city locations. P&B provided attendee packages to guide people along the presentation and offer them the opportunity to provide feedback. The event was structured as an interactive presentation with people around the table, discussing whether they thought we got the policies right or missed the mark.

### 2.2.8 Informal Council Session—March 7, 2019

P&B met with Council to provide an update on the project. P&B shared highlights of the key draft policies with City Council to obtain feedback on the proposed policies.

## 3.0 What We Heard

The following are the key findings from our public engagement process:

### 3.1 Internal Stakeholders

#### *Drainage*

- No major drainage issues in downtown
- Developments are encouraged to implement low-impact development techniques to reduce run-off
- Properties north of Pacific Avenue will be required to not increase runoff discharge and not alter the existing drainage pattern affecting CP Railway property

#### *Wastewater*

- Some of the downtown areas are still in combined pipes for wastewater and storm water
- The separation of storm water and domestic sewer and construction of missing servicing segment usually aligns with street improvement

#### *Transportation*

- Downtown Parking Committee is looking at extending angled parking to 7<sup>th</sup>, 10<sup>th</sup> and 11<sup>th</sup> Streets but need more public consultation
- Wayfinding signage and maps for parking is part of future evaluation by Downtown Parking Committee
- Bicycle Boulevard concept can be explored to facilitate bicycle transportation
- Business frontage should be explored in the Downtown Transit Terminal to make it a 'place for people'
- Downtown street typology for major commercial streets should be included in the updated Secondary Plan
- Policies on constructing missing sidewalk segments should be addressed in the updated Secondary Plan

# APPENDIX D: PUBLIC CONSULTATION REPORT

## 3.2 External Stakeholders and Public Consultation Events

### ***Incentives/Economic Development***

- Explore incentive and grant programs with a focus on market housing, reuse of existing buildings, and design assistance
- Explore programs that help change perception of investment downtown
- Relax or waive encroachment fees for downtown business operations (e.g. using the sidewalk for a patio)
- Downtown should have programs and activities that attract visiting families and make it a destination
- Population growth, especially that of post-secondary students and young professionals, are important to sustain businesses opening longer hours
- City should continue increasing tree canopies downtown
- City should increase Brandon Downtown Development Corporation funding, since they are generating good returns on investments and showing good results
- Have discussions with necessary parties regarding social services downtown

### ***Land Use***

- Keep entertainment and shopping (Central Business) area as focus area
- Relax the commercial uses on first floor in entertainment and shopping (Central Business) area
- Promote commercial uses along Rosser and Princess Avenue corridors, especially uses that generate pedestrian activities
- Standalone residential development along major commercial streets should be restricted
- Reduce the railway setbacks for properties to the north of Pacific Avenue
- Connection of Pacific Avenue with 1<sup>st</sup> Street is important
- Angled parking is positive to downtown
- Central Business Area boundaries can be adjusted to promoting investments
- Transitional areas are too small to attract investment

### ***Urban Design***

- Consider design guidelines or elements that preserve physical character
- Establishing a voluntary design review committee comprised of relevant professionals is a potential option to start more collaboration on urban design
- Great design requires a value shift in the community
- Pacific Avenue needs a clear vision. It is struggling but has a lot of potential
- Restricting materials use in downtown has merit
- Design standards must be flexible based on scale of building
- Provide picture examples with policies to show desired design

## APPENDIX D: PUBLIC CONSULTATION REPORT

- City should provide and effectively maintain street furniture to appeal people visiting downtown
- Designs should consider street wall effect and have interaction between wall and street
- Public realm plan is needed for downtown to promote downtown as a destination
- Implementation is key to good urban design

### ***Implementation***

- Implementation working group with all stakeholders is required to establish and meet periodically to review implementation progress
- Prioritize key areas for incentives and public expenditure to stimulate development

# APPENDIX D: PUBLIC CONSULTATION REPORT

## Appendices

The appendices to this report are as follows:

- A. Brainstorming Session Materials
  - 1. PowerPoint Presentation
  - 2. Notes from Brainstorming Session
- B. Downtown Business Focus Group Meeting
  - 1. PowerPoint Presentation
  - 2. Notes from Focus Group Meeting
- C. 1<sup>st</sup> Public Consultation Event
  - 1. Invitation
  - 2. PowerPoint Presentation
  - 3. Display Boards
  - 4. Handouts
  - 5. Public Consultation Survey
  - 6. Notes from the Event
- D. Notes from Internal Stakeholder Meetings
- E. Notes from External Stakeholder Meetings
- F. Urban Design Policies Focus Group Meeting
  - 1. PowerPoint Presentation
  - 2. Notes from Focus Group Meeting
- G. 2<sup>nd</sup> Public Consultation Event
  - 1. Invitation
  - 2. PowerPoint Presentation
  - 3. Display Boards
  - 4. Handouts
  - 5. Notes from the Event

## **Appendix A-1**

### **Brainstorming Session PowerPoint Presentation**

# Downtown HUB Secondary Plan Implementation Brainstorming Session

# Context Map





# 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”

## Core Values

**Diversity** – The Downtown core is about diversity of people and experience, a good place for people to live, work and play regardless of age and income level

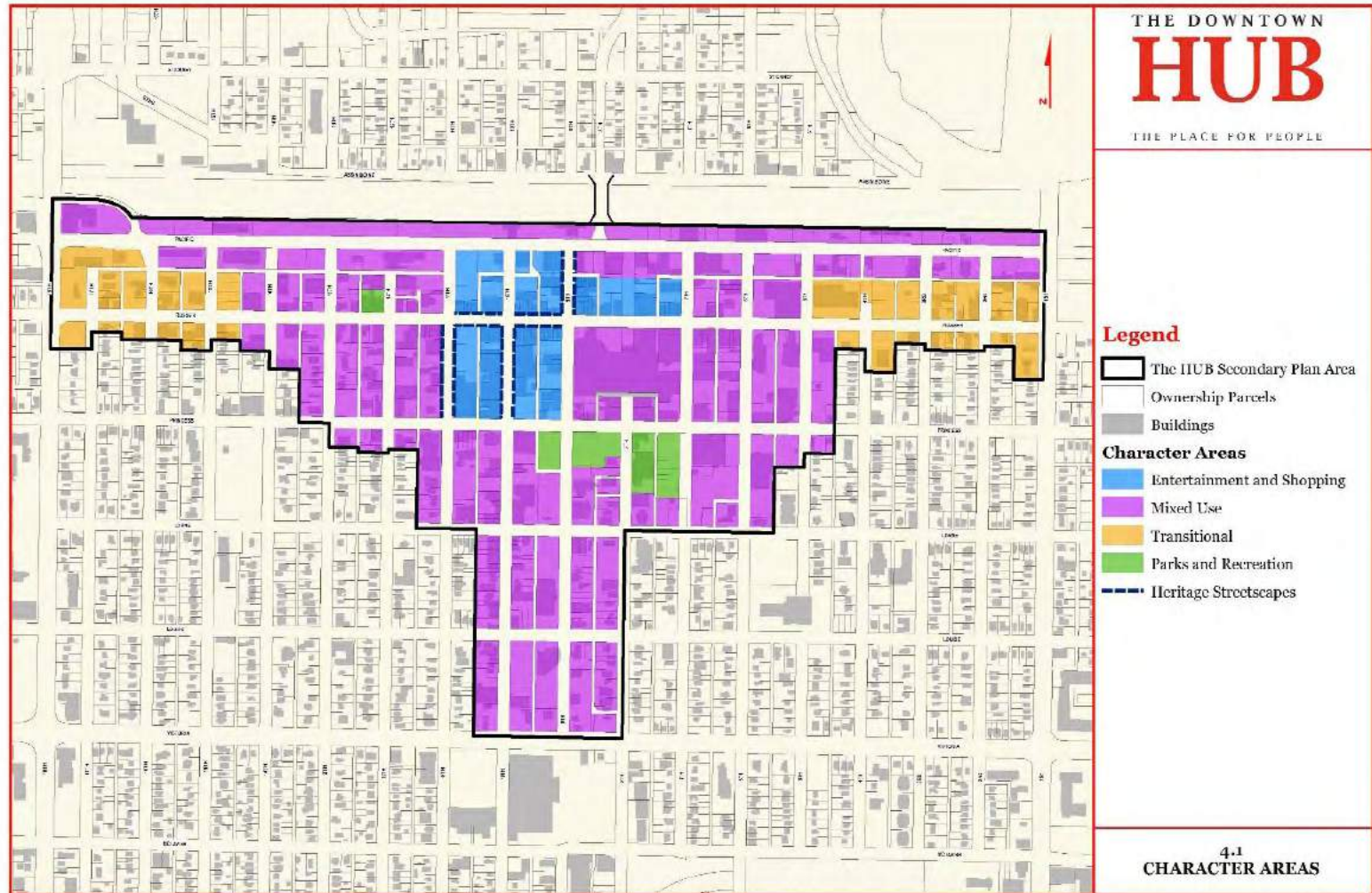
**Uniqueness** – The experiences, merchants, activities and promotions are unique to downtown. Elements common to suburban landscapes are conspicuously absent

**Character** – Downtown uses its historic buildings to remind citizens of where we’ve come from and values upon which the City was built

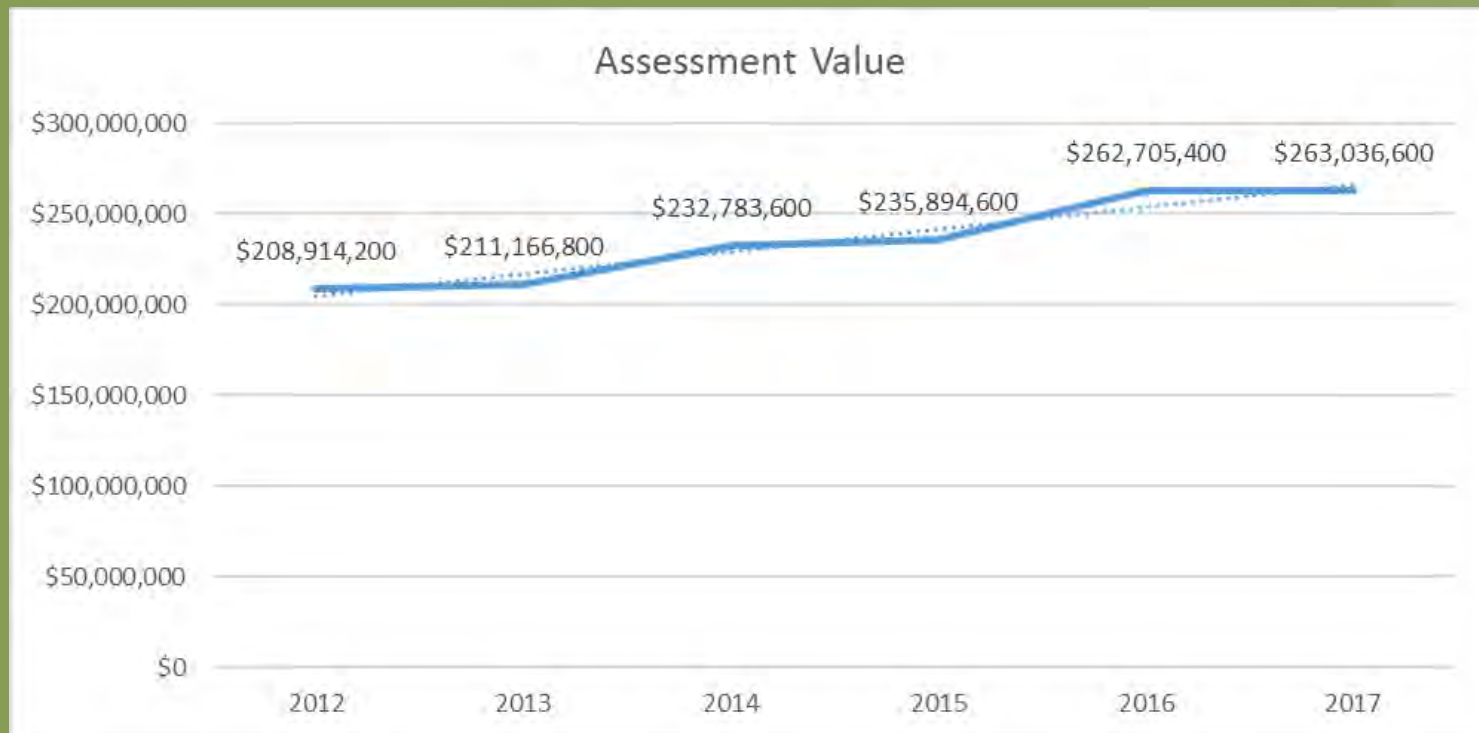
## Organizing Themes

- 1) People on Display
- 2) Mixed-Use Development
- 3) Pedestrian Friendly
- 4) Active & Engaged Merchants
- 5) Life After Dark
- 6) Building Blocks

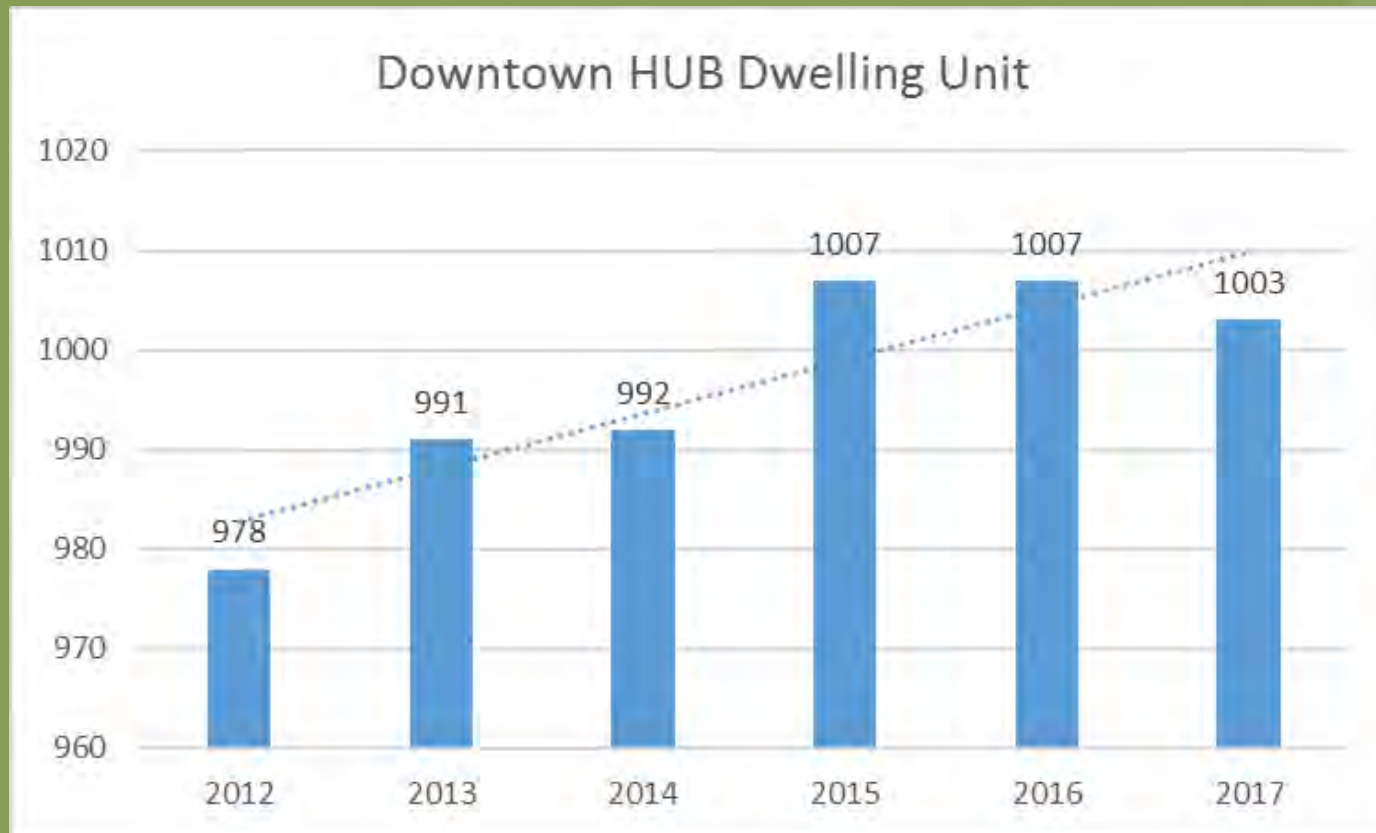
# Land Use



# Assessment Value



# Dwelling Unit



# Why Implementation Plan Update?

- Downtown Revitalization is identified as a strategic priority for City Council.
- To fulfill the requirement for monitoring, review and evaluation in Section 3.4 of HUB Secondary Plan.
- To help achieve the vision of building a vibrant and dynamic Downtown HUB by engaging stakeholders.



# What have been achieved in Implementation Plan?

- Incentive and Grant Program
- Design Review
- Document Updates
- Parks and Recreation Actions
- Transportation Actions
- Urban Design Actions
- Economic Development Actions
- Character Area Actions
- Implementation Plan Actions

# Incentive and Grant Program

- Incentives to assist in relocating businesses to Downtown (e.g. Redevelopment Grant Program and Rent Abatement Program, and Downtown Façade and Storefront Improvement Program)
- Renaissance District Tax Credit By-law No.6814
  - 24 applications, 22 approved
- Multi-Family Affordable Housing Program By-law No.6917
  - 5 applications, 5 approved
- Home Renovation Tax Assistance Program By-law No.6873
  - 1 application, 1 approved
- Residential Tax Abatement Program By-law No.6875
  - 3 applications, 2 approved
- Tax Increment Financing By-law No.7008
  - 2 applications, 0 approved
- Heritage Tax Credit By-law No. 6740
  - No applications so far
- Heritage Incentives By-law No. 7192
  - Newly adopted, no application so far



# Design Review

- Design Review has been established as formal procedure of Development Permit, and Building Permit process, based on Urban and Landscape Design Standard Manual

# Document Updates

- All recommended updates in the Secondary Plan have been implemented

# Parks and Recreation Actions

- Parks Creation
  - YMCA Plaza (231-9th Street)
  - City Hall Plaza (410-9th Street)
  - Princess Park
  - A.R. McDiarmid Greenspace (638 Princess)
- Princess Park Redevelopment
  - Assessment of park space and design alternatives have been done
  - Greenspace identification signage, rain protection on stage roof, and street furniture installed
  - Diagonal path and interpretive signs showing downtown history has not completed

# Park and Recreation Actions

- Park North of Pacific (btw 11th and 14th St)
  - Re-evaluation of the future land use
- Greenspace Connectivity
  - Incorporated with multi-use trail connection at the 1st Street bridge

# Transportation Actions

- Transit Connectivity
  - 8 of 9 existing transit routes serve Downtown, except for route 16
- Transit Terminal
  - Downtown transit terminal was open in October 2016
  - New multi-functional office building at transit terminal is proposed
- Pedestrian Standards and Movements
  - Standards of sidewalk, pathways, bikeways should incorporate City's standards
  - Is the HUB Public Realm Master Plan(PRMP) recommended in the Secondary Plan still needed?

# Transportation Actions

- Pacific Avenue Connection
  - Concept design of bike lane from 1st St to 18th St has not been done, depending on community's priority
- Bicycle parking
  - Visible and secured bicycle parking is required for all large developments including Downtown area, in the ULDS
- Parking Strategy
  - Some recommendations from Downtown Parking Assessment Report is explored

# Urban Design Actions

- Entryways
  - No work has been done yet. May look at Pacific at 1st St and 18th St, as well as 8th St Bridge
- Public Art and Street Furniture
  - Some public art structures were installed, not centrally coordinated (more organic )
  - Some street furniture were installed by BDDC
  - Lacking guidance for establishment (PRMP)
- Heritage Prioritization
  - Criteria to evaluate and prioritize existing or potential heritage buildings is not developed yet; however, Heritage Conservation By-law No. 7192 has provided municipal heritage site designation criteria S.12(a)



# Economic Development Actions

- Amend Development Plan
  - The strong language in the DP has been included in the Section 7 of DP
- Maintenance
  - Maintenance plan with schedule and funding opportunities shall be developed with PRMP
- Economic Strategy
  - Opportunities of commercial development properties including downtown area are listed on ED Brandon website
  - Is The HUB Economic Development Strategy still needed?

# Character Area Actions

- Public Washrooms
  - Parks operation
- Vibrant Streetscape
- Pedestrian HUB
  - Focus on Rosser Ave between 9th St. and 10th St. May look at integrated into intersection improvements
- Angled Parking
  - Explore to expand angled parking to 7th and 11th Street

# What do you think need to update?

- 7.1 Incentive and Grant Program
  - Add to existing incentive:
    - Downtown Façade and Storefront Improvement Program
    - By-law 7192 Heritage Incentive
    - By-law 7008 Tax Increment Financing
  - Potential Incentives

# What do you think need to update?

- 7.2 Design Review

- Explore the option to establish a voluntary Downtown Design Review Committee, similar to City of Winnipeg's Urban Design Advisory Committee(UDAC)
- Downtown Winnipeg Urban Design Guidelines
- Which projects go to UDAC?
  - new additions or new buildings of a significant size and scale
  - proposals that are significant because of their location in a sensitive context within the Downtown
  - proposals that may set a precedent and could impact the future decision making process

# What do you think need to update?

- 7.3 Document Updates
  - Zoning By-law updates for the HUB under consideration:
    - Child care (home and group) reclassified as conditional use in HUB Entertainment and Shopping Zone;
    - Zoning accommodations for Brandon University Downtown campus land use

# What do you think need to update?

- 7.4 Implementation Strategy
  - Based on the policies, update the actions to help facilitate the implementation of policies
  - Decide the timeframe and lead role for various actions
  - HUB Parking Strategy, HUB Economic Development Strategy (EDS), and HUB Public Realm Master Plan (PRMP)
  - Schedule of the HUB Secondary Plan and is supplementary to the provisions of the Secondary Plan

# What do you think need to update?

- 7.4 Implementation Strategy
  - Parks and Recreation Actions
    - Parks Creation
    - Princess Park Redevelopment
    - Greenspace connectivity



# What do you think need to update?

- 7.4 Implementation Strategy
  - Transportation Actions
    - Transit Connections
    - Pedestrian Connections
    - Active Transportation Connections
    - Parking Strategy

# What do you think need to update?

- 7.4 Implementation Strategy
  - Urban Design Actions
    - Site Design
    - Building Design
    - Design Award Program
    - Heritage Streetscape

# What do you think need to update?

- 7.4 Implementation Strategy
  - Economic Development Actions
    - Housing Provision
    - Downtown Maintenance
    - HUB Economic Development Strategy (EDS)

# What do you think need to update?

- 7.4 Implementation Strategy
  - Character Area Actions
    - Public Washroom

# What do you think need to update?

- 7.4 Implementation Strategy
  - Implementation Plan Actions
    - Periodical review and discussion on the progress of implementation plan

# Other potential updates?

- Secondary Plan name (the HUB)
- Downtown core values
- Entertainment and Shopping Character Area
- Transitional Character Area

## **Appendix A-2**

### **Notes from Brainstorming Session**

## Summary of BDDC Brainstorming Sessions

- Main aspects discussed in Implementation Plan
  1. Incentives and Grant Programs
    - Collect information on the amount of money that have been approved
    - Explore the incentives and grant programs specific to the Entertainment and Shopping Character area to help boom extensive redevelopment
    - Explore the incentives and grant programs that help change the perception of investment in downtown is not profitable
  2. Design Review
    - Establish a voluntary design review advisory committee which is comprised of relevant professionals to make sure the proposed development conform to the policies of the Secondary Plan
    - No separate process of current design review, but involving external professionals in the review
  3. Document Updates
    - Zoning Updates
      - Include Downtown HUB signage regulations within the Division 4: Signage section of ZBL
      - Clarify the kitchen facilities in the definition of dwelling unit to prevent another Double Decker upper level development
      - Child care in the HES zone change to conditional use (how does it impact on BU's child care component in Downtown?)
      - Banks and Offices in the HES zone change to permitted use for 1<sup>st</sup> storey to allow expansion
  4. The HUB Economic Development Strategy(EDS) and The HUB Public Realm Master Plan (PRMP) will not be separate documents, and will be incorporated into the Secondary Plan.
  5. Implementation Plan Actions
    - City's department stakeholders meet periodically to review the progress of the implementation
- Main aspects discussed in Policies
  1. Entertainment and Shopping Character Area
    - Existing business and development seems not fit the vision of this area (banks establishment, transit terminals)
      - Option 1: change the boundary of this area (take out transit terminal area?)
      - Option 2: change the name to Entertainment and Commerce Character Area and change the HES provisions in the ZBL?
      - Merge with Mixed Use Character Area
  2. Transitional Character Area
    - Not necessary, maybe change to Mixed Use Area



- Housekeeping
  1. Change Renaissance Brandon to Brandon Downtown Development Corporation
  2. Map 4.2 Transportation Plan
    - Diagonal Parking delete 10<sup>th</sup> Street
    - Add Diagonal Parking on 16<sup>th</sup> and 17<sup>th</sup> Streets north between Rosser and Pacific
  3. Character Area Actions
    - Angled Parking delete 10<sup>th</sup> Street angled parking, expanding angled parking to 7<sup>th</sup> Street and 11<sup>th</sup> Street
  4. Cover Page
    - Prepared by: The City of Brandon Planning, Property & Buildings Department
  - 5.

## **Appendix B-1**

### **Focus Group PowerPoint Presentation**

# Downtown HUB Secondary Plan Implementation Focus Group

# 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”

## Core Values

**Diversity** – The Downtown core is about diversity of people and experience, a good place for people to live, work and play regardless of age and income level

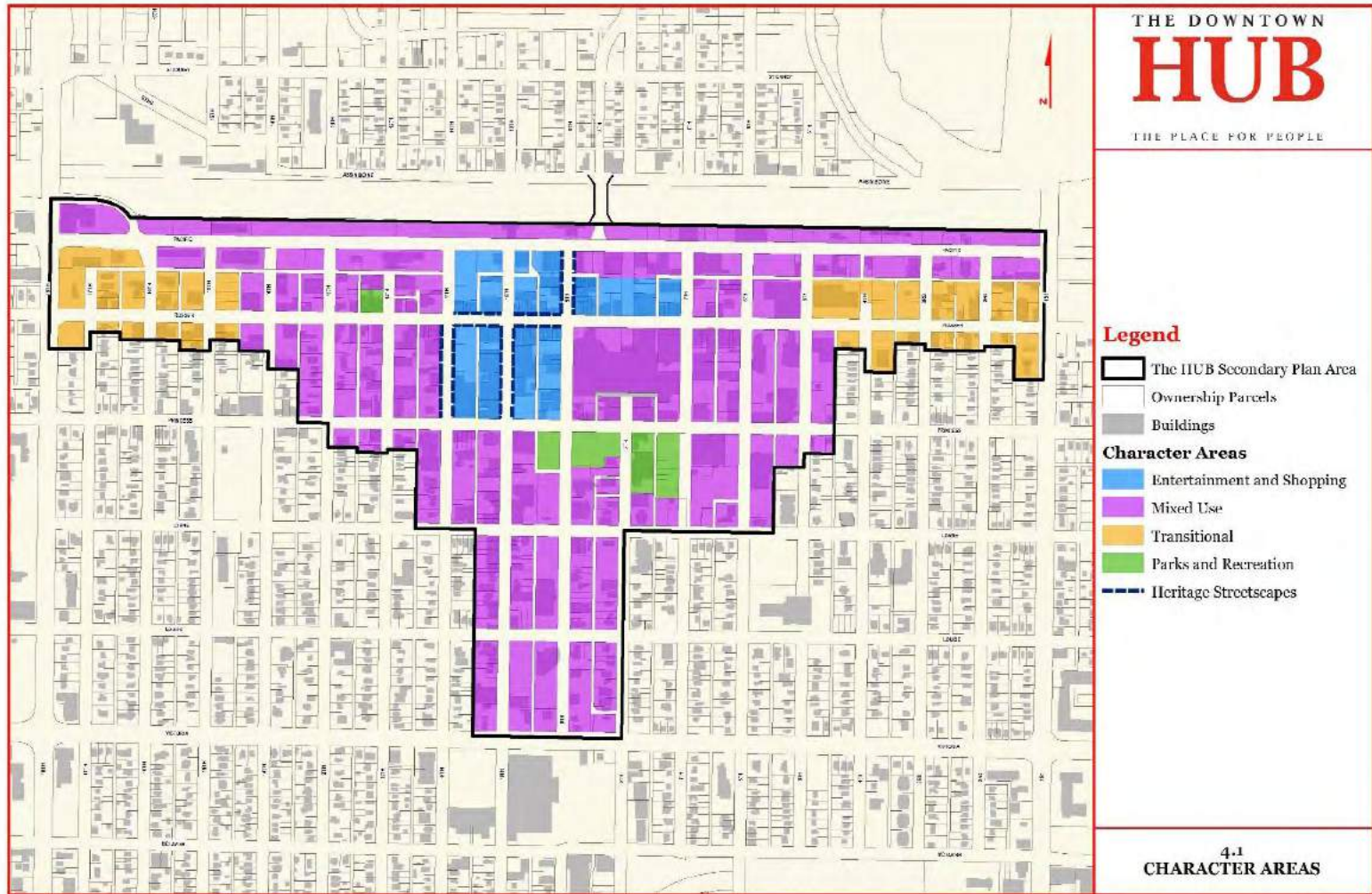
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**Character** – Downtown uses its historic buildings to remind citizens of where we’ve come from and values upon which the City was built

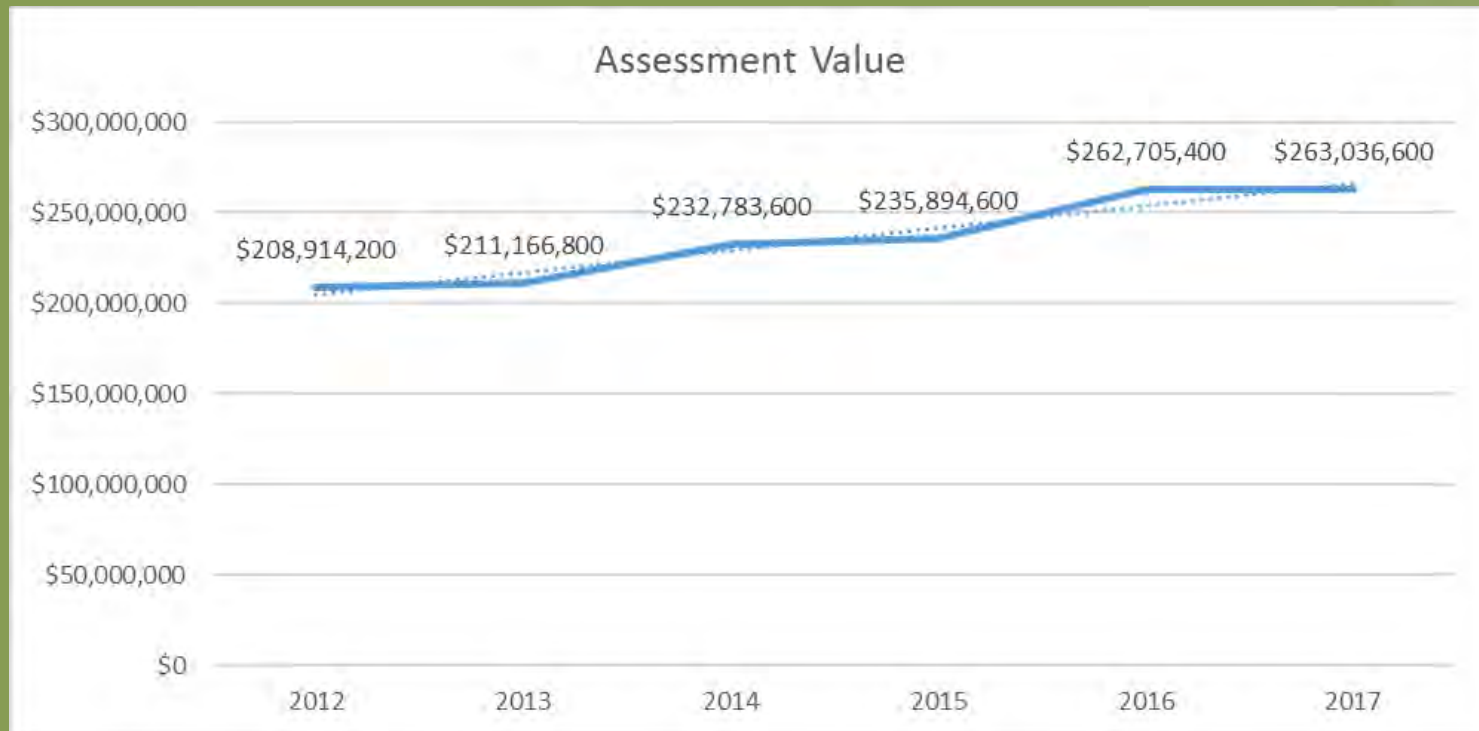
## Organizing Themes

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- 2) Mixed-Use Development
- 3) Pedestrian Friendly
- 4) Active & Engaged Merchants
- 5) Life After Dark
- 6) Building Blocks

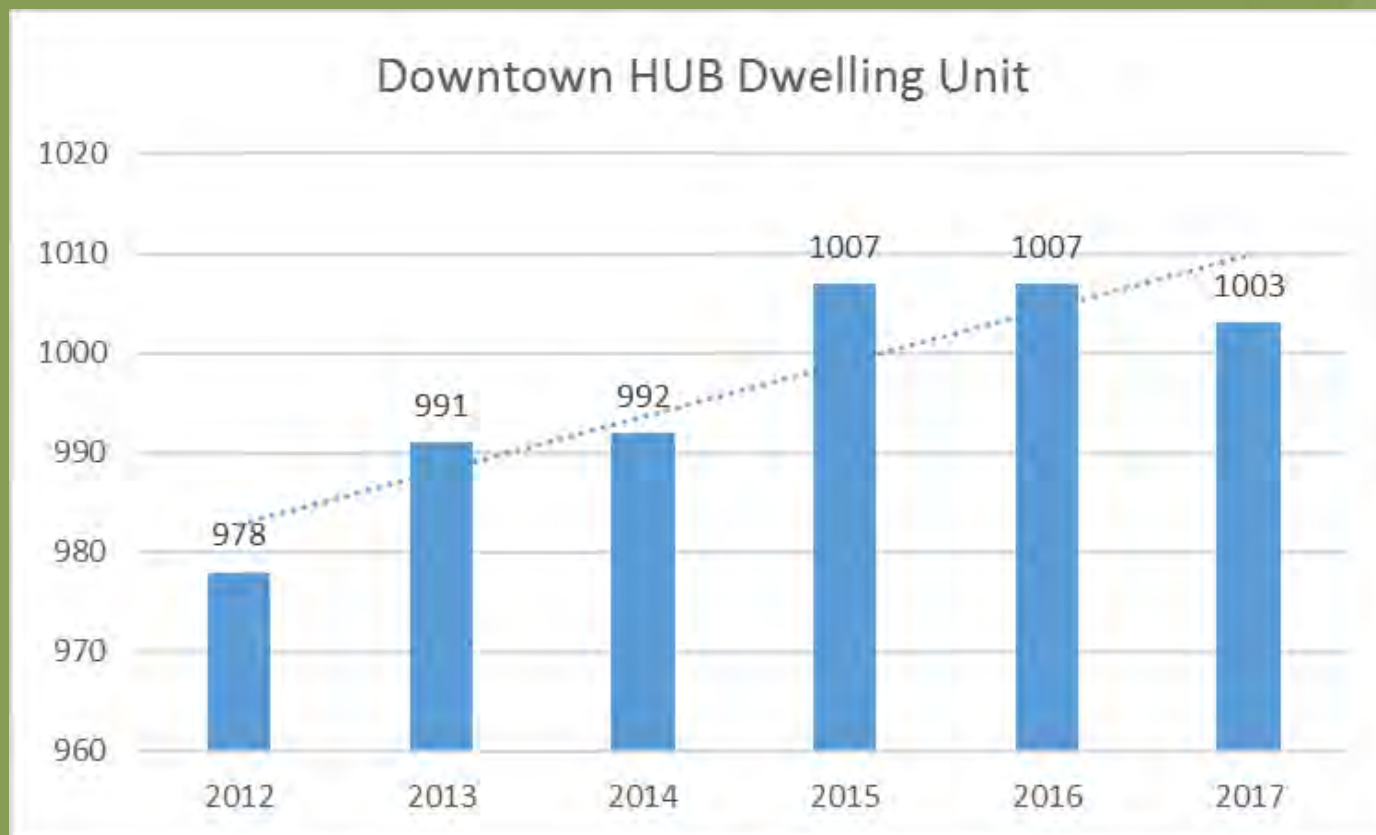
# Land Use



# Assessment Value



# Dwelling Unit





# Why Implementation Plan Update?

- Downtown Revitalization is identified as a strategic priority for City Council.
- To fulfill the requirement for monitoring, review and evaluation in Section 3.4 of HUB Secondary Plan.
- To help achieve the vision of building a vibrant and dynamic Downtown HUB by engaging stakeholders.

# What have been achieved in Implementation Plan?

- Parks and Recreation Actions
- Transportation Actions
- Urban Design Actions
- Economic Development Actions
- Character Area Actions

# Parks and Recreation Actions

- Parks Creation

- YMCA Plaza (231-9th Street)
- City Hall Plaza (410-9th Street)
- Princess Park
- A.R. McDiarmid Greenspace (638 Princess)

- Princess Park Redevelopment

- Assessment of park space and design alternatives have been done
- Greenspace identification signage, rain protection on stage roof, and street furniture installed
- Diagonal path and interpretive signs showing downtown history has not completed
- Public washroom is proposed with funding of 2018 capital budget

# Transportation Actions

- Transit Connectivity
  - 8 of 9 existing transit routes serve Downtown, except for route 16
- Transit Terminal
  - Downtown transit terminal was open in October 2016
  - New multi-functional office building at transit terminal is proposed

# Transportation Actions

- Bicycle parking
  - Visible and secured bicycle parking is required for all large developments including Downtown area, in the ULDS
- Parking Strategy
  - Some recommendations from Downtown Parking Assessment Report is explored

# Urban Design Actions

- Entryways
  - May look at Pacific at 1st St and 18th St, as well as 8th St Bridge
- Public Art and Street Furniture
  - Some public art structures were installed, not centrally coordinated (more organic )
  - Some street furniture were installed by BDDC
  - Lacking guidance for establishment (PRMP)
- Heritage Prioritization
  - Criteria to evaluate and prioritize existing or potential heritage buildings is not developed yet; however, Heritage Conservation By-law No. 7192 has provided municipal heritage site designation criteria S.12(a)

# Economic Development Actions

- Amend Development Plan
  - The strong language in the DP has been included in the Section 7 of DP
- Institutional Opportunities
  - Worked with Brandon University to explore the downtown campus opportunities
- Economic Strategy
  - Opportunities of commercial development properties including downtown area are listed on ED Brandon website



# Character Area Actions

- Pedestrian HUB
  - Focus on Rosser Ave between 9th St. and 10th St. May look at integrated into intersection improvements
- Angled Parking
  - Explore to expand angled parking to 7th and 11th Street

# What do you think need to update?

- 7.4 Implementation Strategy
  - Parks and Recreation Actions
    - Parks Creation – pocket parks
    - Princess Park Redevelopment
    - Greenspace connectivity
    - Innovative landscaping/greenspaces

# What do you think need to update?

- 7.4 Implementation Strategy
  - Transportation Actions
    - Transit Connections
    - Pedestrian Connections
    - Active Transportation Connections
    - Parking Strategy

# What do you think need to update?

- 7.4 Implementation Strategy
  - Urban Design Actions
    - Site Design
    - Building Design
    - Design Award Program
    - Heritage Streetscape

# What do you think need to update?

- 7.4 Implementation Strategy
  - Economic Development Actions
    - Housing Provision for All Income Levels and Demographics
    - Downtown Maintenance
    - HUB Economic Development Strategy (EDS)

# What do you think need to update?

- 7.4 Implementation Strategy
  - Character Area Actions
    - Entertainment and Shopping Area
    - Mixed Use Character Area
    - Transitional Character Area

# What do you think need to update?

- 7.4 Implementation Strategy
  - Implementation Plan Actions
    - Periodical review and discussion on the progress of implementation plan



## **Appendix B-2**

### **Notes from Focus Group Meeting**

## Downtown Focus Group Meeting Summary

- Main aspects discussed in Implementation Plan
  1. Urban Design Actions
    - Downtown design guidelines/elements to preserve physical characters (e.g. exterior cladding on the mains streets)
    - Requirements of involving design professionals in the land use or development / building permit application in downtown (BDDC can be functioned as design advisory to downtown development)
    - The City to provide planning directions that encourage the development in downtown responsively and environmentally friendly
    - Alternative building code
  2. Economic Development Actions
    - Relaxing or waiving encroachment fees for downtown business operations (e.g. using sidewalks for patio)
    - Incentives for servicing and fire protection engineering to help promote development in downtown
    - Policies and incentives for Brandon University Downtown Campus development
  3. Character Area Actions
    - Keeping the Entertainment and Shopping Area as a focus area for tourist attraction
    - Keeping the efforts of BDDC in promoting development and business relocations in Entertainment and Shopping Area
    - Relaxation of uses in HES zone

### BDDC's roles

- Facilitating design assistance in incentive / grant application
- Requiring design professional involvement in the incentive / grant application
- Providing funding of design costs (20%-100% based on the scope of the project?)

## **Appendix C-1**

### **1<sup>st</sup> Public Consultation Event Invitation**

## *Bringing the Downtown Plan to Life*

### Public Consultation - Tuesday April 24, 2018

In the approximately six years since the City of Brandon Downtown Secondary Plan has been in place, engaged residents, developers and business owners have worked together in an effort to achieve the City's vision for downtown.

While many positive changes have resulted, the City of Brandon would like your input on where more should and can be done.

Join us at our public consultation session and help us identify future actions to continue achieving our vision for a vibrant downtown!

**Time:** 5:00 – 7:00 p.m.  
**Presentation:** 5:15 – 5:30 p.m.  
**Date:** Tuesday, April 24, 2018  
**Location:** Brandon Design Studio, 638 Princess Avenue



*(Please use Entrance B on the east side of the A.R. McDiarmid Civic Complex. Additional visitor parking is available at the parking lot off 6<sup>th</sup> Street).*

**For further information, contact Community Planner Shengxu Li at [s.li@brandon.ca](mailto:s.li@brandon.ca), 204-729-2117**

Please contact us by April 16, 2018 if you have any particular accommodation requirements. Barb Patten, [b.patten@brandon.ca](mailto:b.patten@brandon.ca) or 204-729-2214

## **Appendix C-2**

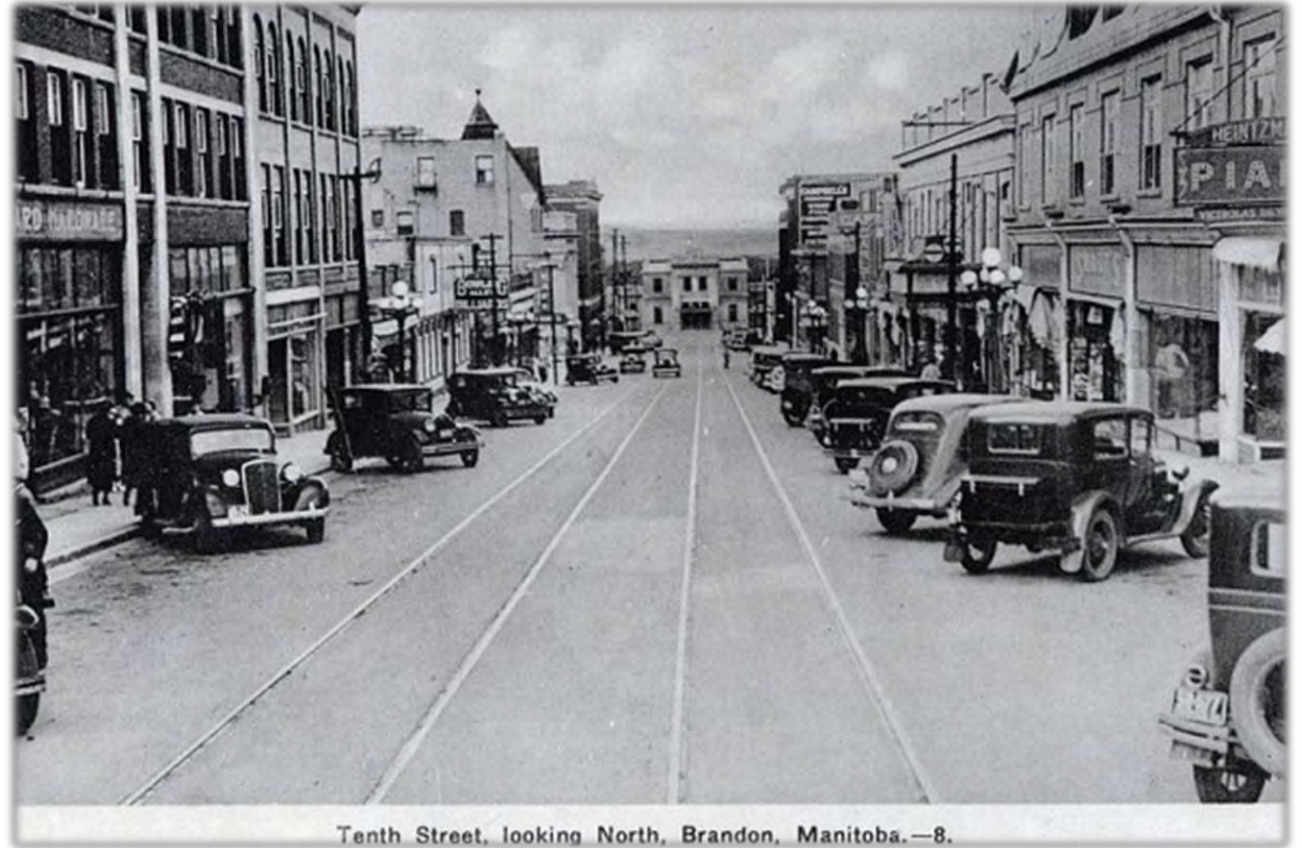
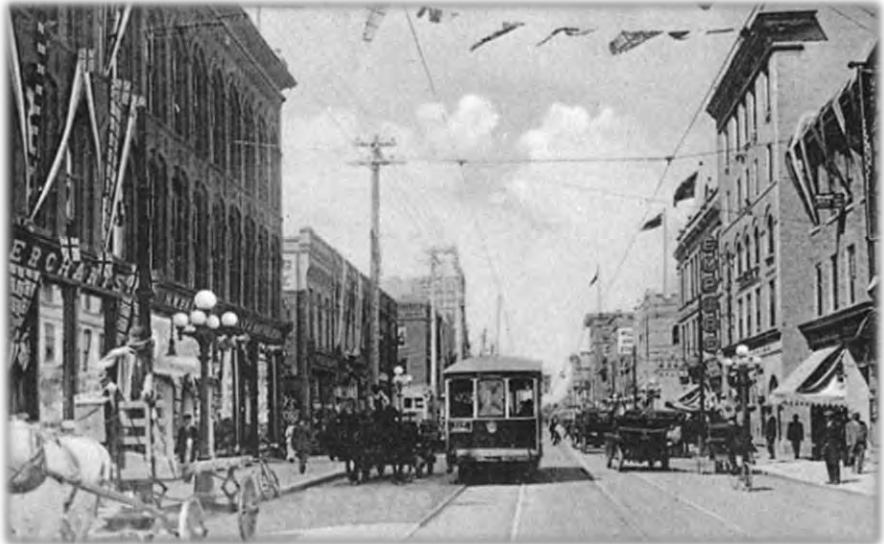
### **1<sup>st</sup> Public Consultation Event PowerPoint Presentation**

# BRINGING THE DOWNTOWN PLAN TO LIFE

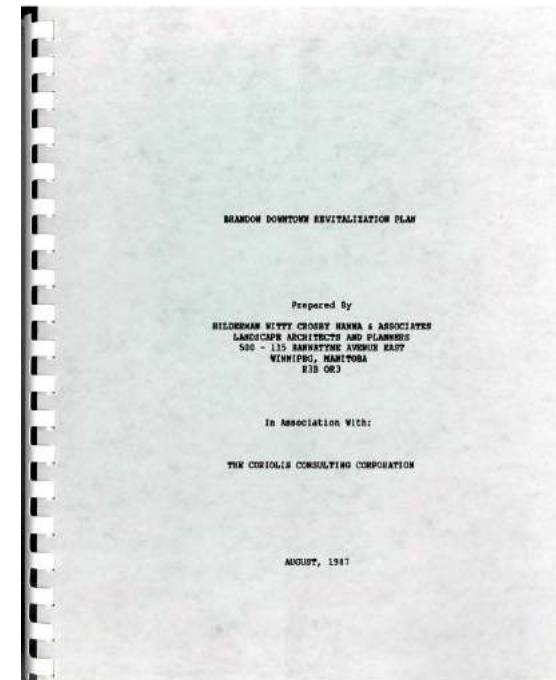
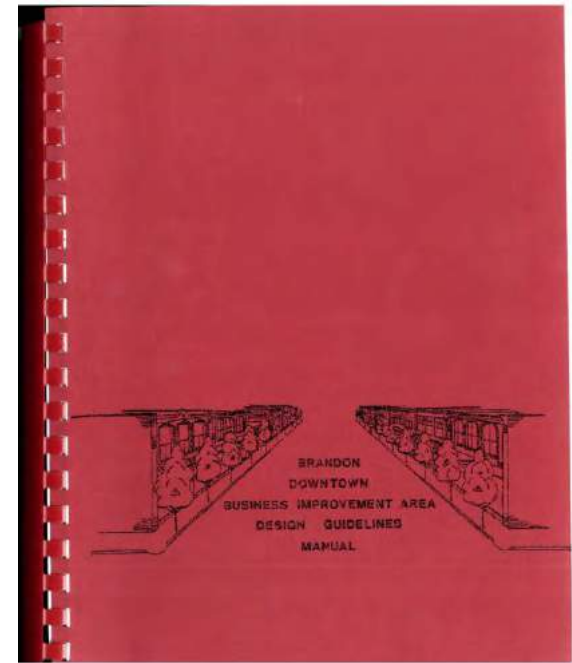
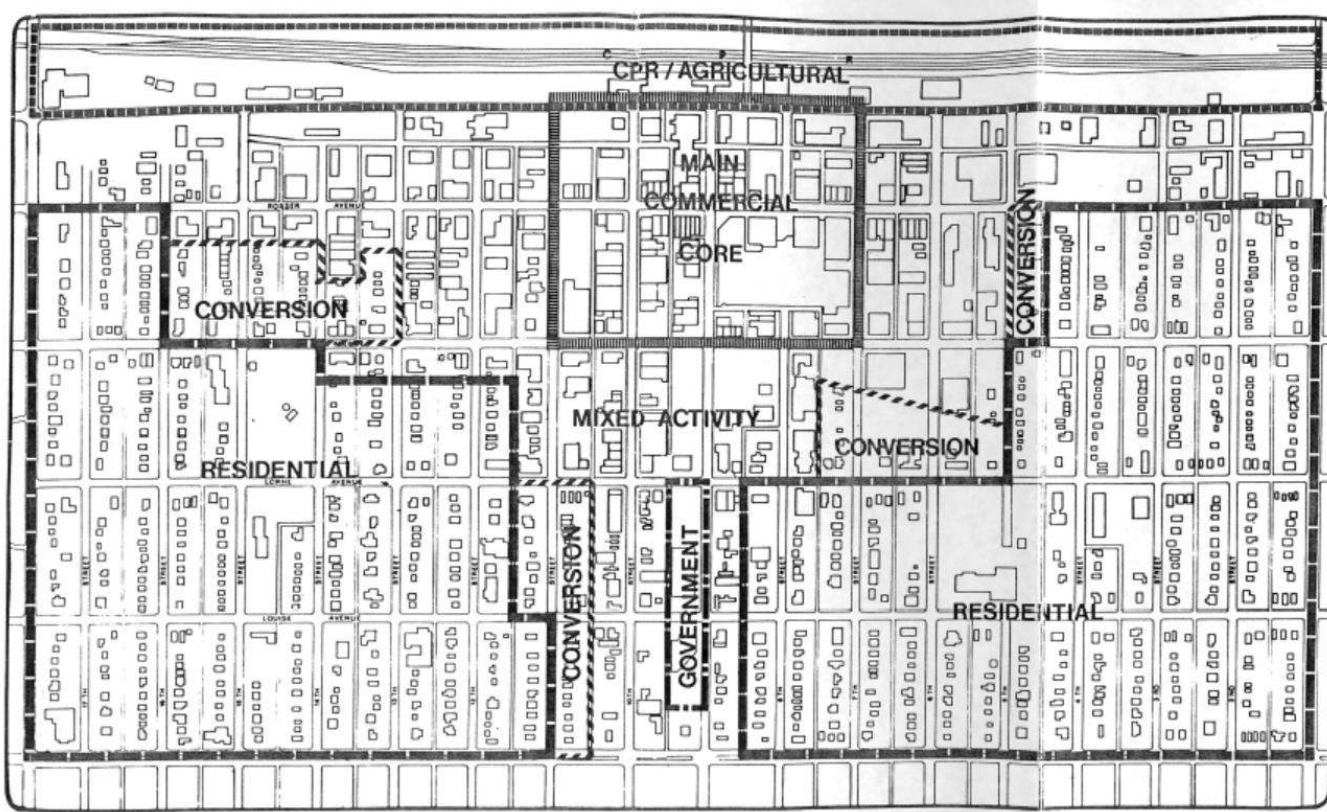




# Building on our Past



# Building on our Past





# DOWNTOWN BRANDON 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.”



Appendix C-2-4

# THREE CORE VALUES & SIX ORGANIZING THEMES

## Diversity

People on  
Display

Mixed Use  
Development

## Uniqueness

Pedestrian  
Friendly

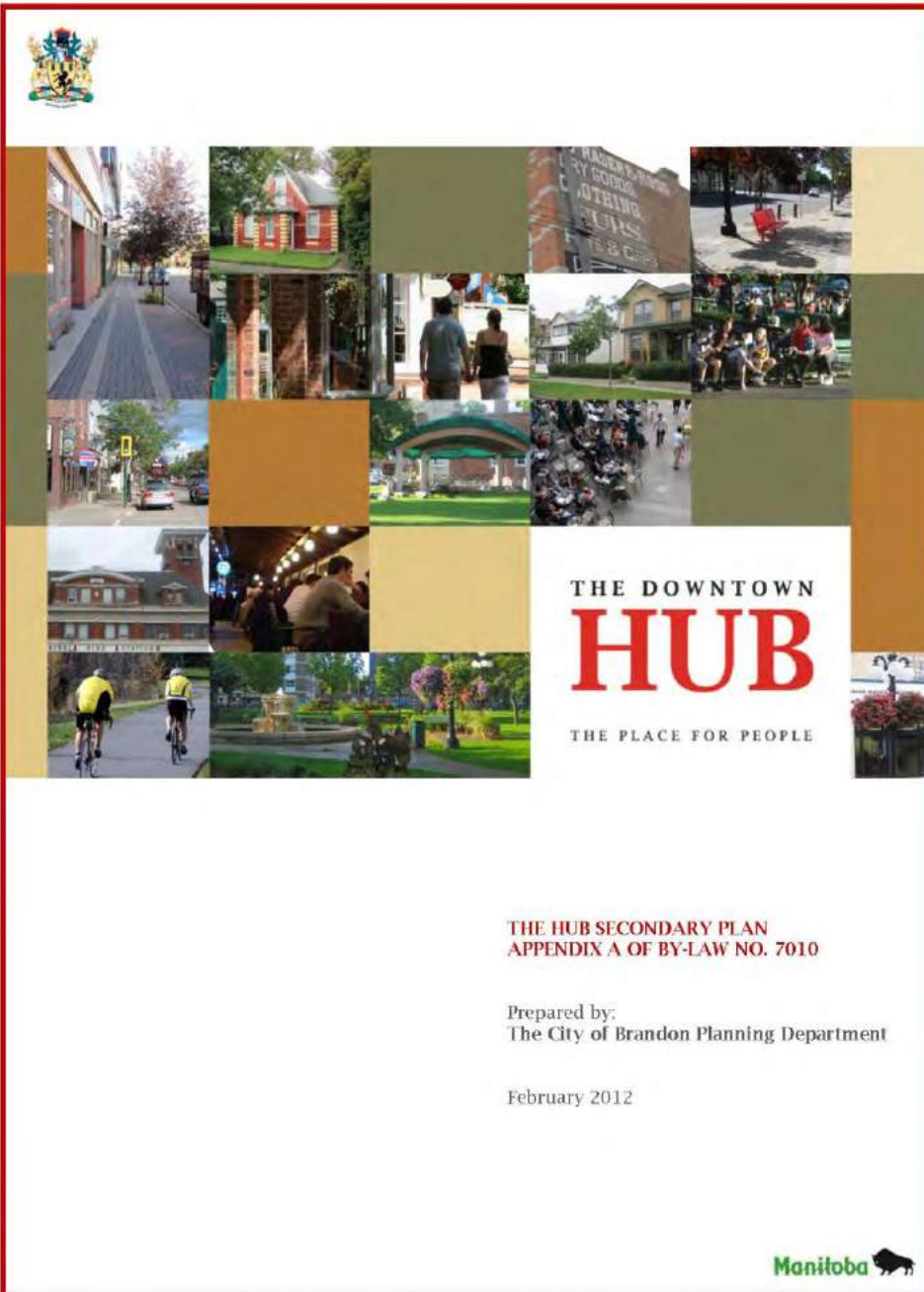
Active &  
Engaged  
Merchants

Appendix C-2-5

## Character

Life After  
Dark

Building  
Blocks



Adopted by City Council in 2012, provides the framework to begin implementing this vision for downtown Brandon.



**THE DOWNTOWN HUB**  
THE PLACE FOR PEOPLE

**Legend**

- The HUB Secondary Plan Area
- Ownership Parcels
- Buildings

**Character Areas**

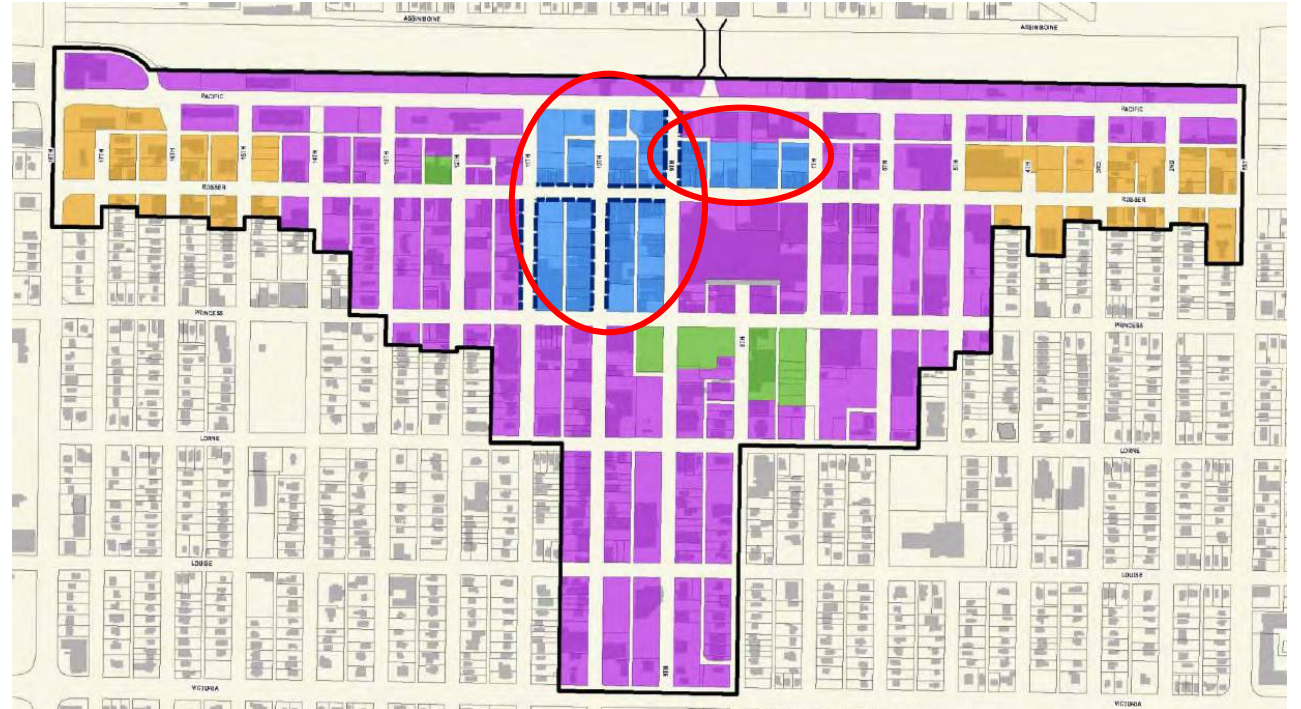
- Entertainment and Shopping
- Mixed Use
- Transitional
- Parks and Recreation
- Heritage Streetscapes

Appendix C-2-7

**4.1 CHARACTER AREAS**

# ENTERTAINMENT AND SHOPPING CHARACTER AREA

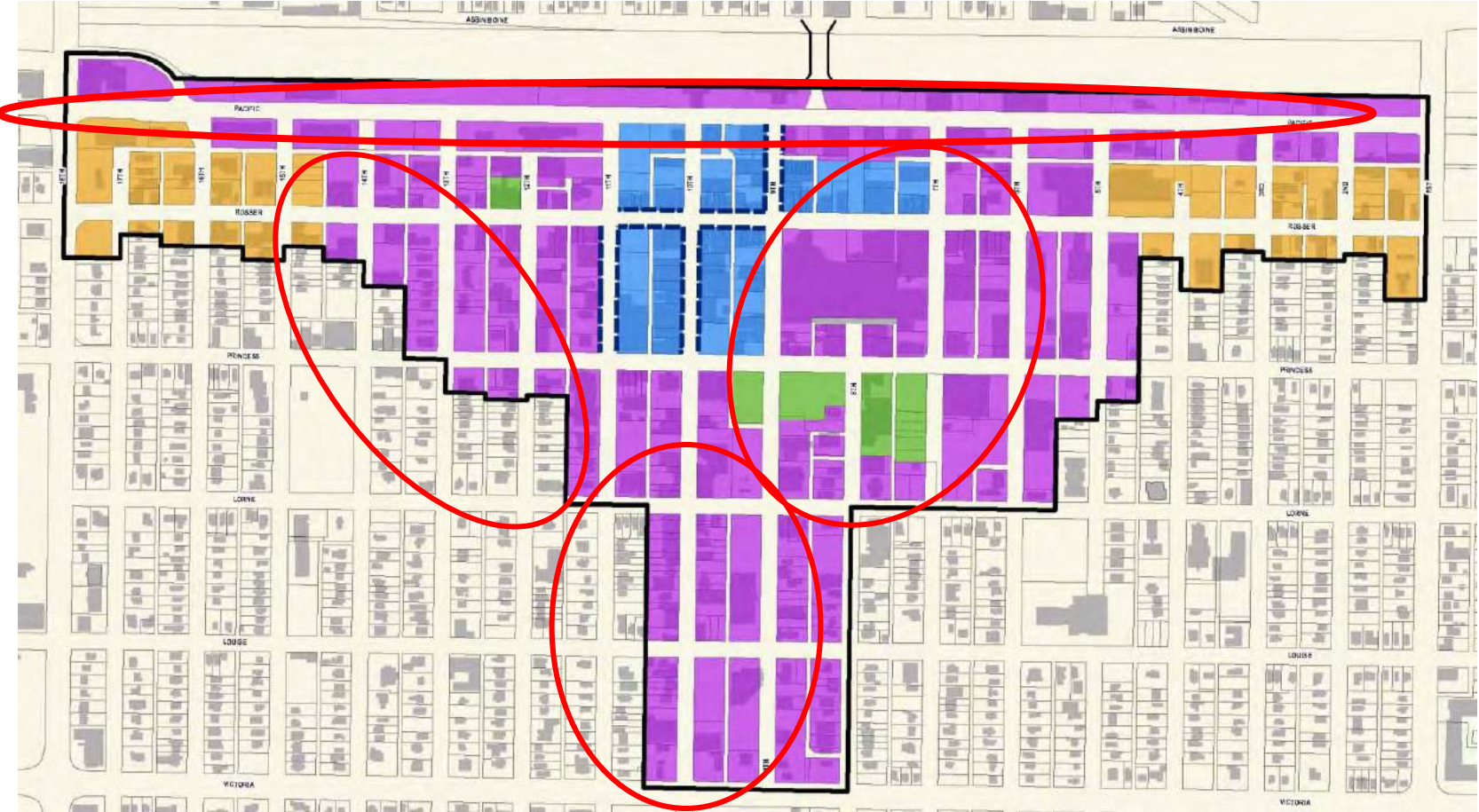
- Prioritize entertainment and shopping uses (life after dark)
- Mixed use buildings required (non-residential on main floor)
- No on-site parking, no new parking lots
- Minimum building height of two storeys
- Sidewalk patios, street vendors, festivals
- Heritage streetscapes





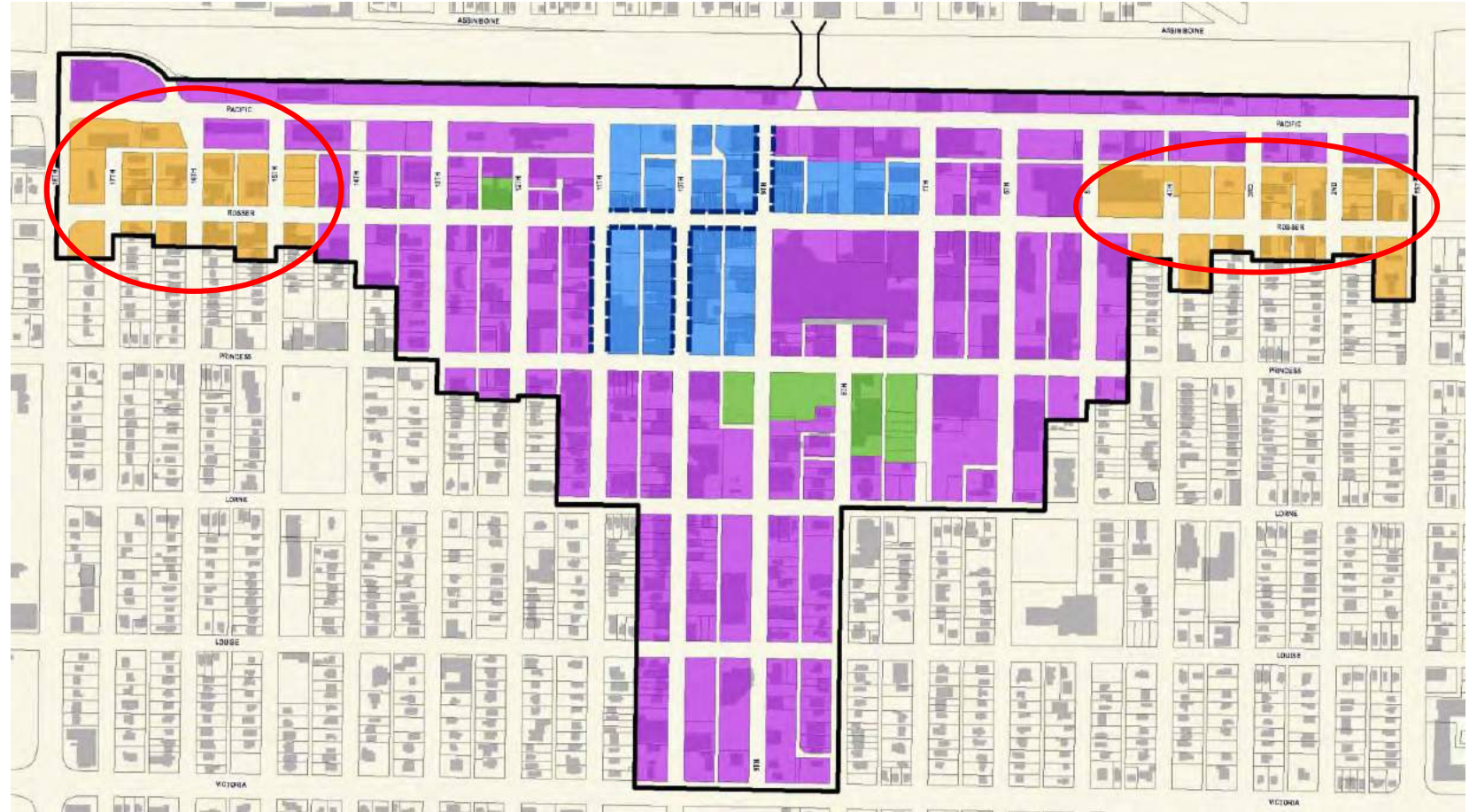
# MIXED USE CHARACTER AREA

- Flexibility of commercial uses, including offices and personal service uses
- High density standalone residential encouraged
- Reduced parking required for new residential buildings
- New parking lots allowed only when parking shortage is demonstrated
- Minimum building height of two storeys



# TRANSITIONAL CHARACTER AREA

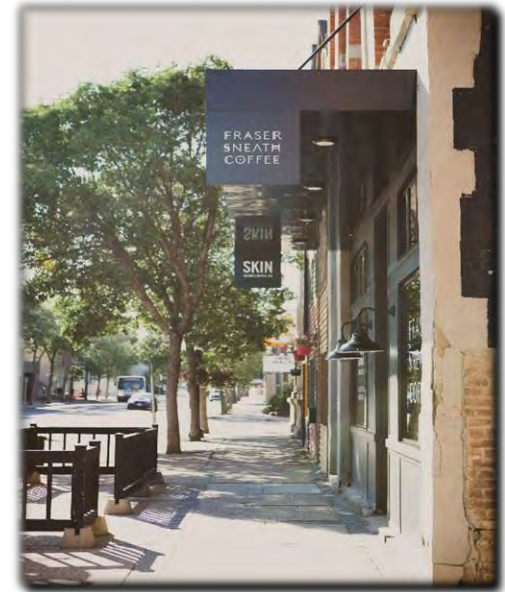
- Flexibility of commercial uses, including offices and personal service uses
- Potential for vehicle service uses
- Moderate density standalone residential allowed
- On-site parking required for residential and non-residential uses
- New parking lots allowed
- One storey buildings allowed





# URBAN DESIGN

- Buildings on the street
- Visual interest
- Windows on first floors
- Prominence to corners
- Pedestrian lighting
- Covered entrances
- Variety of materials
- Public Art
- Heritage Buildings
- Human Scale Signage





# GREENSPACE & RECREATION

- Street Trees
- Variety of Parks
- Amenities for all user groups
- Community Gardens
- Markets
- Planting Baskets





# TRANSPORTATION

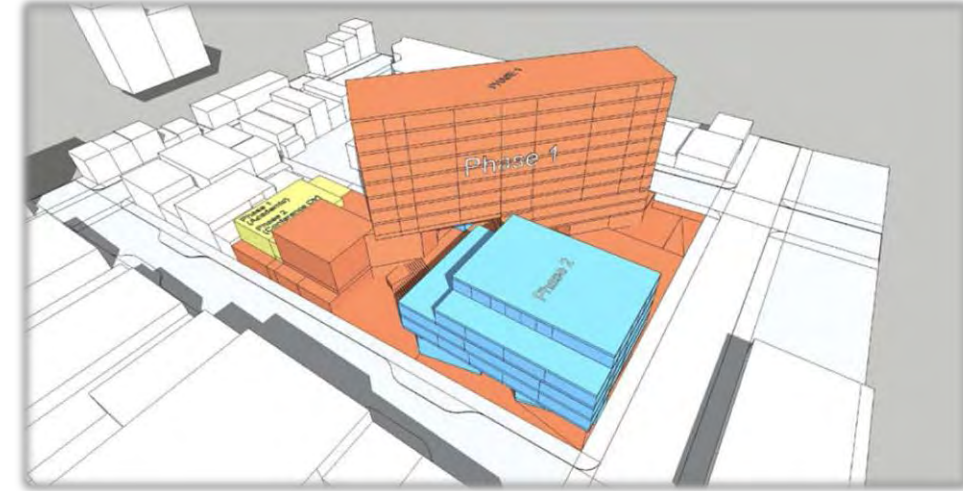
- Designed for all types of movement (pedestrians, bicycles, vehicles)
- Well connected (people and cars)
- Wider sidewalks
- Transit hub
- Functional (waste and snow removal)
- Street parking





# ECONOMIC DEVELOPMENT

- Flexible rules
- Incentives
- Develop upper storeys
- Restaurants
- Retail shops
- Recreation
- Personal Services
- Post Secondary Institutions
- Housing for all income levels
- High Density Residential



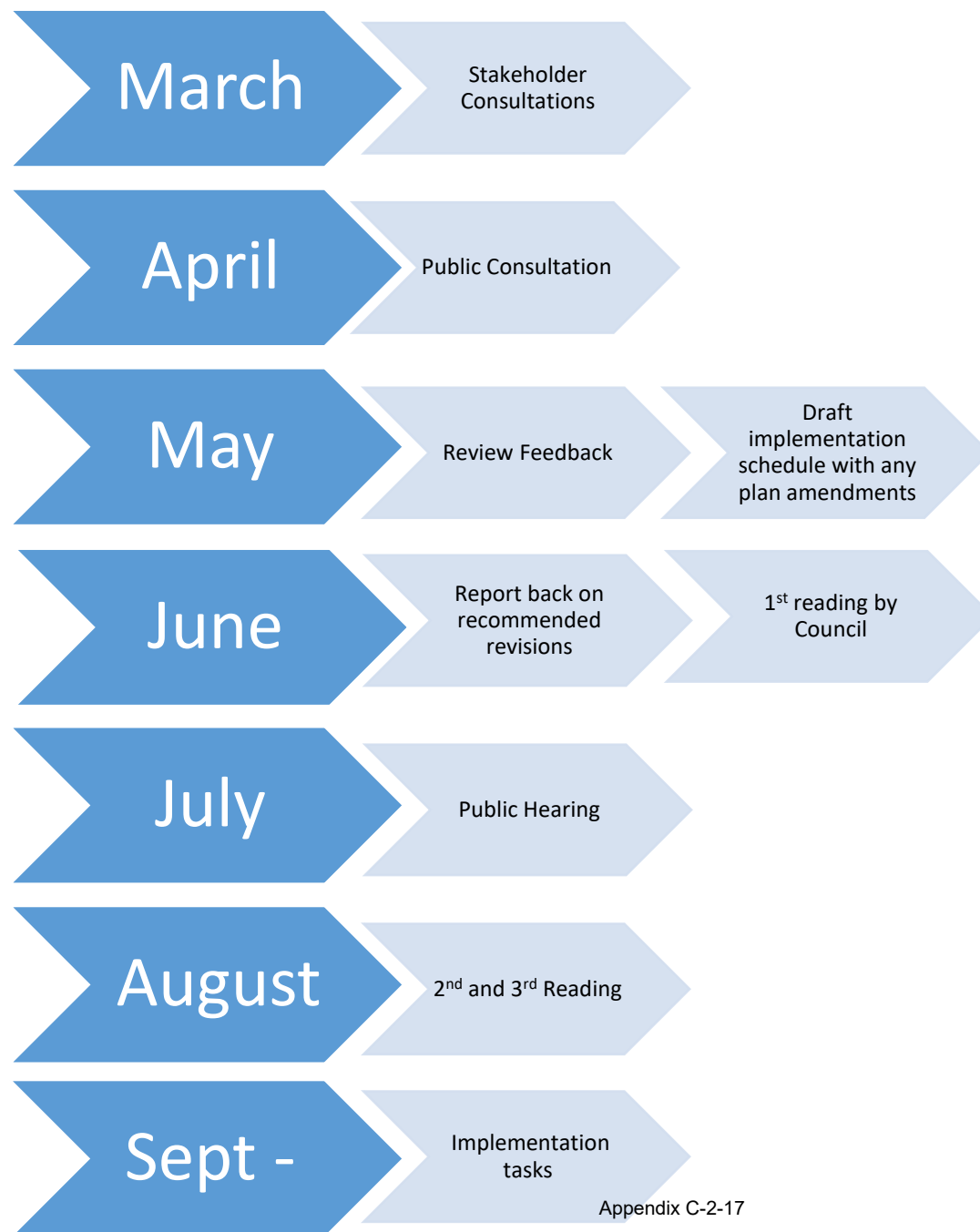
# OBJECTIVES OF DOWNTOWN PLAN UPDATE

- Obtain feedback on current vision
- Identify gaps in efforts to revitalize downtown
- Identify what is working and what is not
- Identify implementation priorities
- Generate new ideas to move us closer to our vision

# DISCUSSION TOPICS

- Business Development
- Character Areas
- Housing
- Pedestrian Experience
- Visual Experience

# Next Steps



## **Appendix C-3**

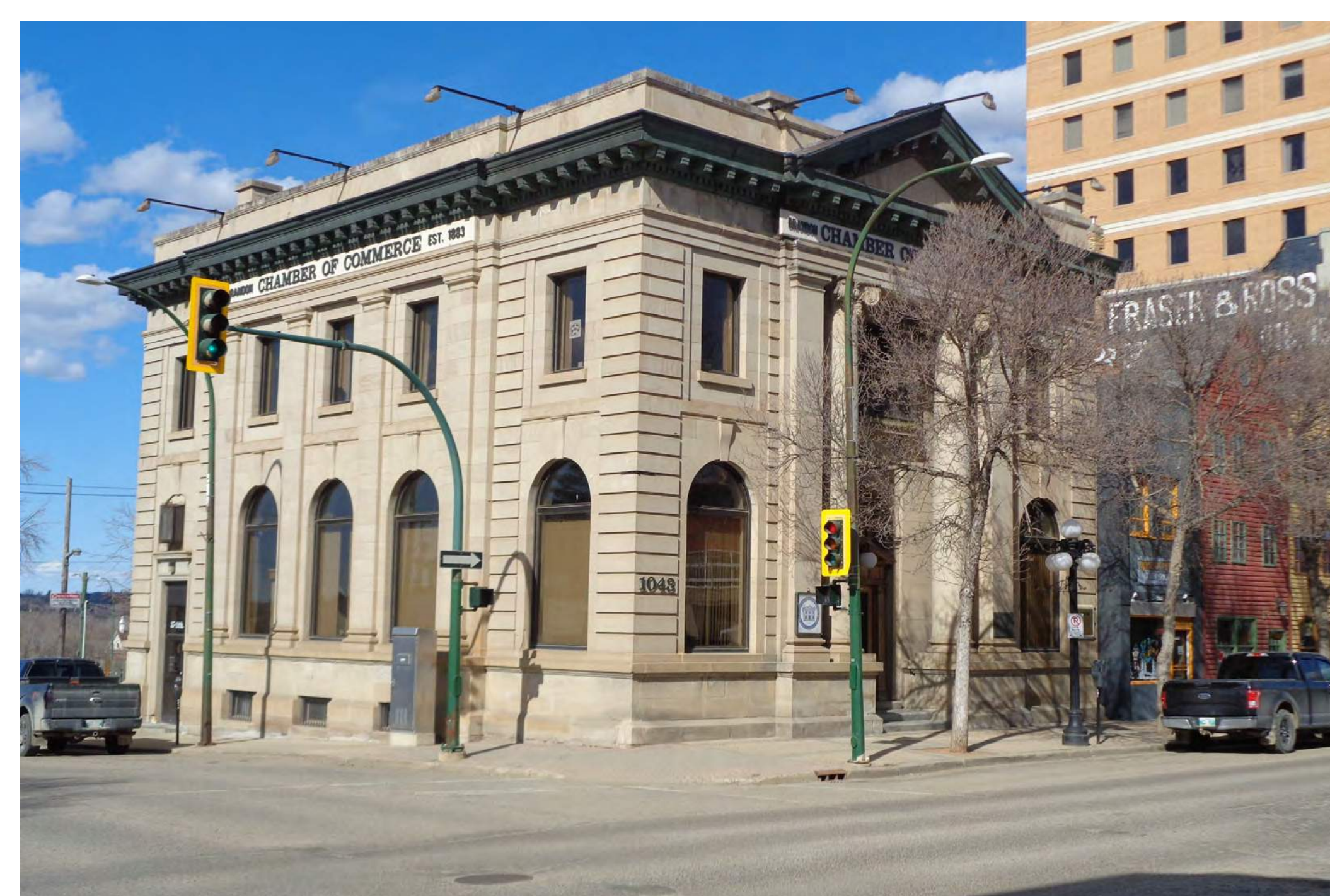
### **1<sup>st</sup> Public Consultation Event Display Board**



# BUSINESS DEVELOPMENT

## **Business Development**

- Downtown will offer a diverse and unique commercial district known for its restaurants and entertainment, that services the wants and needs of residents and visitors



BRING THE DOWNTOWN PLAN TO LIFE / APRIL 24, 2018



# CHARACTER AREAS

## ENTERTAINMENT AND SHOPPING AREA

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. The area's unique character and amenities will draw people to the area during and after regular business hours.

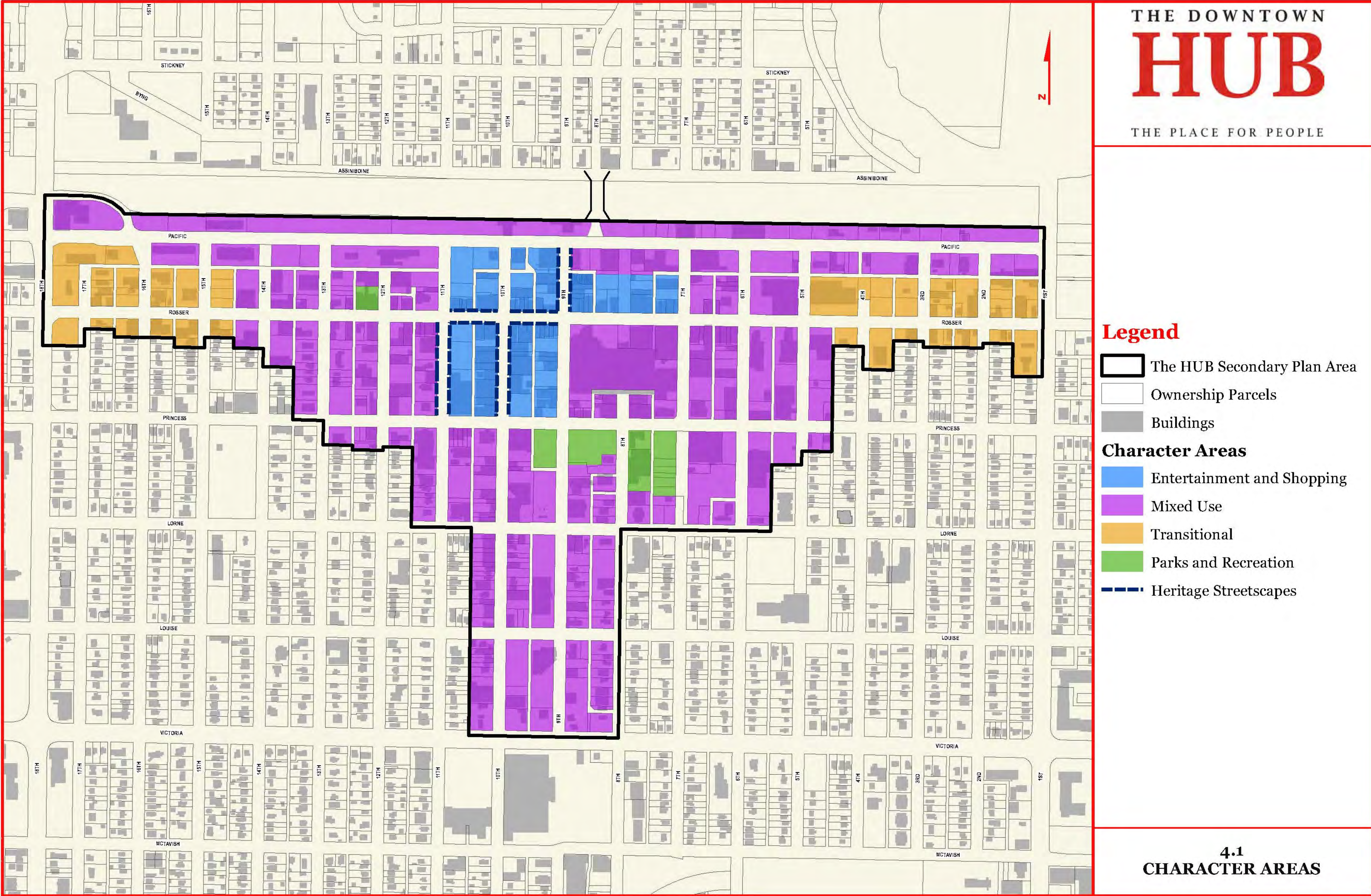
### KEY FACTS:

- High density residential encouraged on upper storeys (not permitted main floor). Maximum 14 storeys
- No minimum front or side setback requirements
- No off-street parking required (all use types)
- To protect space that attracts people downtown:
  - Construction of new standalone surface parking lots not permitted.
  - Drive-through facilities not permitted.





# CHARACTER AREAS





# CHARACTER AREAS

## MIXED-USE AREA

To provide an appropriate mixture of well designed residential and commercial sites that enhance the pedestrian environment of the downtown while supplying sufficient residential mass to support business growth. Uses in the area will support but not compete with the Entertainment and Shopping Area. Commercial will focus on professional and personal services, institutional, traditional retail and commerce. High density is encouraged.

### KEY FACTS

Incredibly flexible zoning designed to encourage redevelopment of existing properties and new development on vacant sites.

- . No off-street parking required for commercial uses.
- . No off-street parking required for residential units in an “existing building.”
- . Only one parking stall per residential unit required in a “new” building.
  - ◊ 1.5 stalls/unit required elsewhere in city.
  - ◊ Offsite/shared parking on alternate site can be considered.





# CHARACTER AREAS

## TRANSITIONAL AREA

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

### KEY FACTS

- . Uses in this area are lower density commercial and residential to allow a gradual transition into adjacent areas.
- . The intent of the transitional area is to provide a gradual transition from the higher downtown densities into the adjacent areas.
- . Parking and development regulations are comparable to other areas in the City of Brandon.

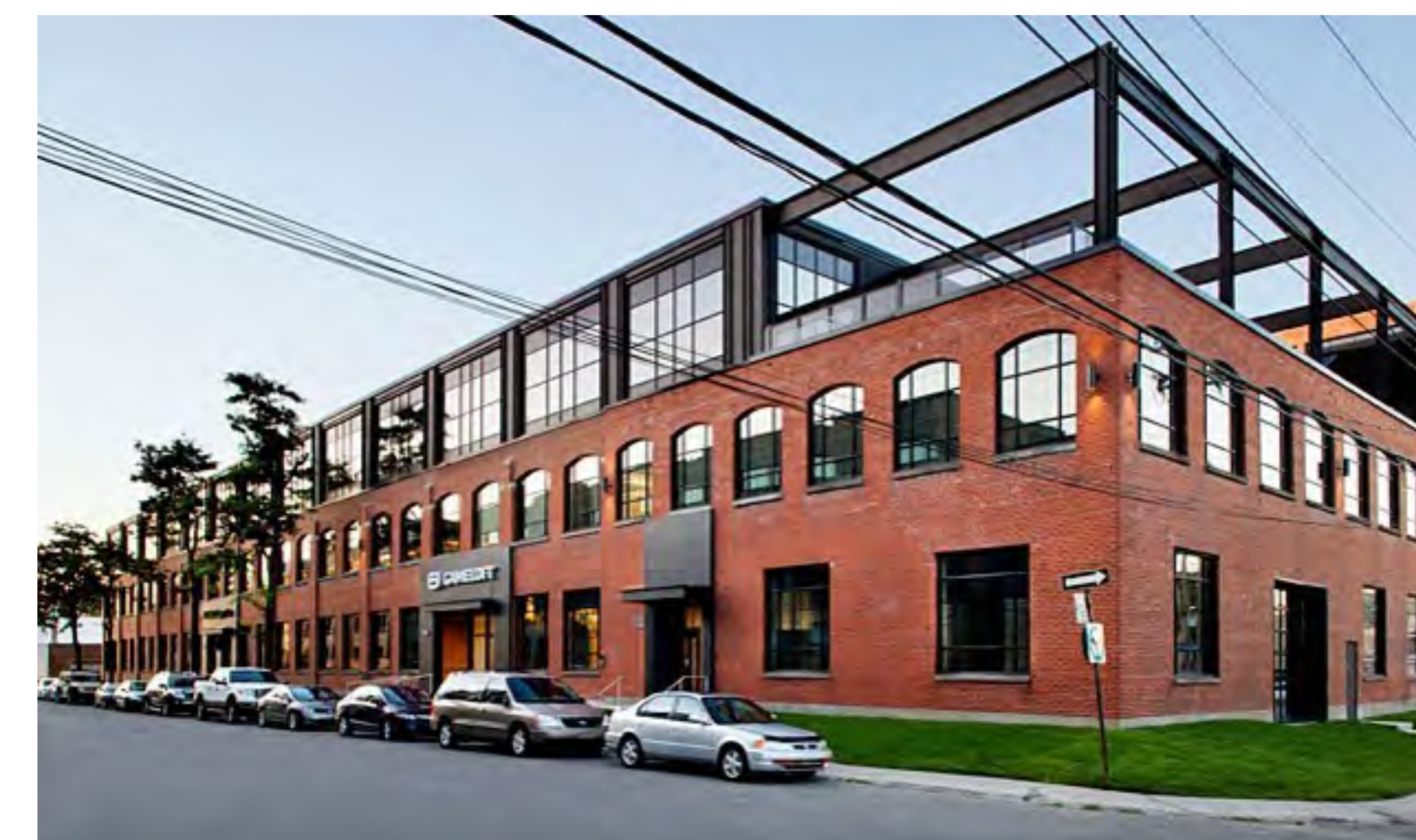




# HOUSING DEVELOPMENT

## *Housing Development*

- Downtown offers a large and diverse housing stock appealing to a variety of income levels and demographics in a denser form than found elsewhere in the city



BRING THE DOWNTOWN PLAN TO LIFE / APRIL 24, 2018



# PEDESTRIAN EXPERIENCE

## LANDSCAPING & GARDENS

### STREET TREES



### PLANTING BASKETS



### COMMUNITY GARDENS



### GREEN ROOFS AND WALLS





# PEDESTRIAN EXPERIENCE

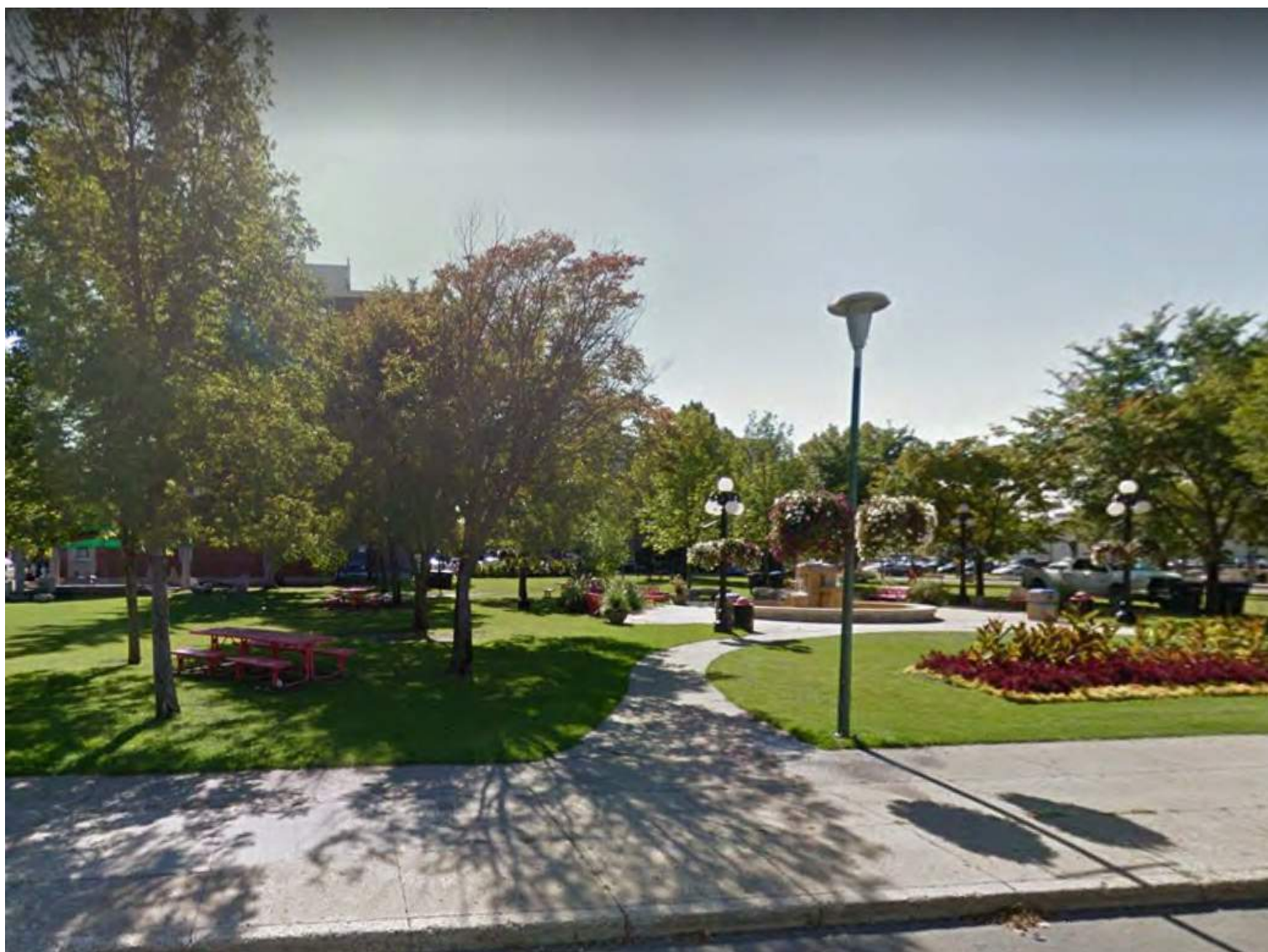
## PARKS

*Parks and recreation are an essential component of a successful and vibrant downtown. An objective of the downtown secondary plan is to provide a variety of easily accessible and inclusive parks and recreational areas. This will serve residents and visitors alike and allow them to interact with one another in natural environments.*

## CREATION OF GREEN SPACES



## EXISTING PARKS



## POCKET PARKS



## PARKLETS





# PEDESTRIAN EXPERIENCE

## PEDESTRIAN MOVEMENT

*Downtown will offer a safe and pleasant pedestrian environment with convenient connections for residents, visitors and businesses so that foot and bike traffic can flourish.*

### PEDESTRIAN EXPERIENCE



### PEDESTRIAN STREETS



### PEDESTRIAN ALLEYS



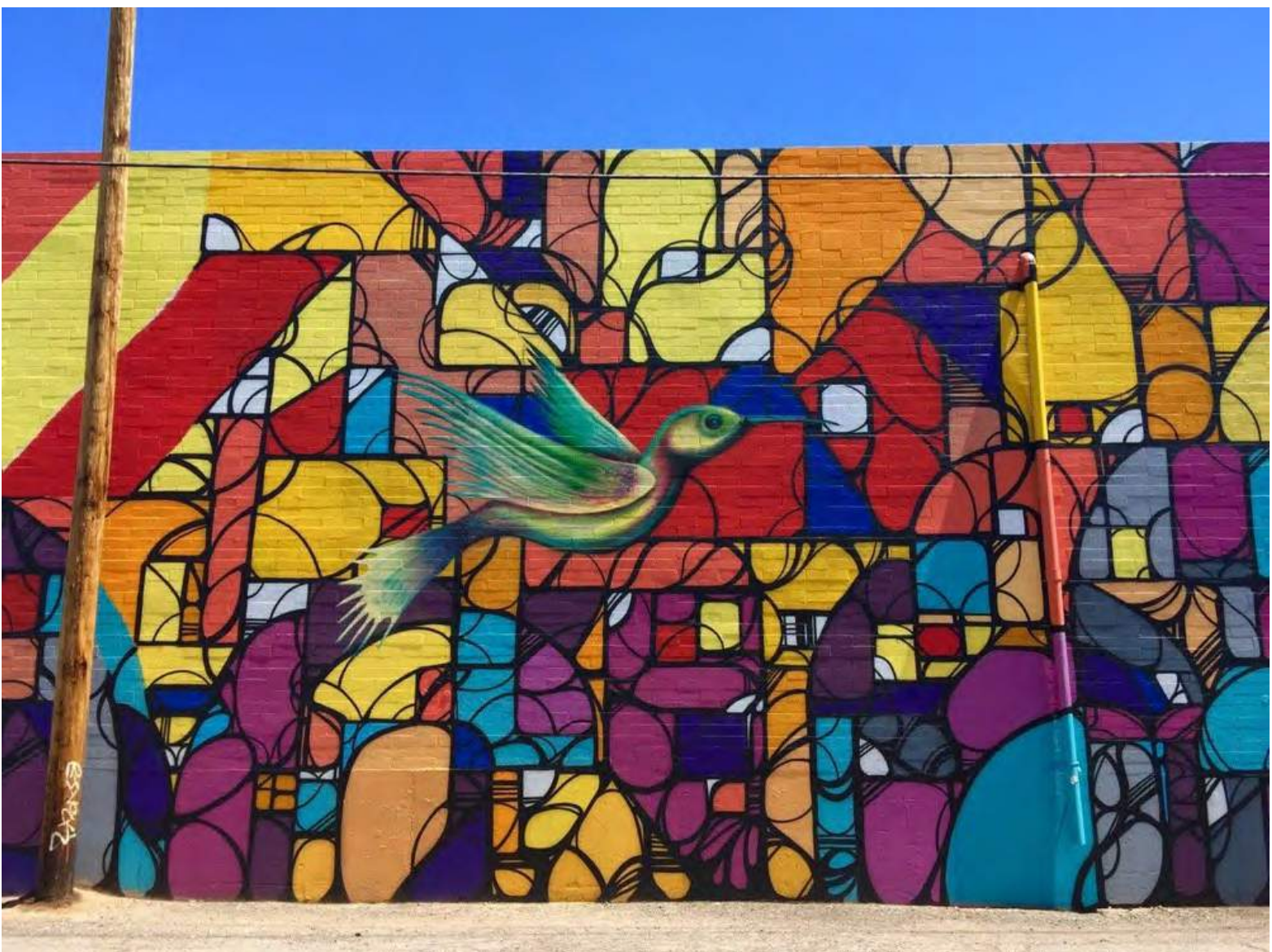


# PEDESTRIAN EXPERIENCE

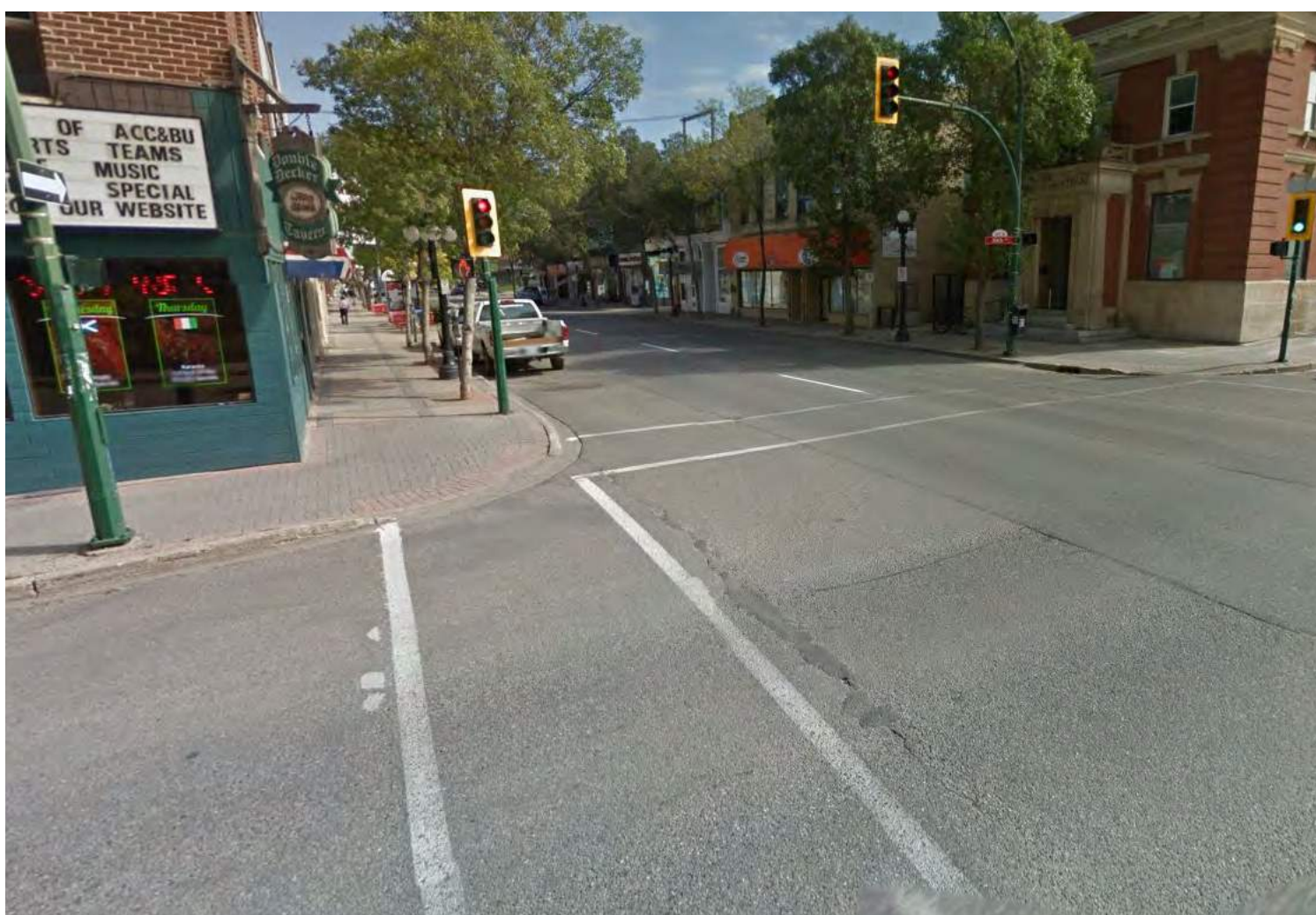
## PUBLIC ART

*Public art shall be encouraged to locate throughout downtown where appropriate.*

## MURALS



## CROSSWALKS



## UTILITY BOXES



## BICYCLE PARKING





# VISUAL EXPERIENCE

## **Building Design**

- . Buildings should have visual interest by varying materials
- . Glass windows on first floor
- . Tall buildings step back upper storeys



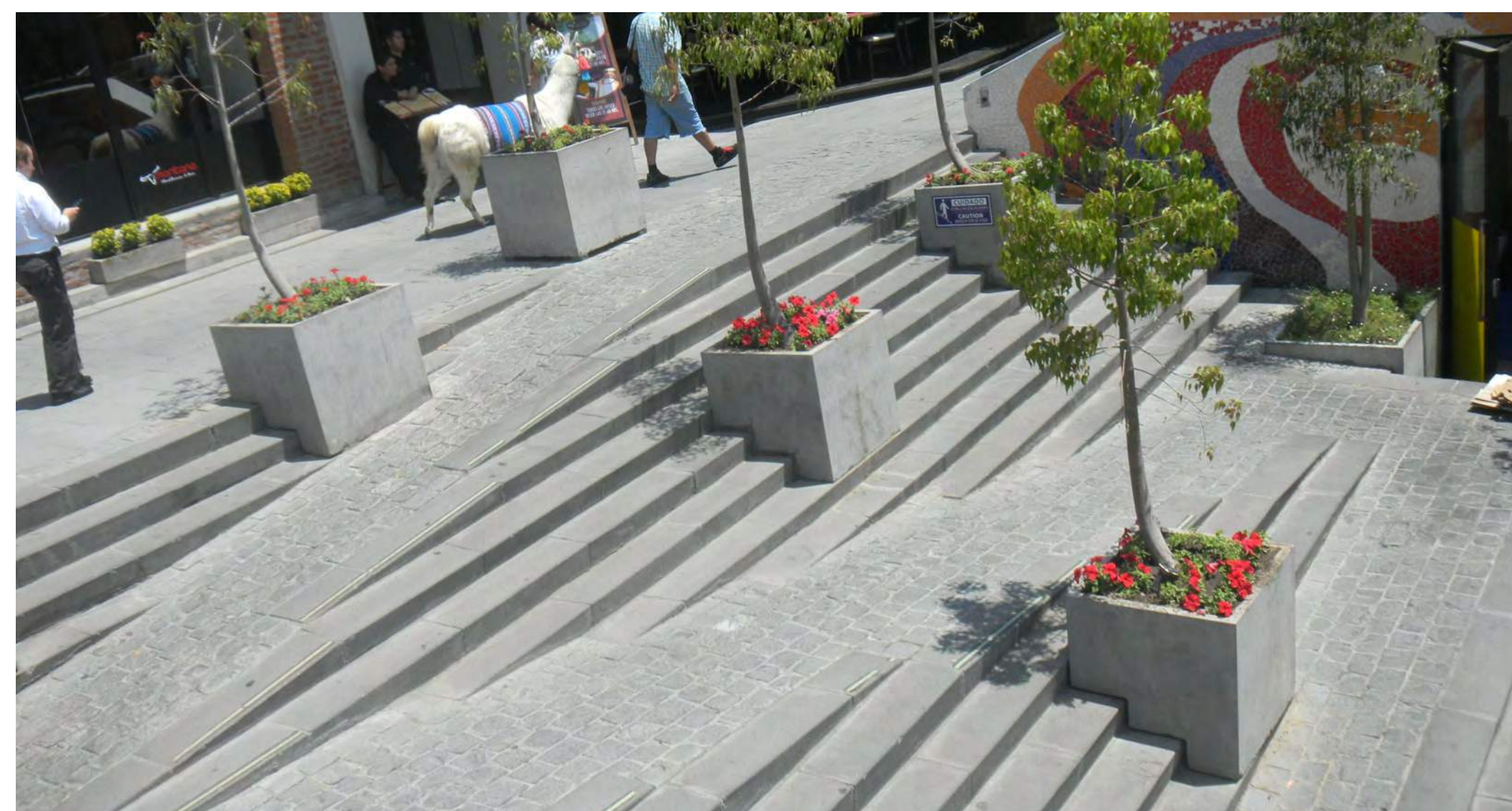
BRING THE DOWNTOWN PLAN TO LIFE / APRIL 24, 2018



# VISUAL EXPERIENCE

## **Site Design**

- Buildings oriented towards the street with entrance directly accessing sidewalks
- Wayfinding signage provide people directions in downtown
- Barrier free design to provide accessibility
- Buildings on corner sites orient towards both streets and give prominence to the corner
- Parking located beside or behind buildings



BRING THE DOWNTOWN PLAN TO LIFE / APRIL 24, 2018



# VISUAL EXPERIENCE

## Streetscape

- . Original qualities and characters of historical buildings maintained
- . New buildings or additions should complement existing buildings



BRING THE DOWNTOWN PLAN TO LIFE / APRIL 24, 2018



## **Appendix C-4**

### **1<sup>st</sup> Public Consultation Event Handouts**

## The HUB Secondary Plan Update

As you move through the various downtown discussion topics, below are a few questions you might want to discuss with the table facilitators.

## Character Areas

1. Is the vision for each of the character areas (entertainment and shopping, mixed use, and transitional) working or do they need to be adjusted?
2. Do business owners or future investors have a clear sense of the vision for each character area?
3. What type of first floor uses in the entertainment and shopping area should be encouraged?
4. Do the boundaries of any of the character areas need to be adjusted?
5. Are there any uses that should be allowed in a character area which are not currently?
6. Are there any uses that should be prohibited in a character which are currently allowed?
7. What character area encourages the most new private investment?

Notes:

This image shows a single page of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page, leaving small margins at the top and bottom. There are no vertical margin lines, and the paper is completely blank except for the lines themselves.

## Business Development

**Note:** Due to logistics and costs, for the near future one-way streets will remain in downtown.

1. When you think of downtown as a location to set up a business what comes to your mind?
2. How would you describe downtown in comparison to other commercial areas of Brandon to someone looking to set up a business?
3. Think of parking in downtown Brandon, what annoys you (what are solutions) and what is a positive experience (can these items be increased)?
4. Would it be okay to lose a few parking spots during the summer in order to encourage things like food trucks & patios in downtown?
5. What are the pros and cons of setting up a business downtown?
6. Should we be looking at incentives to attract investment downtown? If yes, for what types of businesses?
7. Should there be a focus on encouraging the development of artist live/work spaces downtown?
8. Are there areas of downtown that require more vehicle parking? If so, where?
9. Should we look at converting meters in low traffic areas to day parking that can be used by people working downtown?
10. Are bike lanes required in downtown or can bikes safely travel with vehicle traffic?
11. Are there areas of downtown that require additional bike parking?

Notes:

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## Housing Development

1. How important is increasing the supply of housing downtown on a scale of 1 to 5, with one being least important?
2. How important is a good mix of housing in downtown on a scale of 1 to 5, with one being least important?
3. What type of housing should be incentivised downtown? Is there a specific areas where a certain housing type should be the focus?
4. Should there be an emphasis on encouraging upper storey residential development? If yes, how might we do this?

Notes:

This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

## Visual Experience

1. When you think of places you visited, what site elements make a great downtown streetscape?
2. Do you support a higher level of design standards for the Entertainment and Shopping area in order to maintain the character of the street?
3. Should downtown projects be subject to an extra level of design review? If yes, in what areas?
4. Would it be helpful to require developers to hire a professional design team to assist with the building design for certain areas of the downtown? If yes which areas?
5. On a scale of 1-5, how important is maintaining the character of downtown's historical streetscape to downtown revitalization efforts?
6. Thinking of streetscapes, do we need a plan for how Pacific Avenue should be developed?
7. If higher design standards were required in downtown Brandon, how should we implement the higher design standards (mandate them, offer incentives, a combination of both or other)?
8. If we offer incentives to improve site design, what type of incentive would be most effective?
9. Should we prioritize implementing ways to encourage building elements such as awnings, character exterior lighting and signs on downtown buildings?
10. Should particular building materials be encouraged downtown? If yes, which ones and where?
11. Should particular building materials be discouraged in downtown? If yes, which ones and where?
12. What are the advantages to developing or redeveloping in downtown?
13. What are the barriers to redeveloping existing buildings downtown?
14. Please rank the importance of maintaining Brandon's historical streetscape on a scale of 1-5, with one being least important.
15. Are the benefits of maintaining the character of downtown's historical streetscape sufficient to encourage this type of development / redevelopment or do incentives need to be available?
16. Should we have a policy in place to protect, "ghost signs" when it is reasonable to do so? Ghost signs are signs painted on buildings many years ago.

Notes:

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## Pedestrian Experience

1. How would you rate parks as a priority for directing human and financial resources to, on a scale of 1 to 5 (one being lowest)?
2. Are the existing parks in downtown Brandon meeting needs? If not why?
3. How important do you feel public art is to aid in revitalizing downtown on a scale of 1 -5, with one being the least important?
4. Should public art be allowed to develop organically (no guidelines or restrictions) or should a plan be developed?
5. When you think of places you've visited that delivered a great pedestrian experience and/or a great streetscape, what elements made them great?
6. What is preventing downtown from delivering a good pedestrian experience downtown?
7. What are we / or have we done right downtown to foster a good pedestrian experience?
8. Can you identify areas of the downtown that you would identify as not being pedestrian friendly, and why?
9. Should back alleys be considered pedestrian corridors? If yes, what ideas do you have to improve the experience?
10. Do you think it makes sense to explore closing off a portion of the downtown to make it pedestrian access only in the summer months? Why or why not? If yes in which area(s)?
11. Are transit stops in downtown appropriate (too few, too many?)
12. The sidewalks along Rosser are aging. As repairs or replacements are required, is it important to keep the sidewalk scaping along Rosser Avenue, even if doing so is at a greater public cost?
13. How important is increasing bicycle parking downtown?
14. From the public art suggestions that have been discussed or ones that you are aware of, which forms of public art should we focus on for downtown Brandon?
15. Do you think focusing on public art in the downtown would allow the area to distinguish itself from other areas of the City?
16. When you think of places you visited, did you see public art that you thought wow I wish we had this at home? If yes, can you describe the type of art and/or recall which community it was in?
17. How do we best encourage / realize the development of public art downtown?
18. Should we focus on enhancing existing downtown parks? If yes which one(s) and in what way?

19. If you were asked to identify one area in the downtown that really needs a park, where would it be and why?
20. Do you see greater value in developing large park spaces where people congregate or smaller “pocket parks” that serve a particular area of the downtown?
21. Should we focus on creating new parks in downtown? If yes, in what areas and what types (dog parks, living walls, typical city park, etc.)?
22. Do we require publicly accessible washrooms in downtown, or is this adequately addressed by visiting businesses?
23. How should we facilitate park development / redevelopment (handle the same way we do in other areas of the City, mandate it as part of development, offer incentives such as money or development flexibilities, the City should budget for it, etc.)
24. Is there a particular area within the landscaping & gardens category that we should focus on? For example:
- Green roof and walls
  - Street trees
  - Planting baskets (floral and/or vegetable)
  - Community gardens
25. How can we encourage greater landscaping downtown?

Notes:

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**Additional feedback after the open house is encouraged. These questions will be emailed to attendees and posted online at [www.brandon.ca](http://www.brandon.ca). You are welcome to forward additional comments via email, fax, phone or in person. Deadline for feedback is May 11, 2018**

**Shengxu Li, Community Planner**  
Email: [s.li@brandon.ca](mailto:s.li@brandon.ca)  
Ph: 204.729.2117 Fax: 204.728.2406  
638 Princess Ave, Brandon MB R7A 0P3

## **Appendix C-5**

### **Public Consultation Survey**

## Bringing the Downtown Plan to Life - The HUB Secondary Plan Update

Whether you attended the public consultation on April 24<sup>th</sup> or not, we welcome your input on any or all of the questions below. The questions are organized in the same five discussion topics used during the public consultation.

Deadline for submitting feedback is May 11<sup>th</sup>, 2018. Please forward your responses via email, fax, phone or in person.

Shengxu Li, Community Planner  
Email: [s.li@brandon.ca](mailto:s.li@brandon.ca)  
Ph: 204.729.2117 Fax: 204.728.2406  
638 Princess Ave, Brandon MB R7A 0P3

### Character Areas

#### Vision:

**Entertainment & Shopping Area:** 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. Uses in the area will focus on arts and entertainment, along with specialty retail and supportive restaurant uses. Its unique character and amenities will draw people to the area during and after regular business hours. Maximum residential is encouraged in upper storeys.

**Mixed Use Area:** To provide an appropriate mixture of well designed residential and commercial sites that enhance the pedestrian environment of the downtown while supplying sufficient residential mass to support business growth in the downtown. Uses in the area will support but not compete with the entertainment & shopping area. Commercial will focus on professional and personal services, institutional, traditional retail and commerce. High density is encouraged.

**Transition Area:** To provide a gradual transition in uses from the Entertainment and Shopping Character Area, through the Mixed-Use Character Area, to the edge of Rosser Ward while maintaining an enhanced standard of building and site design. Uses are lower density commercial and residential to allow a gradual transition into adjacent areas.

#### Questions:

1. Is the vision for each of the character areas (entertainment and shopping, mixed use, and transitional) working or do they need to be adjusted?

Yes                      No  
Comments:



2. Do business owners or future investors have a clear sense of the vision for each character area?

Yes                      No  
Comments:

3. What type of first floor uses in the entertainment and shopping area should be encouraged?

4. Do the boundaries of any of the character areas need to be adjusted?

Yes                      No  
Comments:

5. Are there any uses that should be allowed in a character area which are not currently?

6. Are there any uses that should be prohibited in a character which are currently allowed?

7. What character area encourages the most new private investment?

## Business Development

**Vision:** Downtown will offer a diverse and unique commercial district known for its restaurants and entertainment, that service the wants and needs of residents and visitors alike during regular business hours and after dark.

**Note:** Due to logistics and costs, for the near future one-way streets will remain in downtown.

**Questions:**

1. When you think of downtown as a location to set up a business, what comes to your mind?
2. How would you describe downtown in comparison to other commercial areas of Brandon to someone looking to set up a business?
3. Think of parking in downtown Brandon, what annoys you (what are solutions) and what is a positive experience (can these items be increased)?
4. Would it be okay to lose a few parking spots during the summer in order to encourage things like food trucks & patios in downtown?  

YesNo
5. What are the pros and cons of setting up a business downtown?

6. Should we be looking at incentives to attract investment downtown? If yes, for what types of businesses?  

YesNo

Comments:

Should there be a focus on encouraging the development of artist live/work spaces downtown?

YesNo

Comments:

7. Are there areas of downtown that require more vehicle parking? If so, where?  

YesNo

Comments:

8. Should we look at converting meters in low traffic areas to day parking that can be used by people working downtown?

Yes

No

9. Are bike lanes required in downtown or can bikes safely travel with vehicle traffic?

10. Are there areas of downtown that require additional bike parking?

Yes

No

Comments:

## Housing Development

**Vision:** Downtown offers a large and diverse housing stock appealing to a variety of income levels and demographics in a denser form than found elsewhere in Brandon.

### Questions:

1. How important is increasing the supply of housing downtown on a scale of 1 to 5, with one being least important?

1      2      3      4      5

2. How important is a good mix of housing in downtown on a scale of 1 to 5, with one being least important?

1      2      3      4      5

3. What type of housing should be incentivised downtown? Is there a specific areas where a certain housing type should be the focus?

4. Should there be an emphasis on encouraging upper storey residential development? If yes, how might we do this?

Yes

No

Comments:

## Visual Experience

**Vision:** Buildings should have visual interest, glass on main floors, entrances at street level, parking beside or behind buildings or underground, original qualities and characters of historical buildings are maintained, new buildings should complement existing buildings.

### Questions:

1. When you think of places you visited, what site elements make a great downtown streetscape?

Yes

No

Comments:

2. Do you support a higher level of design standards for the Entertainment and Shopping area in order to maintain the character of the street?

Yes

No

Comments:

3. Should downtown projects be subject to an extra level of design review? If yes, in what areas?

Yes

No

Comments:

4. Would it be helpful to require developers to hire a professional design team to assist with the building design for certain areas of the downtown? If yes which areas?

1

2

3

4

5

5. On a scale of 1-5, how important is maintaining the character of downtown's historical streetscape to downtown revitalization efforts?

6. Thinking of streetscapes, do we need a plan for how Pacific Avenue should be developed?

Yes

No

Comments:

7. If higher design standards were required in downtown Brandon, how should we implement the higher design standards (mandate them, offer incentives, a combination of both or other)?

8. If we offer incentives to improve site design, what type of incentive would be most effective?

9. Should we prioritize implementing ways to encourage building elements such as awnings, character exterior lighting and signs on downtown buildings?

Yes                      No  
Comments:

10. Should particular building materials be encouraged downtown? If yes, which ones and where?

Yes                      No  
Comments:

11. Should particular building materials be discouraged in downtown? If yes, which ones and where?

Yes                      No  
Comments:

12. What are the advantages to developing or redeveloping in downtown?

13. What are the barriers to redeveloping existing buildings downtown?

14. Please rank the importance of maintaining Brandon's historical streetscape on a scale of 1-5, with one being least important.

1            2            3            4            5

15. Are the benefits of maintaining the character of downtown's historical streetscape sufficient to encourage this type of development / redevelopment or do incentives need to be available?

Yes                      No  
Comments:

16. Should we have a policy in place to protect, "ghost signs" when it is reasonable to do so? Ghost signs are signs painted on buildings many years ago.

Yes                      No  
Comments:

## Pedestrian Experience

**Vision:** Downtown will offer a safe and pleasant pedestrian environment with convenient connections for residents, visitors and businesses so that foot and bike traffic can flourish. A diverse range of inclusive parks and recreation areas are available to allow residents and visitors alike to interact with one another in natural environments. Public art is found throughout the downtown, acting as a catalyst to foster community pride, create sense of place and attract people downtown

### Questions:

1. How would you rate parks as a priority for directing human and financial resources to, on a scale of 1 to 5 (one being lowest)?

1      2      3      4      5

2. Are the existing parks in downtown Brandon meeting needs? If not why?

Yes                      No  
Comments:

3. How important do you feel public art is to aid in revitalizing downtown on a scale of 1 - 5, with one being the least important?

1      2      3      4      5

4. Should public art be allowed to develop organically (no guidelines or restrictions) or should a plan be developed?



5. When you think of places you've visited that delivered a great pedestrian experience and/or a great streetscape, what elements made them great?
6. What is preventing downtown from delivering a good pedestrian experience downtown?
7. What are we / or have we done right downtown to foster a good pedestrian experience?
8. Can you identify areas of the downtown that you would identify as not being pedestrian friendly, and why?
9. Should back alleys be considered pedestrian corridors? If yes, what ideas do you have to improve the experience?
- Yes                      No
- Comments:
10. Do you think it makes sense to explore closing off a portion of the downtown to make it pedestrian access only in the summer months? Why or why not? If yes in which area(s)?
- Yes                      No
- Comments:
11. Are transit stops in downtown appropriate (too few, too many?)
12. The sidewalks along Rosser are aging. As repairs or replacements are required, is it important to keep the sidewalk scaping along Rosser Avenue, even if doing so is at a greater public cost?
- Yes                      No
- Comments:

13. How important is increasing bicycle parking downtown?

14. From the public art suggestions that have been discussed or ones that you are aware of, which forms of public art should we focus on for downtown Brandon?

15. Do you think focusing on public art in the downtown would allow the area to distinguish itself from other areas of the City?

Yes

No

16. When you think of places you visited, did you see public art that you thought wow I wish we had this at home? If yes, can you describe the type of art and/or recall which community it was in?

Yes

No

Comments:

17. How do we best encourage / realize the development of public art downtown?

18. Should we focus on enhancing existing downtown parks? If yes which one(s) and in what way?

Yes

No

Comments:

19. If you were asked to identify one area in the downtown that really needs a park, where would it be and why?

20. Do you see greater value in developing large park spaces where people congregate or smaller “pocket parks” that serve a particular area of the downtown?

21. Should we focus on creating new parks in downtown? If yes, in what areas and what types (dog parks, living walls, typical city park, etc.)?

Yes                      No  
Comments:

22. Do we require publicly accessible washrooms in downtown, or is this adequately addressed by visiting businesses?

Yes                      No  
Comments:

23. How should we facilitate park development / redevelopment (handle the same way we do in other areas of the City, mandate it as part of development, offer incentives such as money or development flexibilities, the City should budget for it, etc.)

24. Is there a particular area within the landscaping & gardens category that we should focus on? For example:

- Green roof and walls
- Planting baskets (floral and/or vegetable)
- Street trees
- Community gardens

25. How can we encourage greater landscaping downtown?

If you have comments that do not fit under any of the categories or questions listed, please include them here:

## **Appendix C-6**

### **Notes from 1<sup>st</sup> Public Consultation Event**

## 1<sup>st</sup> Public Consultation Event Notes Summary

### Pedestrian Experience

- Safety is a main issue; people hope to have more police presence in downtown, especially near parks, back alley where illegal activities tend to happen
- Existing parks should be focus, but need more safety patrol to create more welcoming environment for family recreation
- Things that deliver a great pedestrian experience include: places to eat and rest, police presence, lots of light at night, sidewalks with trees and benches
- Things that prevent Brandon downtown from delivering a great pedestrian experience include: long winter, unsafe perception, empty lots, lack of density, homeless presence and group people hang out, empty storefront, lack of snow clearing on sidewalks
- Dark back alley is a safety concern, but we recognize the put the lights in back alley is a long term work. Maybe start from developing some back alleys for arts spots
- People would like to see some directions (policies) on public arts themes;
- An increase of downtown businesses and housing will require more frequent bus services and more bus stops along major routes
- Dedicated bike lanes are preferred to shared road bikeways in terms of safety

### Visual Experience

- What elements make a great downtown streetscape: Inviting window displays, street-level retail and restaurants, outdoor summer vendors, clean streets and sidewalks, street furniture
- Most respondents don't support extra design review.
- Most respondents don't think hiring design professional will help keep building design conforming characters of downtown; Concerns about increasing costs will keep development away
- People want to see higher design standards for HES area to make the design more keeping with heritage characters; People also want to see clear directions on design expectations (example pictures with policies, more prescriptive design guidelines)
- Projects to promote restaurants to have patios are needed
- Building materials encouraged for downtown: materials that are durable and easy to maintain. Sandstone, bricks or other solid materials on first floor
- Building materials discouraged for downtown: vinyl and painted siding, plywood, stucco
- Pacific Avenue is an access route to downtown, not a destination area. It will be nice to have a plan for the development, but the priority to focus on the HES zone is over Pacific Avenue
-

## Business Development

- Advantages: unique shopping, heritage and character features, small town feel, pedestrian traffic, rent rebate program
- Disadvantages: lack of parking (visitor and employee), need more parking wayfinding signage perception of not safe, many people don't know the advantage of locating business in downtown (low costs on rent, flexible parking requirements)
- Parking lots north of Pacific – potential parking spaces for downtown?
- Designate areas for food trucks, even taking up some parking spots
- On one hand people see a need to have visitor parking spots in downtown; on the other hands, the vision for downtown is to promote pedestrian and bicycle traffic that serve the businesses
- Challenges for building redevelopment: It is expensive to get the old building up to building codes; It is also challenging to make the facilities accessible to up to codes

## Housing Development

- Don't concentrate low income housing in downtown
- Upper storeys residential development should be encouraged; however, a balance should also be consider to retain sufficient space for commercial growth
- Business clusters should be encouraged on main corridors
- Housing ownership are desirable (as people has a stake in downtown);
- Population growth especially post-secondary students/young professionals are important to sustain business opening after hours

## Character Areas

- The intent of HUB zones is to provide development flexibility; however, it is not always perceived or interpreted that way
- Review the intent of HES zone as things changed (theatres are not any more)
- Retail and restaurants uses should still be encouraged in the HES zone
- 
- Encourage the development that attract people come to downtown in the winter
- More advertising needed to promote downtown amenities
- Transitional Character Area is redundant, maybe expanding HMU to this area
- Transitional Character Areas is a appropriate area for housing stock that is not competing with commercial development
- Disincentives (tax implications) for continued operations of empty buildings, vacant lots, empty storefront and surface parking lots

## **Appendix D**

### **Notes from Internal Stakeholder Meetings**



## Downtown Servicing Policies Meeting

October 17, 2018

Marc, Ryan and Shengxu

### Drainage:

- No major issues generally in downtown
- Developments are encouraged to implement low impact development techniques (site scale) to reduce run-off.
- Properties north of the Pacific Avenue will be required to not increase runoff discharge and no alteration to the existing drainage pattern that affect CP railway property.

### Wastewater:

- 8 inches pipe were used in downtown area generally
- Some of the area in downtown are still combined pipes for wastewater and stormwater
- The separation of stormwater and wastewater is usually aligns with street improvement
- Street improvements are condition assessment and complaint based
- Planning provides a map showing some priority sites for future redevelopments, including residential and non-residential developments (**see attached map**)
  - Circled highlighted sites are expected for residential developments with potential units numbers
  - Circled non-highlighted sites are expected for non-residential developments with square footage numbers

### Water:

- Marc is going to check the water pressure information for the downtown



THE DOWNTOWN  
**HUB**  
THE PLACE FOR PEOPLE

THE PLACE FOR PEOPLE

### Legend

### The HUB Secondary Plan Area

Ownership Parcel

Building

## Character Areas

## Entertainment and Shopping

Mixed Use

## Transitional

Parks and Recreation

### Heritage Streetscape

#### 4.1: CHARACTER AREAS





## Shengxu Li

---

**From:** Shengxu Li  
**Sent:** Tuesday, October 16, 2018 8:23 AM  
**To:** Sam van Huizen  
**Cc:** Ryan Nickel  
**Subject:** Downtown Transportation Policies Meeting Notes

Good morning Sam,

Here is a summary of notes on our meeting yesterday. Let me know if anything needs to change.

### Parking

- Downtown Parking Committees is looking at extending angled parking to 7<sup>th</sup>, 10<sup>th</sup> and 11<sup>th</sup> Street, but need more public consultation
- Downtown Parking Committee is looking at time limits for metered parking on Rosser and Princess to increase parking turnover, and also longer parking time for business employees.
- Wayfinding signage and maps for parking is also part of future evaluation by the parking committee
- Barrier-free parking (accessibility) is also part of future evaluation by the parking committee.
- Parking meter kiosk is also brought up for the committee, but the cost is too high
- Expansion metered parking area on some of the downtown streets, e.g. Pacific Avenue

### Active Transportation

- The City has procured equipment to do the vehicle counts conveniently, which may be implemented in future.
- Due to the higher than budget costs, the study on alignment of 18<sup>th</sup> Street to Pacific has been delayed.
- Sam suggest to explore the Bicycle Boulevard concept on Lorne Boulevard to facilitate bicycle transportation.
- 10<sup>th</sup> Street may be the connection of Lorne Avenue and Pacific Avenue in terms of Active Transportation

### Pedestrian

- Downtown street type for commercial street (e.g. Rosser Avenue) should be included in the Secondary Plan, typical commercial street sidewalk width should be applied to different portion of downtown commercial streets.
- Missing sidewalk segments should be addressed in terms of policies in the Downtown Secondary Plan, and direct future streetscape improvement.

### Transit

- Business frontage should be explored in the Transit Terminal to make it a 'place for people'

Next step is to have a feedback public event (end of November) that provides some of the key changes in policies and implementation items to the public for further comments. Further discussion on transportation policies will be needed based on public comments.

Thank you,



**Shengxu Li, MCP**

**Community Planner**

Development Services Division

Planning & Buildings Department

638 Princess Ave.

Brandon, MB R7A 0P3

Ph. 204.729.2117





## **Appendix E**

### **Notes from External Stakeholder Meetings**



## Shengxu Li

---

**From:** Ryan Nickel  
**Sent:** Monday, October 22, 2018 4:54 PM  
**To:** Shengxu Li  
**Subject:** Downtown Discussion

## Downtown Discussion

Monday, October 22, 2018  
4:47 PM

Phone Call with Carly Gasparini - Executive Director of BNRC

- BNRC establishing Social Planning Council - Not for profit "arm" of BNRC
- Other "arm" of BNRC facilitates grant programs
- BNRC will hire employee to serve the Social Planning Council and facilitate discussions on the provision of social services (e.g. food security, housing) in the city of Brandon
- Carly is willing to serve on the committee to implement the HUB Plan, eventually employee on social committee is good resource

Created with Microsoft OneNote 2016.



## Shengxu Li

---

**From:** Glen Kruck <glen.cmha@gmail.com>  
**Sent:** Friday, November 16, 2018 5:37 AM  
**To:** Shengxu Li  
**Cc:** Ryan Nickel  
**Subject:** Re: Downtown Discussion  
**Attachments:** image001.png

Well Done Shengxu. You got it all.  
Have a Great weekend,  
Glen

On Thu, Nov 15, 2018 at 5:21 PM Shengxu Li <[s.li@brandon.ca](mailto:s.li@brandon.ca)> wrote:

Hey Glen,

Thanks for taking the time to meet with Ryan and me yesterday! We really enjoy the discussion.

Below are my notes from the meeting. Let me know if I missed anything important.

### Notes

- Undergoing projects
  - 1202 Rosser Avenue basement development for people with addiction problem.
  - 19-13<sup>th</sup> Street 13 bachelor apartments development
- Land availability and affordability in other parts of Brandon is limited, compared with downtown
- Projects from CMHA are response to the immediate needs. It is hard to secure funding for the land purchase, funding are mainly for programs.
- Inclusionary zoning is a good tool for funding affordable housing
- Transit Terminal in downtown has the drawback that increase transfer time
- Downtown should create some programs/activities to attract families visiting, which help downtown as a destination
- Safety issues for 8<sup>th</sup> Street Bridge due to the inappropriate use at 838 Pacific



- The City should continue encourage increasing tree canopies in downtown
- Fire Department should regularly assess properties with rental units to make sure the safety issues are addressed

Thanks,

**Shengxu Li, MCP**

**Community Planner**

Development Services Division

Planning & Buildings Department

638 Princess Ave.

Brandon, MB R7A 0P3

Ph. 204.729.2117



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## Shengxu Li

---

**From:** Ryan Nickel  
**Sent:** Tuesday, September 25, 2018 1:23 PM  
**To:** Shengxu Li  
**Subject:** FW: Downtown Design Discussion

Correction to Michael Cox notes.

### Ryan Nickel, RPP

Chief Planner | Planning & Buildings Department  
638 Princess Ave  
Brandon MB, R7A 0P3  
204 - 729 - 2124



**From:** Michael Cox <mjcox.architect@gmail.com>  
**Sent:** Tuesday, September 25, 2018 8:57 AM  
**To:** Ryan Nickel <r.nickel@brandon.ca>  
**Subject:** Re: Downtown Design Discussion

Thanks Ryan. Just one small correction - it's not that architects "will only design what clients want", it's that it is often difficult to help clients understand that what they think they want is not necessarily what is best for the circumstances. to paraphrase what a politician is reported to have said - "It is difficult to know what you don't know."

Michael

On 25 September 2018 at 08:31, Ryan Nickel <[r.nickel@brandon.ca](mailto:r.nickel@brandon.ca)> wrote:

Hey Michael,

Thanks for taking the time to meet with me yesterday; I enjoyed are discussion.

Below are my notes from the meeting. Let me know if I missed anything.

I completely agree that for the community to prioritize urban design it requires a shift in community values where it is OK to make Brandon a beautiful place to live.

For great design to flourish business owners and residents must appreciate the value a beautiful City has on improving their quality of life.

Thanks again,

Ryan



Link to meeting notes: Downtown Design Discussion

# Downtown Design Discussion

Tuesday, September 25, 2018

8:21 AM

**Meeting Date:** 9/24/2018 4:00 PM

**Link to Outlook Item:** *click here*

**Invitation Message**

**Participants**

 [Ryan Nickel](#) (Meeting Organizer)

## Notes

- Great design (making the city beautiful) requires a "value" shift in the community
- Clients must want to do good design, architects will only design what clients ask. Just hiring an architect is not enough.
- Having a consulting architect either on staff or on retainer by the DDC or the City would help
- Incentive programs to assist with professional design would also help
- Materials is not the issue, it is how the material is used. e.g. metal can be beautiful if used appropriately
- Building variety and contrast is the key to street interest and vibrancy. Prescriptive design guidelines requiring all structures to look the same will not result in great urban design
- Having a design review committee (3-5) professionals is a potential option to start collaborating more on urban design
- Bring the poetry back to the downtown plan, create a vision that initiates a value shift in the community

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## Shengxu Li

---

**From:** Ryan Nickel  
**Sent:** Monday, September 24, 2018 9:38 AM  
**To:** Shengxu Li  
**Subject:** FW: Downtown Discussion - Mike Maendel

Notes from Mike Maendel meeting.

### Ryan Nickel, RPP

Chief Planner | Planning & Buildings Department  
638 Princess Ave  
Brandon MB, R7A 0P3  
204 - 729 - 2124



---

**From:** Ryan Nickel  
**Sent:** Monday, September 24, 2018 9:38 AM  
**To:** Ryan Nickel <r.nickel@brandon.ca>; m.maendel@bmce.ca  
**Subject:** Downtown Discussion - Mike Maendel

Hey Mike,

Thanks for taking the time to meet with me on Thursday. Your energy and passion for the downtown is contagious (don't lose it)

You had so many ideas I was struggling to keep up with the notes, hopefully I have captured the main points.

I am completely on board with the idea of an implementation focus and the need to bring all groups together to achieve this.

Thanks again,

Link to meeting notes: [Downtown Discussion - Mike Maendel](#)



## Downtown Discussion - Mike Maendel

Monday, September 24, 2018  
9:18 AM

**Meeting Date:** 9/20/2018 12:00 PM  
**Location:** Prairie Firehouse  
**Link to Outlook Item:** [click here](#)

## Invitation Message

### Participants

-  [Ryan Nickel](#) (Meeting Organizer)
-  [Mike Maendel](#) (Accepted in Outlook)

## Notes

### The Downtown Plan

- Princess Corridor as part of downtown is supportable
- Need for direction on residential lands between Rosser and Princess
- In support of first floor non-residential uses in "Central Business Area" and along Princess and Rosser Corridors
- Pacific needs a clear vision, with few buildings and access issues. Pacific is struggling but has lots of potential (new accesses at 1st and 18th, ped bridge at 8th, land available for development.
- Railway setback is an issue
- BDDC to lobby for pacific connection at 1st (development will not move forward without access)

\*The land use vision is needed but the key to success is implementation, ideas for implementation:

### Implementation Plan

- Outside consultant to review implementation plan and provide feedback on programs and priorities
- Focus should be on business planning and reviewing incentive programs to provide incentives that are meaningful to promote redevelopment
- Is there a market for new buildings downtown?
- Should the focus be on the adaptive reuse of existing buildings?
- What are the commercial land requirements for downtown?

### Working Group

- Implementation working group is required with all stakeholders working together
- (e.g. The Biz, BDDC, BNRC, Social Groups, Police, City)
- Implementation will not be successful with BDDC working in isolation (help is needed)
- Social problems downtown (clustering of lower income units) are discouraging market investment
- Public maintenance and safety also concerns to be addressed



## Shengxu Li

---

**From:** Robyn Sneath <robynsneath@gmail.com>  
**Sent:** Monday, October 1, 2018 4:22 PM  
**To:** Ryan Nickel  
**Cc:** Shengxu Li  
**Subject:** Re: Robyn Sneath Downtown Meeting Notes  
**Attachments:** image001.png

Ryan,

It was a pleasure meeting you as well. Thanks for taking the time to meet with me; I appreciate it. I think that downtown has so much untapped potential that could be realized by taking smart steps to develop it carefully into a tourist destination. If we do things right, Brandon could become the weekend destination of choice for Winnipeggers.

I'm always happy to share my opinions for downtown, so don't hesitate to reach out if I can help in any way.

I'd also like to reiterate that the City should increase funding to the BDDC because they are generating a very good return on their investment and are getting great results. And I'd suggest that the City should consider buying the City Centre not the Knights Inn (I'd take either, but we'd get more transformative results by buying out the City Centre and the beer vendor and closing the beverage rooms and turning it into affordable housing).

Keep up the good fight! Together, we can transform this city.

Also, here's a great excerpt from an article in the Winnipeg Free Press this weekend:

"In a perfect world, suburban and downtown voters would agree that a vibrant core is good for everybody regardless of where they live. That the downtown is the engine of the cultural, commercial and tourism activities of the city. That a beautiful, walkable, vibrant downtown Winnipeg [Brandon] is key to attracting private investment and giving young adults a reason to build their lives here." --Dan Lett

best,

Robyn

On Mon, Sep 24, 2018 at 12:42 PM Ryan Nickel <[r.nickel@brandon.ca](mailto:r.nickel@brandon.ca)> wrote:  
Hey Robyn,

Thanks for taking the time to meet with me today. Your work downtown matters, do not lose hope.

Let's keep on working together to move things forward. I have attached my notes below and tried to capture your main points. Let me know if I missed anything, as sometimes I am not the best note taker.

I look forward to seeing you at the follow-up design focus group.

All the best,

Ryan

# Robyn Sneath Downtown Meeting

Monday, September 24, 2018  
12:16 PM

**Meeting Date:** 9/24/2018 10:00 AM

**Link to Outlook Item:** *click here*

**Invitation Message**

**Participants**

[Ryan Nickel](#) (Meeting Organizer)

<a href="mailto:robysneath@gmail.com">robysneath@gmail.com</a>	
--	--

## Key Takeaways

### 1. Design focus on central business area

- No vinyl siding
- Design incentive programs - Professional design
- Design review committee to provide feedback
- Update design provisions with clearer requirements for central area (focus on materials and exterior elements)

### 2. Incentives/Economic Development

- Upfront funds needed, increase incentive threshold
- City must play proactive role in working with DDC to acquire and market properties for development to achieve vision
- Example includes the Knights in hotel and beer vendor
- Downtown is only potential tourist destination in Brandon (build on historic core)
- Promote destination businesses (e.g. spa) with unique incentives

### 4. Land Use/Safety



- Focus for downtown must be on market housing
- Land use and investment must focus on central area (downtown is too large to focus on everywhere)
- Downtown needs market housing to achieve the vision
- Affordable housing first policy not achieving downtown vision
- Uses like beer vendors detract from the downtown vision (public intoxication)
- Perception that downtown is unsafe, need to work with police on ambassador program
- Lighting for areas needed

## **5. Parking**

- Angled parking is positive for downtown
- Visitors see parking as a barrier
- Need for longer time periods (customers are getting tickets)

## **Other**

- Customer focus needed from City. Focus on solutions and options.
- DDC is doing great work. Elizabeth is awesome to work with!
- Ryan needs to visit Europe!

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--

**Robyn Sneath**  
**President, The Sneath Group**  
DPhil, The University of Oxford  
Ph: 204.720.3849



## Shengxu Li

---

**From:** Ryan Nickel  
**Sent:** Monday, September 24, 2018 12:43 PM  
**To:** Robyn Sneath (robysneath@gmail.com)  
**Cc:** Shengxu Li  
**Subject:** Robyn Sneath Downtown Meeting Notes

Hey Robyn,

Thanks for taking the time to meet with me today. Your work downtown matters, do not lose hope.

Let's keep on working together to move things forward. I have attached my notes below and tried to capture your main points. Let me know if I missed anything, as sometimes I am not the best note taker.

I look forward to seeing you at the follow-up design focus group.

All the best,

Ryan

Link to meeting notes: [Robyn Sneath Downtown Meeting](#)

## Robyn Sneath Downtown Meeting

Monday, September 24, 2018  
12:16 PM

**Meeting Date:** 9/24/2018 10:00 AM

**Link to Outlook Item:** [click here](#)

**Invitation Message**

**Participants**

 [Ryan Nickel](#) (Meeting Organizer)

 [robysneath@gmail.com](#)

### Key Takeaways

#### 1. Design focus on central business area

- No vinyl siding
- Design incentive programs - Professional design
- Design review committee to provide feedback
- Update design provisions with clearer requirements for central area (focus on materials and exterior elements)

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#### **Other**

- Customer focus needed from City. Focus on solutions and options.
- DDC is doing great work. Elizabeth is awesome to work with!
- Ryan needs to visit Europe!



## **Downtown Plan Update – Stakeholder Conversation**

**February 11, 2019 – Steve Baker**

- Restricting materials downtown has merit, vinyl siding is not a downtown finishing material
- Design standards must be flexible based on the scale of the building (e.g. YMCA vs a 25' wide store frontage)
- Climate makes walking a challenge – customers are less inclined to walk more than two blocks
- Implement the parking strategy by evaluating parking duration (shorter duration on Rosser and Pacific, Max 1 hour) longer durations on secondary streets.
- Track vacancies in units and develop understanding of why attracting tenants is a challenge

## Shengxu Li

---

**From:** Ryan Nickel  
**Sent:** Tuesday, September 18, 2018 4:51 PM  
**To:** Ryan Nickel; Steve McMillan  
**Cc:** Shengxu Li  
**Subject:** Downtown Secondary Plan Discussion - Notes

Hey Steve,

Thanks for taking the time to meet with me today and provide your views on the downtown plan.

Please let me know if I have missed any of your feedback items in my notes.

Thanks again,

Link to meeting notes: [DT Secondary Plan Discussion](#)

## DT Secondary Plan Discussion

Tuesday, September 18, 2018  
4:39 PM

**Meeting Date:** 9/18/2018 1:00 PM

**Location:** JandG Boardroom

**Link to Outlook Item:** [click here](#)

### Participants

 [Steve McMillan](#) (Meeting Organizer)  
 [Ryan Nickel](#)

## Notes

- Change location of Central Business Area - Princess to Pacific, 9th to 11th, include lands fronting both 9th and 11th
- Increased supply of small units (200-300 square feet) a concern - Change requirements to require mix and reduce number of 200 to 300 square foot units being created downtown
- Too many smaller units in one area could stagnate investment
- Contact Mark Sefton with HUB Group to discuss provision of social services downtown
- Social housing could locate around social amenities and transit (transit terminal, town centre) area
- Key sites for redevelopment focus include current hotels and Brandon Beer Vendor
- Lots of opportunity on Pacific, potentially for residential adjacent to the railway
- Parkettes to locate at entryways to Pacific from both 1st Street, 18th street and 8th Street Ped Bridge



- City land to south of Pacific should be given to DDC for marketing and development
- Opportunity to extend grant funding options along Princess to both 1st and 18th Street
- Separated bike lanes along Pacific, 9th and Lorne. Lorne is an opportunity for a quick win and potential trial run on Pacific

Created with Microsoft OneNote 2016.

## **Appendix F-1**

### **Urban Design Policies Focus Group Meeting PowerPoint Presentation**



# DOWNTOWN URBAN DESIGN POLICIES

*October 2018 Focus Group*





# 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."*





# Urban Design

What is Urban Design?

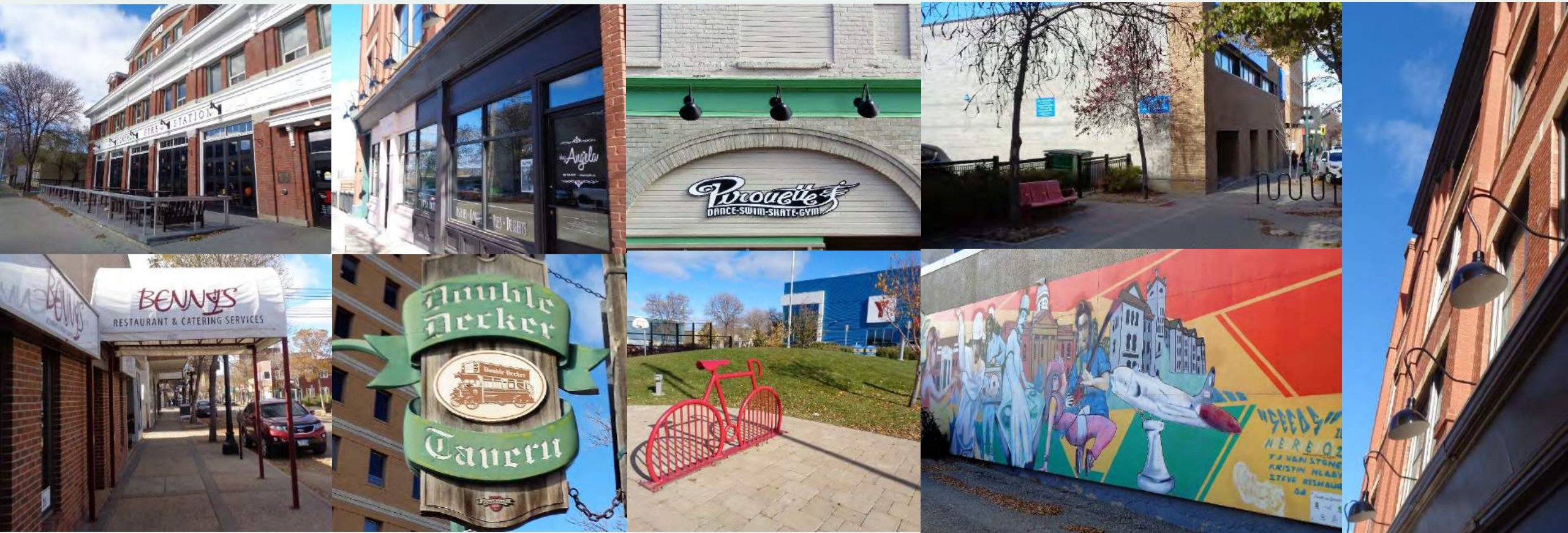
Why regulate Urban Design (Why is Urban Design Important)?





# POLL EVERYWHERE

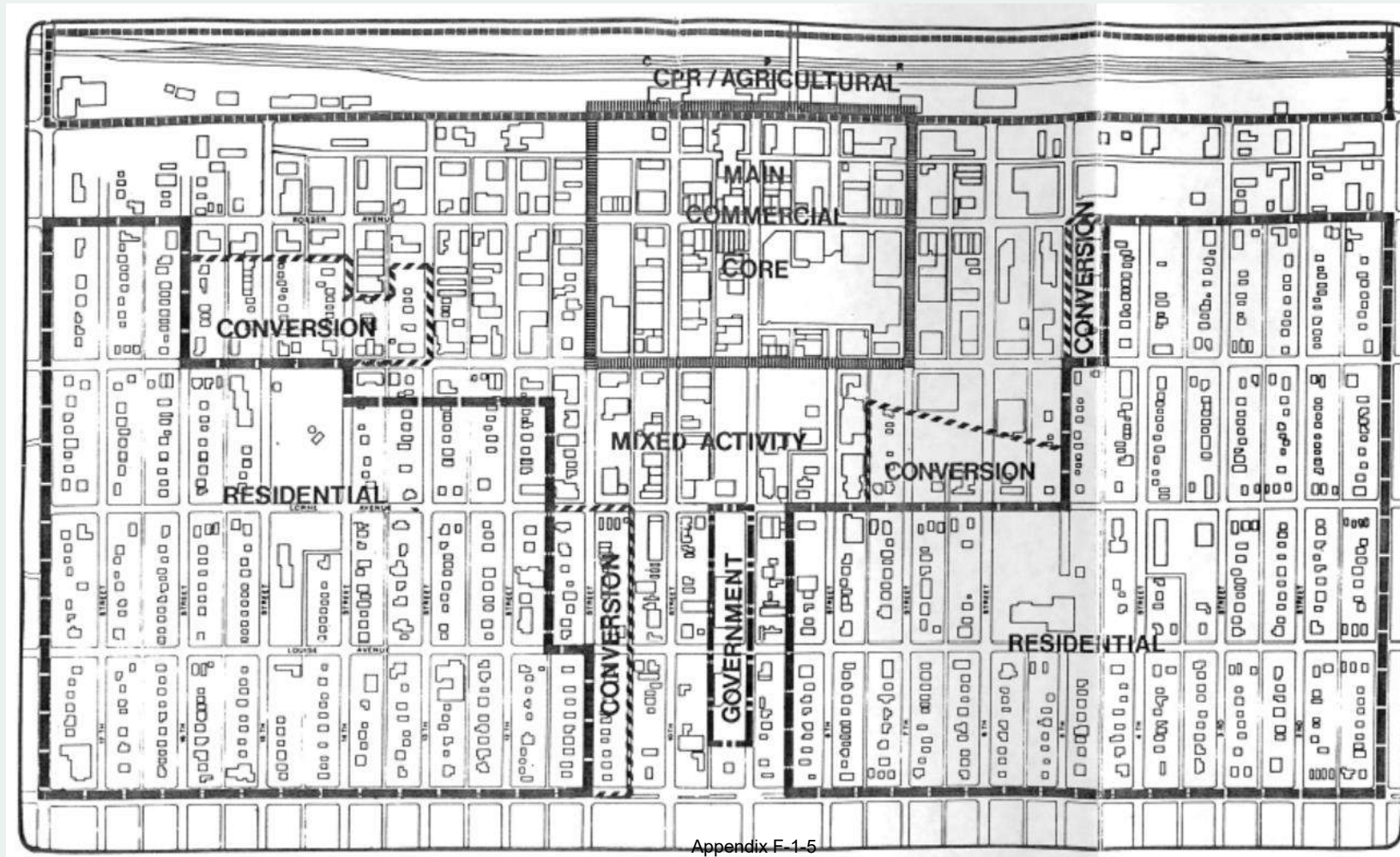
What is good Urban Design for Brandon?





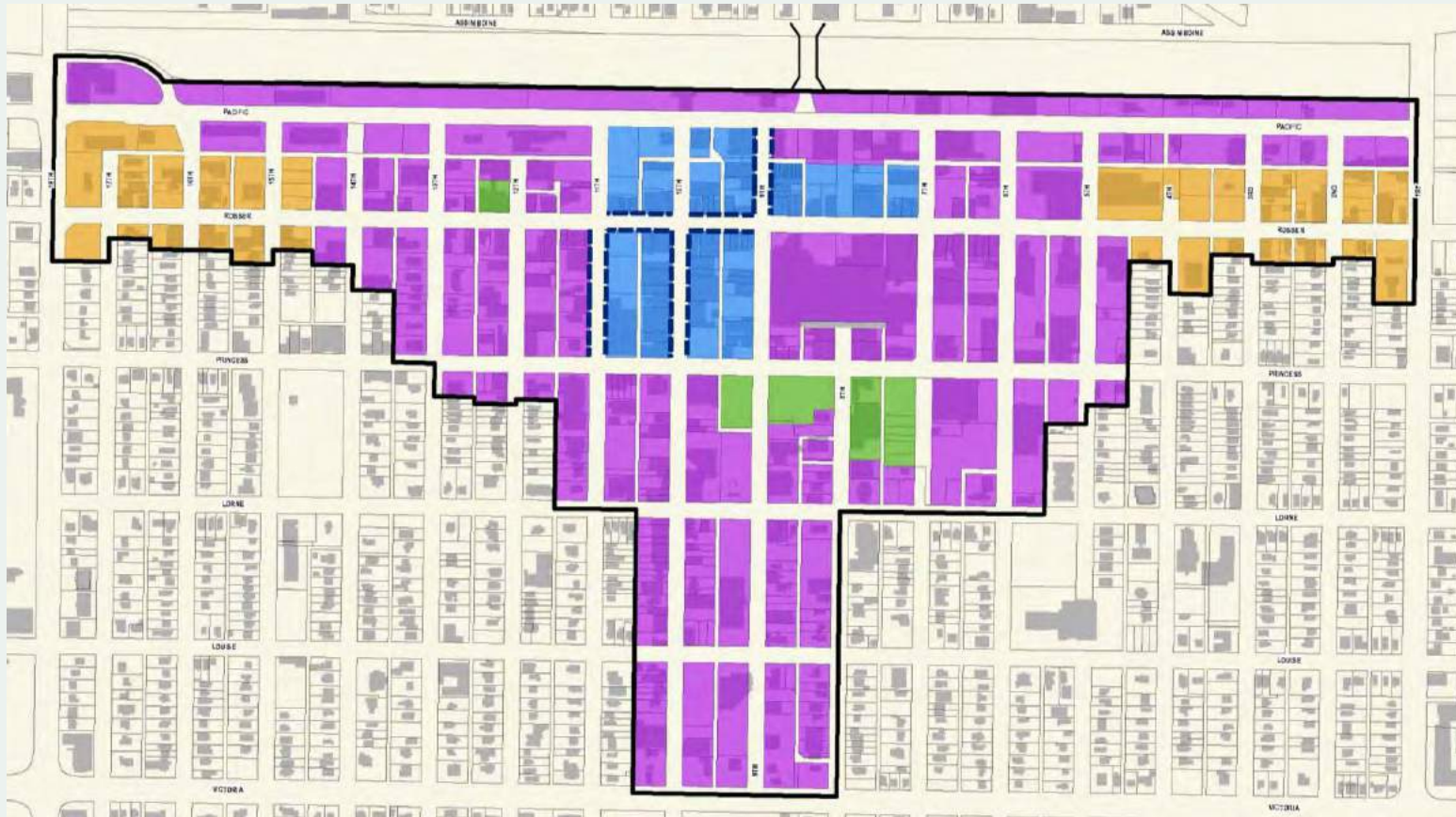
# CHARACTER AREAS & CORRIDORS

*What is the right land use mix?*



# CHARACTER AREAS & CORRIDORS

*What is the right land use mix?*





# CHARACTER AREAS & CORRIDORS

What is the right land use mix?



# OUTLINE

## Urban Design Categories



Site Design



Building Design

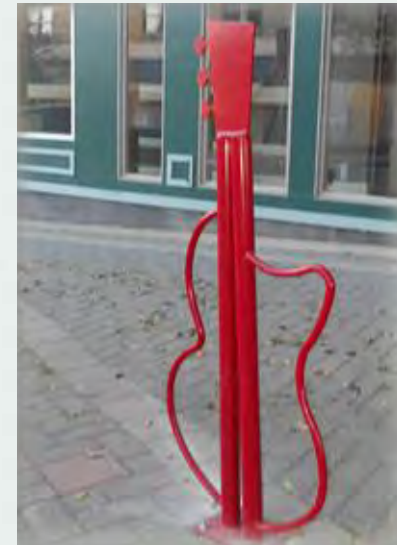


Heritage Streetscapes



# SITE DESIGN

- Pedestrian/Bicycle Movement
- Public Art
- Street Furniture
- Lighting
- Landscaping and Fencing





# BUILDING DESIGN

- Context
- Orientation and Entrances
- Building Articulation
- Storefront Elements
  - Windows and doors
  - Awnings
  - Signage
- Materials





# HERITAGE STREETSCAPES

- Original qualities and character
- Renovations and Additions
- Windows
- Context
  - Character
  - Design
  - Massing
- Height



# IMPLEMENTATION

- What is a proper review procedure?
- Who will be involved?
- Legislation requirements?
- Other considerations?



## **Downtown Urban Design Policies Focus Group Meeting**

### **Facilitation Questions**

#### **Land Use**

Entertainment and Shopping (Central Business Area) Boundaries?

Corridors – Commercial Corridors – Add/Delete

#### **Site Design**

##### **Pedestrian / Bicycle Movements**

1. Do you generally agree with the policies in this subsection? Any provisions need to be changed or subject to further discussion? Any important provisions need to be included but is missing?
2. Do you see it is necessary to have additional policies to promote sidewalk patios in downtown? (such as 'Application Steps to Apply for A Sidewalk Patio'?) If yes, what need to be included in the policies?
3. Do you think **back lanes (back alleys)** in downtown should function as pedestrian corridors as well as maintaining the function to serve delivery trucks? If yes, what ideas do you have to improve the pedestrian experience?

##### **Public Art**

1. Do you generally agree with the policies in this subsection? Any provisions need to be changed or subject to further discussion? Any important provisions need to be included but is missing?
2. The policy suggests public artworks should be completed by a qualified professional artist. Do you see this is necessary?
3. How do we best encourage the development of public art in downtown? (policies, incentives, programs?)
4. **Ideas for public art (crosswalks, murals, art gallery, bike racks)**

##### **Street Furniture**

1. Do you generally agree with the policies in this subsection? Any provisions need to be changed or subject to further discussion? Any important provisions need to be included but is missing?
2. How to involve private sectors (businesses, BDDC) in the street furniture program for maintenance and improvement purposes
3. Any streetscapes with opportunities for changes to street furniture (need for a bench, streets **where banners could add value?**)

##### **Lighting**

1. Do you generally agree with the policies in this subsection? Any provisions need to be changed or subject to further discussion? Any important provisions need to be included but is missing?
2. Areas were deficiencies in lighting?
3. **What style of lighting is most appropriate for downtown?**

## Landscaping and Fencing

1. Do you generally agree with the policies in this subsection? Any provisions need to be changed or subject to further discussion? Any important provisions need to be included but is missing?

## Building Design

### Context

1. Do you generally agree with the policies in this subsection? Any provisions need to be changed or subject to further discussion? Any important provisions need to be included but is missing?
2. Do you think the entrance to downtown (1<sup>st</sup> St. at Rosser and Pacific, 18<sup>th</sup> Street at Rosser and Pacific) are still subject to downtown urban design policies?
3. The policy requires additional design emphasis for buildings at Central area, as well as Rosser and Princess corridors in terms of façade treatments, architectural elements, and material selections. Do you see this is necessary? Why?
4. How does context impact an urban design review

### Orientation and Entrance

1. Do you generally agree with the policies in this subsection? Any provisions need to be changed or subject to further discussion? Any important provisions need to be included but is missing?
2. Do you agree that building setback can be increased (over 3m in central business area and 6m in mixed use areas) if public or semi-public amenities are provided
3. Building entry point to be recessed from the property line for 1.2m to reduce pedestrian conflicts. Do you see the setback is appropriate?
4. Importance of buildings on the street? Parking to the rear or side?

### Building Articulation

1. Do you generally agree with the policies in this subsection? Any provisions need to be changed or subject to further discussion? Any important provisions need to be included but is missing?
2. Do you think the mitigations for blank, at grade street wall conditions is appropriate?
3. Do you think the 50% glazing on first floor of non-residential façade should be generally applied to the whole downtown? Regardless of type of use (remove %)

### Storefront Elements

1. Do you generally agree with the policies in this subsection? Any provisions need to be changed or subject to further discussion? Any important provisions need to be included but is missing?
2. Does it make sense to require traditional “main street” storefront elements for Princess and Pacific Corridors? Or just Central area and Rosser corridor?
3. Do you think it make sense to regulate signage materials in downtown?
- 4.

## Materials



1. Do you generally agree with the policies in this subsection? Any provisions need to be changed or subject to further discussion? Any important provisions need to be included but is missing?
2. Apart from the materials that are listed to be avoided, do you see any other materials should be added to the list?
3. Brick, stone and glass are recommended materials in central business area for building exterior in the policies. Do you see this is necessary?

### **Heritage Streetscape**

1. Do you generally agree with the policies in this subsection? Any provisions need to be changed or subject to further discussion? Any important provisions need to be included but is missing?
2. What are some key factors to conserve heritage streetscape while not hindering redevelopment?

### **Implementation**

1. What will be a proper procedure to conduct urban design review for development applications in downtown, especially in Central Business Area
2. Who will be involved in the urban design review? (A committee of representatives from the City, BDDC, Heritage Advisory Committee, BNRC and design professionals?)
3. Any legislation requirements?
  - a. Under Planning Act Section 63(1)(c), Council can adopt a secondary plan to deal with any matter '*respecting economic development or the enhancement or special protection of heritage resources or sensitive lands*'.
  - b. This may give the legislation support to establish design review committee within the scope of downtown secondary plan without having a separate by-law to establish a committee.
4. Other considerations about urban design review?

## Why Urban Design

- To create locally unique environments such as the Firehall
- Instead of regulating we should use words like “reshaping” to better express the change desired in downtown
- How do we inspire property owners to undertake good quality urban design considering downtown is unique and has its own specific vision
- How can we **sell walkability to people** (access to store, health, refreshing, opportunity for interaction)
- The city needs to change its rules or the view of rules into aspirations of policy (rules usually don’t explain purpose)
  - o Do urban design rules keep things from being random?
  - o Do we use rules as a crutch?
- Inglewood, Calgary is a precedent for Brandon with similar buildings
  - o Precedent for various uses in same area
  - o Can we learn from their urban design standards/guidelines?
- How do we sell the downtown vision?
  - o What does the planning office do with the rules?
  - o How can we make the rules work? Do we limit opportunities by simply saying no over and over instead of **providing examples and options for developers** and property owners to work with
- How do we promote best and highest use when property value in downtown is lower than market value?
  - o Lead by example! Provide and approve the types of development and environments that we want to see
  - o Do not misplace priorities. The city (all departments) should have more than just rules but integrated services and vision that prioritizes pedestrian environment, **trees** and other such features important to the downtown. E.g. perhaps new development has to move instead of trees getting cut to accommodate development
- Implementation is a key to good urban design in downtown Brandon
  - o What boards and review measures are in place to ensure the vision is being kept?
- We need to change the mentality that downtown is same as other areas e.g. regarding landscaping, trees must be prioritized.

## What is good urban design?

Picture 1 – Euphoria (138 10<sup>th</sup> Street)

- Distinct storefront but could use upgrades/improvement
- Paint color and material are poor choices

Picture 2 – Hairitage House Salon (629 A 10<sup>th</sup> Street)

- Good lighting
- Good redo but the look is too residential for the area
- Siding color and fake 2<sup>nd</sup> floor are not appealing



- Could've been done tastefully with different siding, cornice and woodwork on windows and doors

### **Picture 3 – Rosser and 7<sup>th</sup> street**

- The property is two storeys and built to the property line which is ideal for downtown
- Material selection is poor
- Once the building is finished and the stone is installed, it may look better
- Regulations should be in place to ensure the developer completes development work
- No thought or effort is shown in designing of the site to fit the downtown environment
- The building looks accidental
- The city must somehow either impose on developers the need for an architect, or organize a design review committee to help achieve the downtown vision.
- The cost of an architect can be offset with funding options and grants
- The Brandon context is a difficult one because of limited resources
- The city gets to decide what the city should look like and how we promote working together.

### **Picture 4 –**

- No interaction between wall and street
- Blank wall, not welcoming. Not considerate of pedestrians
- Perhaps a building with a purpose like this should not be downtown
- Courtyard was created to provide relief from the street

### **Picture 5 –**

- It fits into the context well
- Good large windows
- Variety is good (if there were three of this in a row however, that would not be good)
- Naturally appealing
- Thoughtful historical preservation

### **Picture 6 –**

- No interaction between building and pedestrian realm
- They could have done a better job putting new into old
- How do you make something contrast but fit?

### **Picture 7 –**

- Utilitarian 'if it functions its good enough' mentality
- Good placement close to property line
- Structure or material isn't an issue but architectural vision is
- Is there anything in place currently that would stop a building like this from being built?
- City must show property owners ideas of downtown development and work with them earlier on in the process
- At what point are property owners advised on what is expected and provided with precedents help them understand and buy into the downtown vision?
- It's not color or materials that is the issue but design quality.

- Standards can be elevated by putting in place design standards
- Have a board in place to give design advise and provide advice on whether applications meet the intent of downtown

**Other general comments:**

- What will the role of the design review committee be? Advisory? Approval?
- Residential development in downtown is great since the city supports density but sometimes residential units are developed only considering current state (i.e. is there currently residential surrounding it) but no thought of future and desired conditions.
- For mixed use developments, people worry about interaction of the two uses and noise
- Should we be building 12plexes downtown?
- How can developers and land owners make money while still contributing to the greater downtown vision?
- There must be a catalyst to drive downtown investment
- The problem with Brandon downtown is that we don't have the density to build large buildings without government funding
- The downtown area is small and restrictive

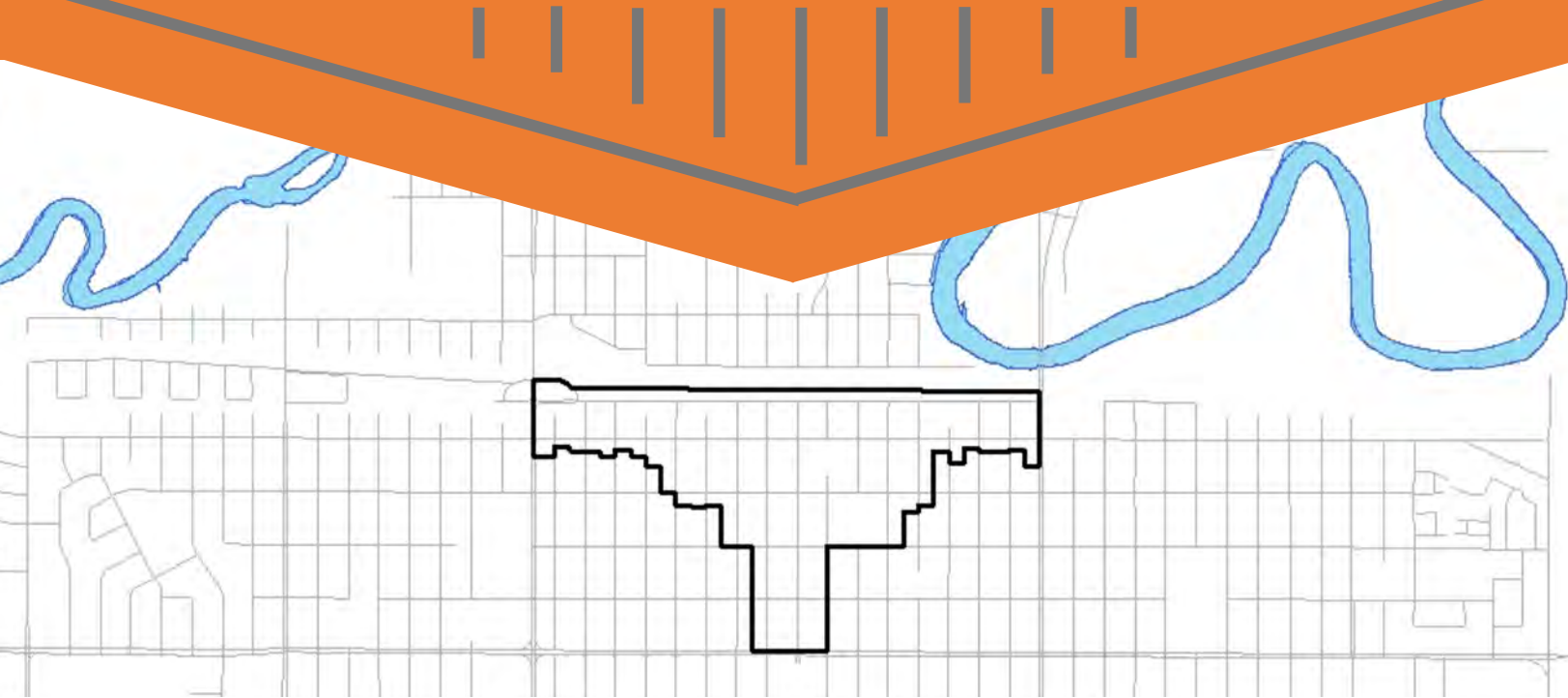


## **Appendix G-1**

### **2<sup>nd</sup> Public Consultation Event Invitation**

# BRINGING THE DOWNTOWN PLAN TO LIFE

## PUBLIC CONSULTATION EVENT - PART II



**Thursday | February 7 | 5pm - 7pm**

**BRANDON DESIGN STUDIO, 638 PRINCESS AVE**

*Please use Door B (east side of the building)*

As a follow-up to the feedback received at the first public consultation event held on April 24th, 2018, the City of Brandon invites you to attend a public event to learn about the proposed updates to the Downtown Brandon Secondary Plan. Please join us to continue the conversation on how to achieve the downtown vision. Refreshments will be provided. More information can be found at <http://www.brandon.ca/what-is-happening-in-your-neighbourhood/active-projects/1341-hubsecondaryplan>.

*Please RSVP to Barb Patten at [b.patten@brandon.ca](mailto:b.patten@brandon.ca) or 204-729-2214 by January 31, 2019 if you would like to attend this event or have any accessibility accommodations.*



**BRANDON**  
Design Studio



## **Appendix G-2**

### **2<sup>nd</sup> Public Consultation Event PowerPoint Presentation**

A map of a downtown area with a grid of streets. A blue river flows along the top and right sides. A black, stepped boundary line is drawn across the middle of the map, enclosing a central area. The text "Downtown Secondary Plan Update" is overlaid on the map in a large, bold, dark grey font.

# **Downtown Secondary Plan Update**

**Background information**

Appendix G-2-1



# Downtown Secondary Plan

## *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”.*







**SUCCESS IS LIKE A SNOWBALL...**

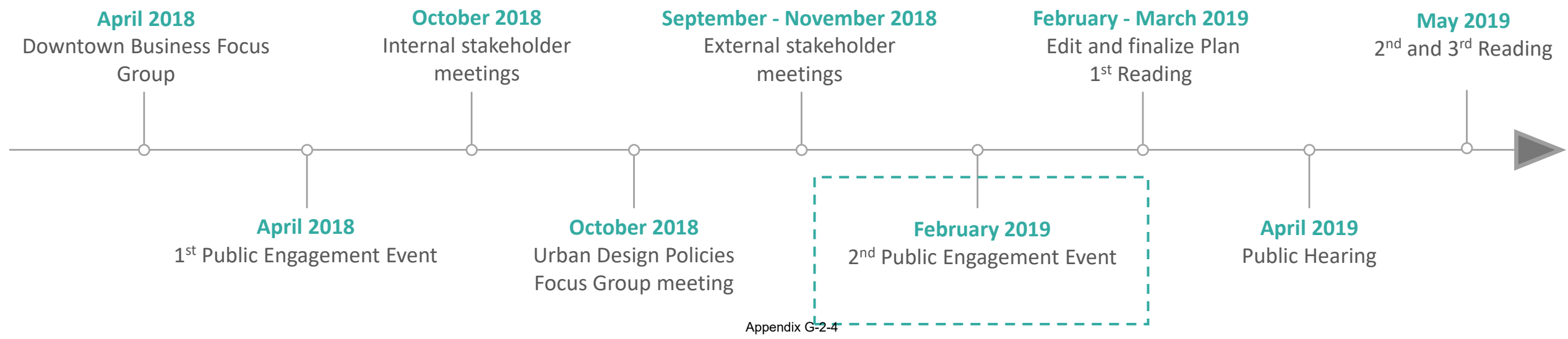
**YOU HAVE TO GET IT GOING AND  
THE MORE YOU ROLL IN THE RIGHT DIRECTION  
THE GREATER IT GETS.**

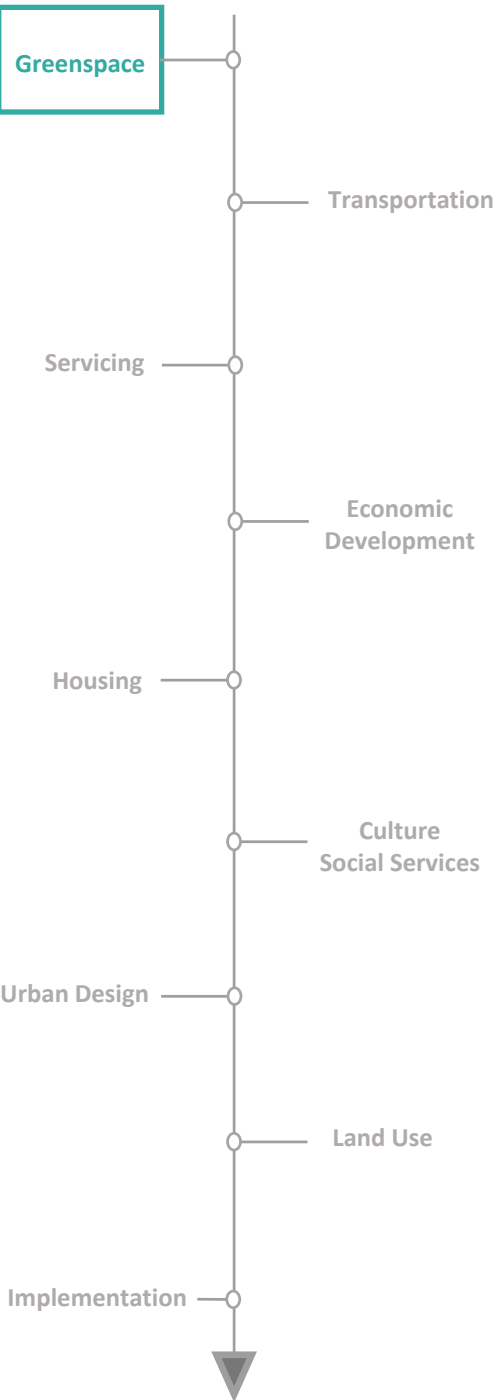
Steve Ferrante



# Downtown Secondary Plan Update

## *Timeline and background information*





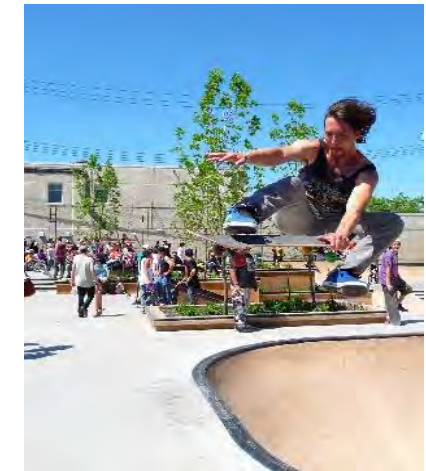
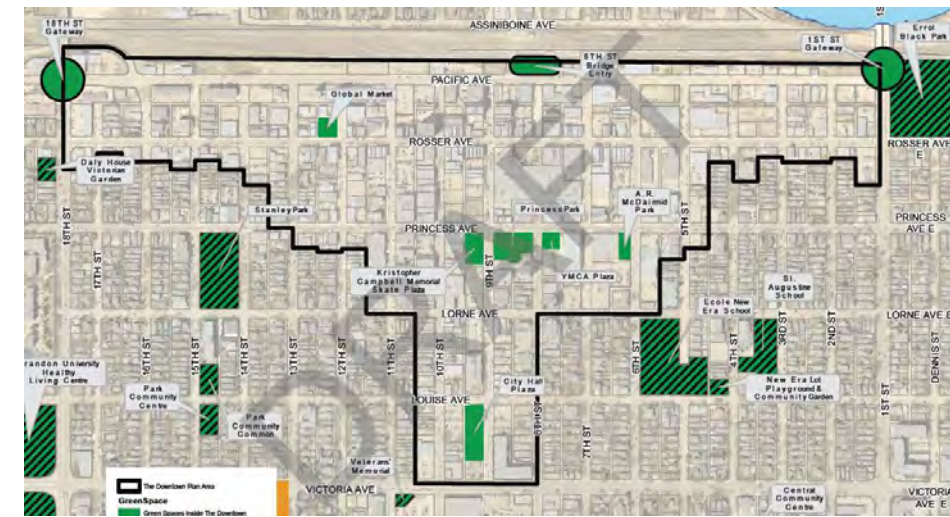
# Greenspace

## Objectives

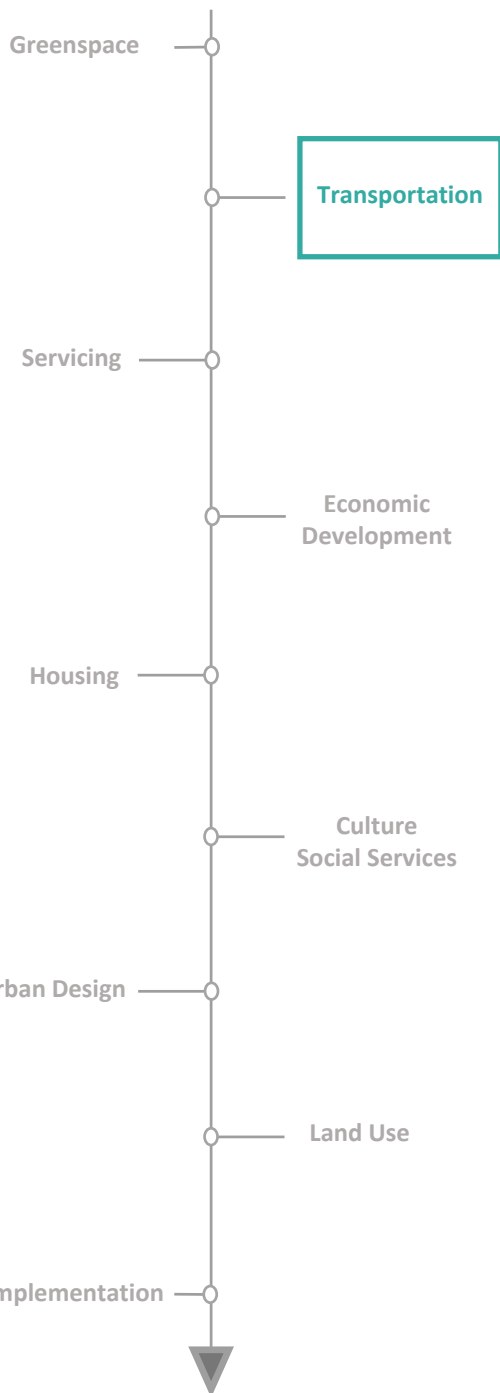
- To improve the quality of existing greenspaces to serve all residents
- To “green” streets and “gateways” into the Downtown Plan area
- To increase greenspace through partnerships and public and private greenspace opportunities

## What we heard

- Quality over quantity
- Pacific greenspace opportunities (new entrances to downtown)
- Trees are important (prioritize the preservation and planting of new trees downtown)
- Support programs that “green” the downtown (incredible edibles)







# Transportation

## Objectives

- To improve the Downtown Plan area as a pedestrian destination accessible to all residents
- To connect the Downtown Plan area to the rest of the city for all modes of transportation
- To provide vehicle parking and transit service to meet the needs of current and future Downtown Plan area businesses, residents, and visitors

## What we heard

- Effectively and efficiently using parking is important to attracting and retaining business (expand angled parking, implement & update parking strategy)
- Direct access points to Pacific Avenue (1<sup>st</sup> and 18<sup>th</sup>) are key to future business development
- Evaluate and promote active transportation opportunities downtown (8<sup>th</sup> street bridge, Lorne & Pacific Avenue connections)
- Downtown specific transportation standards (sidewalks, streets, crossings, bus shelters)

Appendix G-2-6



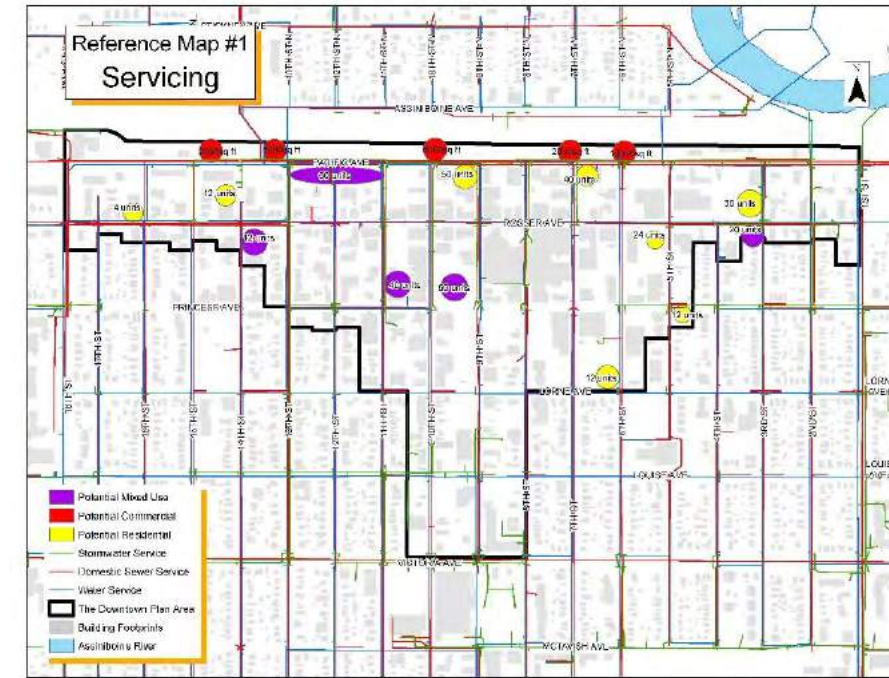
# Servicing

## Objectives

- To ensure network capacity to accommodate growth as envisioned in the Downtown Plan
- To facilitate development by providing directly accessible services (water, domestic sewer, and stormwater) on all downtown streets
- To align streetscape improvements with servicing upgrades and replacements in the Downtown Plan area

## What we heard

- Maintenance and service upgrades downtown is a priority (separate wastewater & stormwater)
- Low impact development techniques that reduce run off are encouraged
- Align infrastructure upgrades with anticipated development
- No alteration to existing drainage pattern that affect CP railway property





# Economic Development

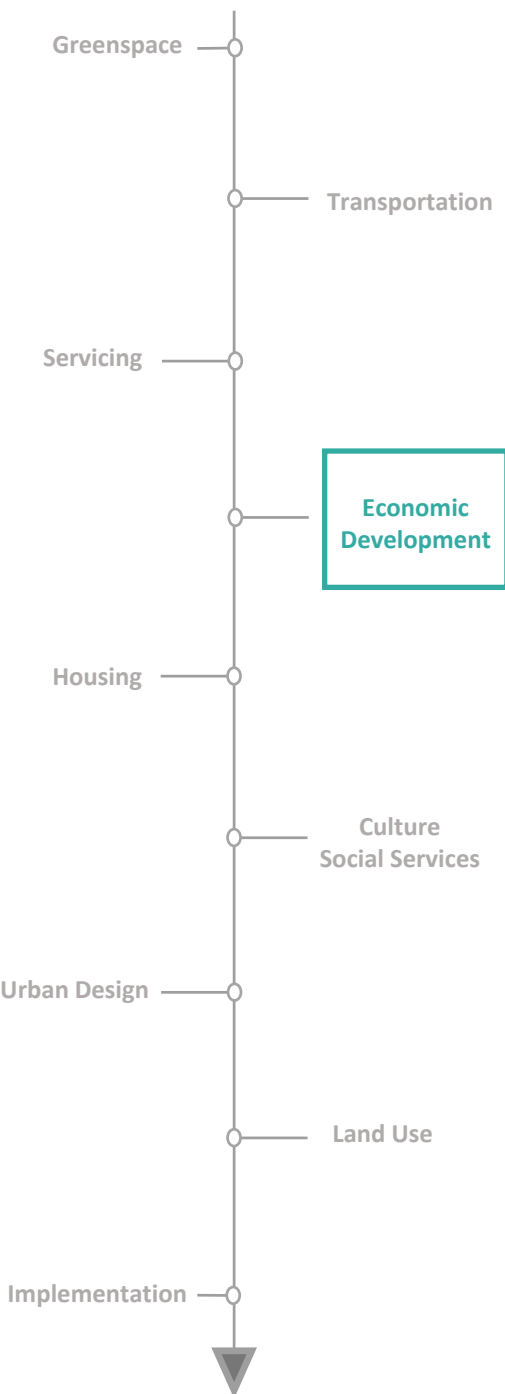
## Objectives

- To enable new public and private investment that contributes towards the Downtown Plan's vision
- To establish the Downtown Plan area as the preferred location for businesses that further the Downtown Plan's vision
- To increase the number of customers visiting and shopping in the Downtown Plan area
- To support existing office uses and expand the Downtown Plan area as the destination for employers

## What we heard

- Incentive programs need to be reviewed and updated (focused on vision and project shortfalls)
- Prioritize post secondary institutions downtown (BU site)
- Promote Downtown as events destination (street vendors, cultural events, cruise nights)
- Evaluate downtown business organization
- Support encroachments that further downtown business (patios, canopies, architectural elements)

Appendix G-2-8





# Housing

## Objectives

- To increase the number of residents living in the Downtown Plan area
- To provide a mix of market rate and affordable housing units
- To provide a variety of unit types and tenures

## What we heard

- Prioritize market housing downtown (incentives, public lands)
- Encourage partnerships to develop a mix of housing types and tenures
- Explore partnerships for student housing downtown
- Continue to prioritize filling vacant upper storey residential





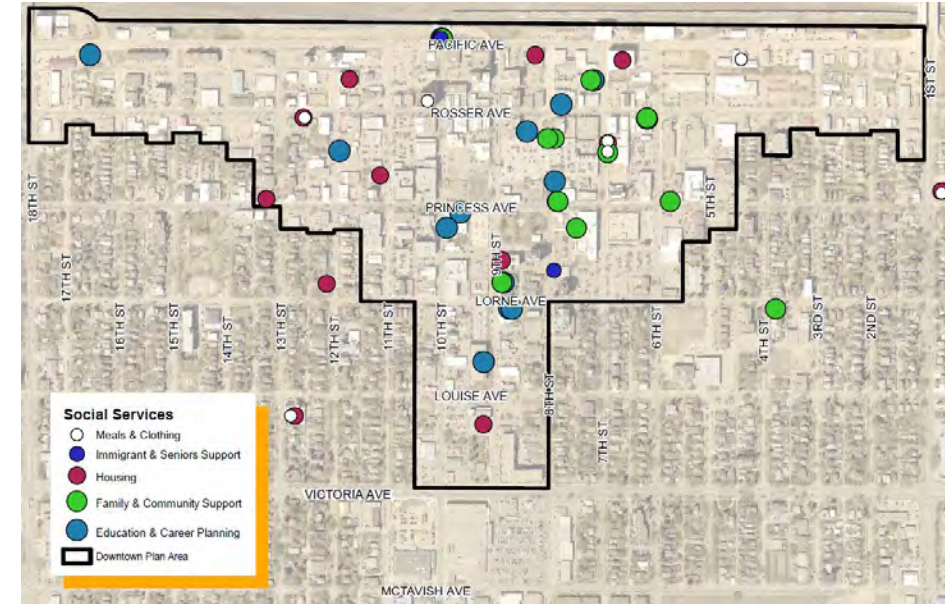
# Cultural & Social Services

## Objectives

- To support cultural service providers in growing cultural services that are essential to building and sustaining a vibrant Downtown Plan area
- To support social service providers in meeting the needs of residents in the Downtown Plan area
- Ensure the Downtown Plan area is a safe environment to live, work and visit

## What we heard

- Build on heritage (this is what makes downtown unique)
- Investigate the feasibility of a mid-sized performance or multipurpose arts and cultural facility downtown
- Support social service providers in meeting the needs of vulnerable populations downtown
- Support and encourage programs that improve safety and security downtown



# Urban Design

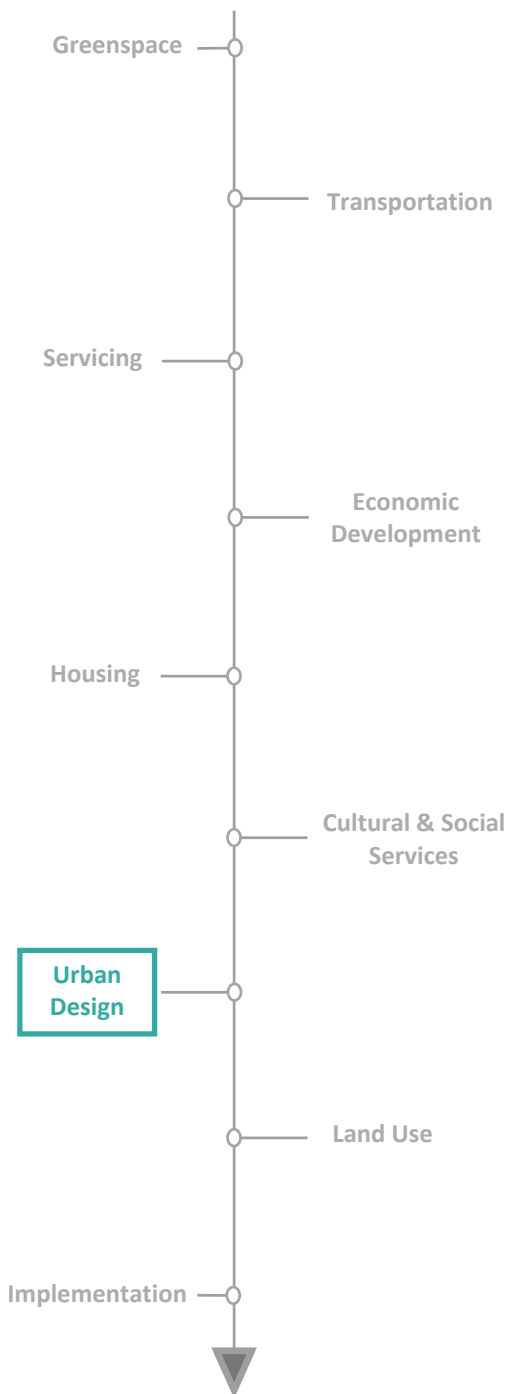
## Objectives

- To inspire creativity from developers and designers to develop buildings and sites that are unique
- To shape the Downtown Plan area as “the place for people” that focuses on the pedestrian experience and looks, functions, and feels different than the rest of the city
- To create an urban environment that draws people in, makes them feel safe and encourages human interaction and vibrancy

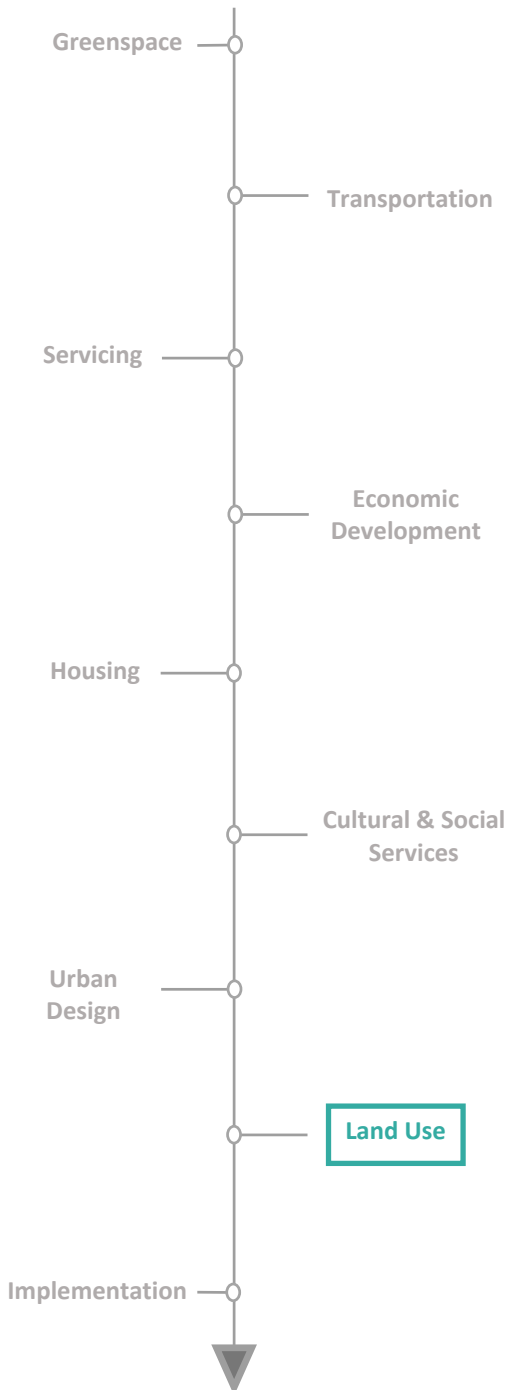
## What we heard

- Importance of having a local and unique downtown environment (Sell walkability)
- Professional building design & review needed
- Higher standard for downtown (increased focus on materials)
- Alternatives to first floor windows needed
- City needs to lead by example (transit terminal, public washroom)
- The Context of a development should dictate design
- Focus design on furthering downtown vision and making the downtown “a place for people”

Appendix G-2-11







# Land Use

## Objectives

- To support and expand commercial uses on the first storey that create street life and vibrancy, with a focus on the heritage streetscapes
- To retain and enhance the commercial business presence along the commercial corridors
- To increase the number of residents to support business growth and promote the safety of residents and visitors (natural surveillance)

## What we heard

- Greater flexibility of first floor uses in central business area (banks, offices, permitted)
- Preserve and promote commercial development along “commercial corridors”
- Extend rule flexibility (density/parking) for all areas of the downtown
- Promote development along edges of downtown plan area (princess avenue)
- Reduce railway setback along Pacific Avenue
- Prioritize businesses that promote life after dark



A map of a downtown area featuring a river at the top and a grid of streets. A specific district is highlighted with a thick black outline, showing a rectangular area with a stepped, irregular boundary on its southern side.

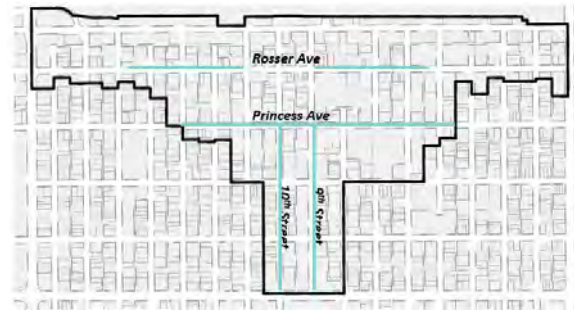
# **Downtown Secondary Plan Update**

Implications of the new and updated policies



# CONTENTS

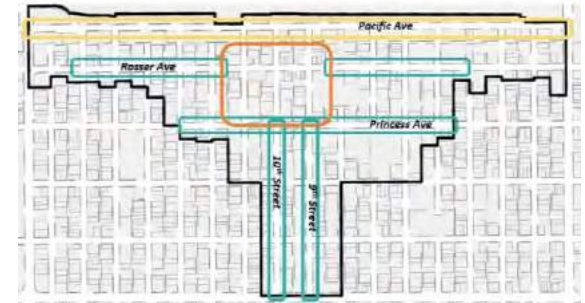
## *Main categories*



Land Use



Urban Design



Implementation

# Land Use

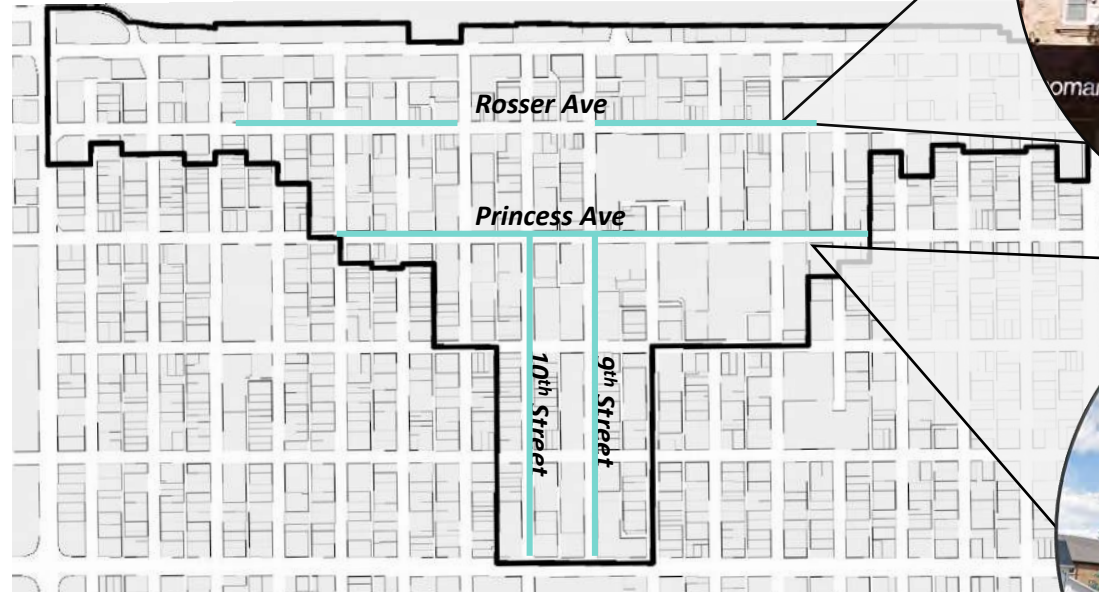
## New commercial corridors along Rosser, Princess, 9<sup>th</sup> and 10<sup>th</sup>

### Purpose:

Maintain and promote commercial investment

### Implications:

- Multi-storey mixed use development - *Permitted*
- Standalone residential - *Conditional Use*. May result in decreased new investment when market for multi-unit residential is stronger than commercial



*Permitted*



*Conditional*



*Got it right*



*I can live with it*



*Missed the mark*

### Comments:



# Land Use

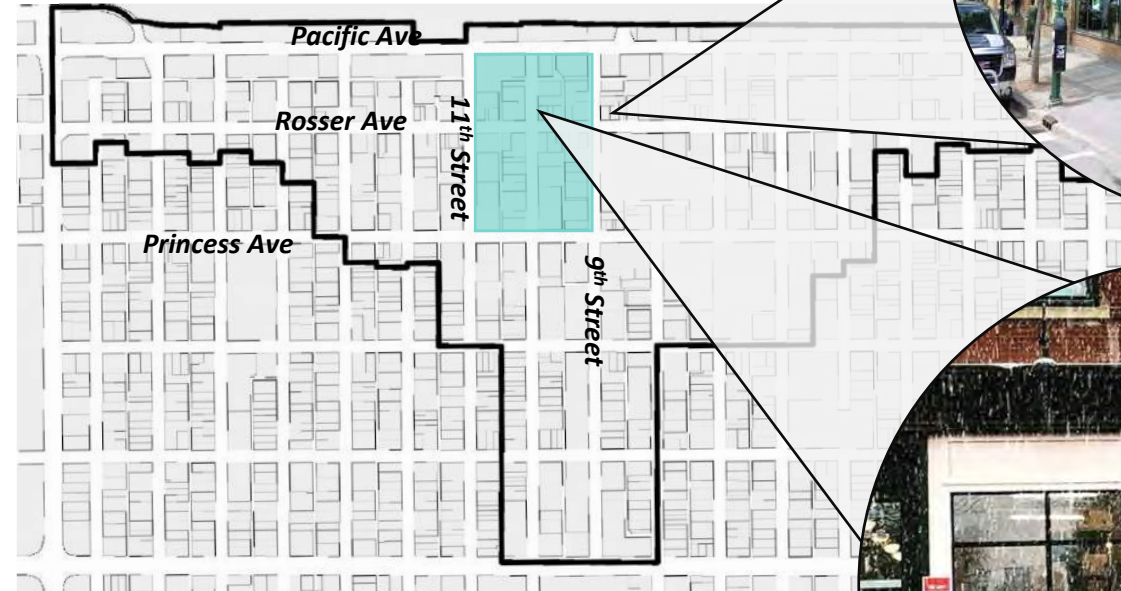
## Entertainment & Shopping to Central Business (CB) Area

### Purpose:

Retain commercial character and expand commercial uses on first floor

### Implications:

- Greater flexibility in first floor uses (e.g. banks and offices)
- May result in loss of street life as office type uses could expand in area replacing entertainment and shopping uses (retail and restaurants)
- May also need incentive programs focusing on supporting entertainment and shopping use types



○  
Got it right

○  
I can live with it

○  
Missed the mark

### Comments:

# Land Use

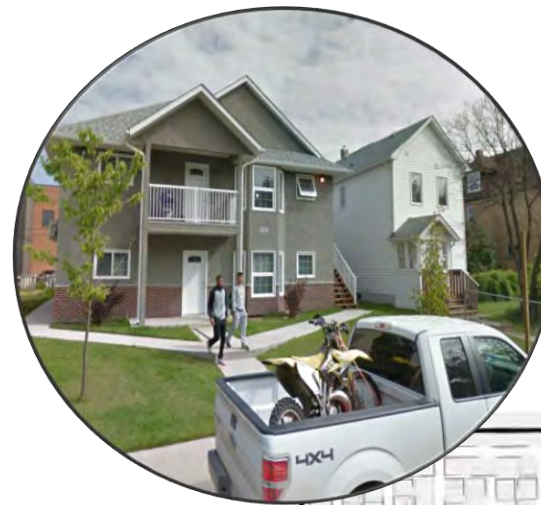
## *New Downtown Expansion Area*

### **Purpose:**

Promote redevelopment and revitalization of established residential areas and Princess Avenue Corridor

### **Implications:**

- High density/intensity uses could result in parking shortages in the area
- High density/intensity downtown buildings and uses may not be appropriate in all areas (context is important)



*Lower density infill*



*Higher density residential*



*Revitalization of older buildings*



*Got it right*



*I can live with it*



*Missed the mark*

### **Comments:**



# Land Use

*Transitional Area - Maintain downtown urban design character, relax density and parking requirements*

## Purpose:

Increase investment in transitional area that reflects downtown vision.

## Implications:

- Increased number of residential units
- Less on-site parking
- Urban design challenges - street oriented buildings for all uses, including automotive service buildings



*Got it right*



*I can live with it*



*Missed the mark*

## Comments:

# Urban Design

## *Building Height – Allow one storey non-residential in MU and TR areas*

### **Purpose:**

Provide flexibility to commercial investments  
(no height variance required)

### **Implications:**

- Quicker approval processes
- All standalone residential buildings (including new developments, redevelopments and additions) still require 2 minimum storeys
- May decrease mixed use buildings (especially upper storey residential developments)



*Got it right*



*I can live with it*



*Missed the mark*

### **Comments:**



# Urban Design

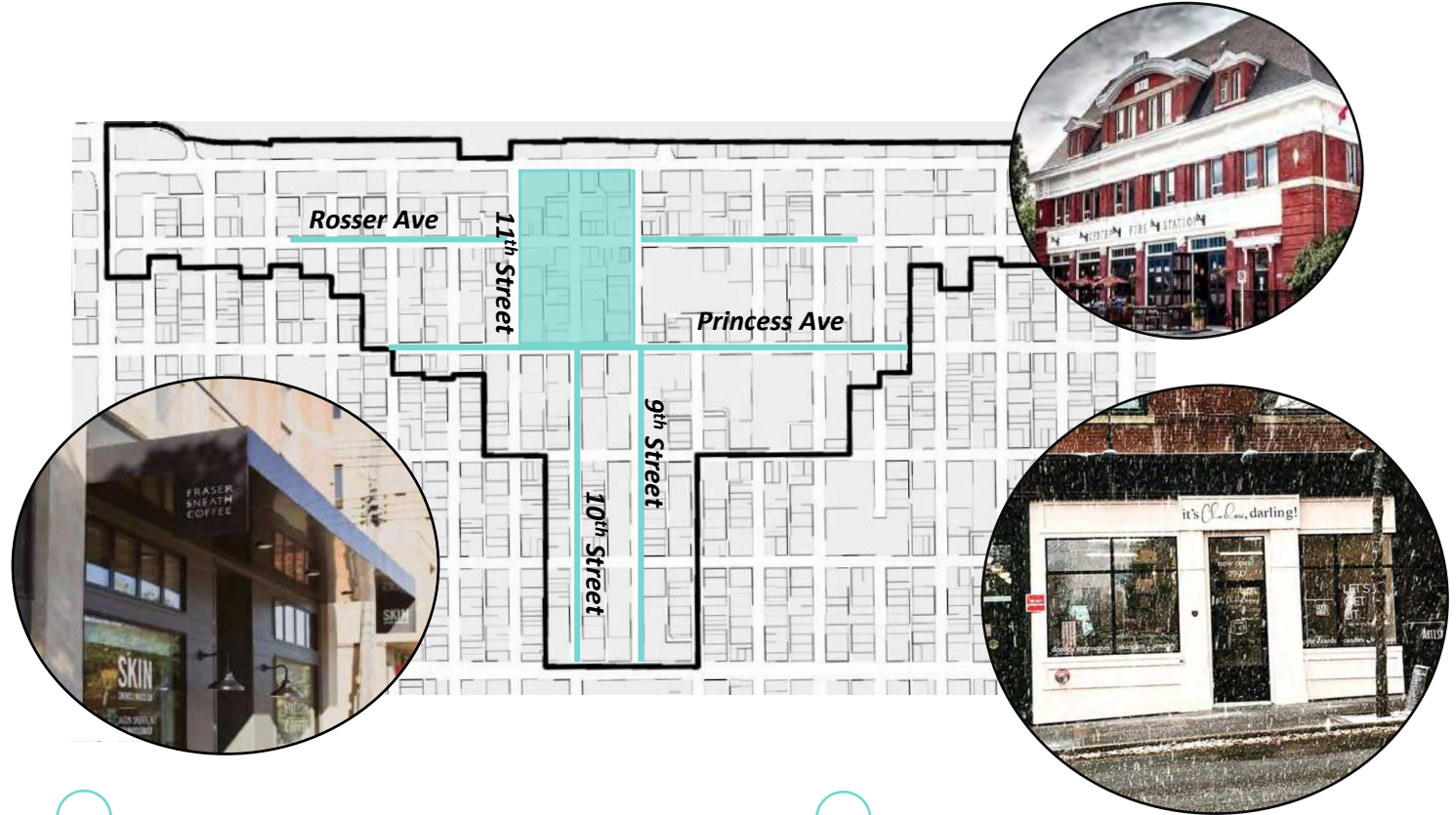
## *Building Materials – Some building materials are not allowed on a building facade in CB Area or facing Commercial Corridors*

### Purpose:

Promote high quality design in key areas of downtown

### Implications:

- Potentially increase the costs for design and construction by using alternative materials
- May result in a longer processing time
- Will protect the unique character of the downtown



○  
Got it right

○  
I can live with it

○  
Missed the mark

### Comments:

# Urban Design

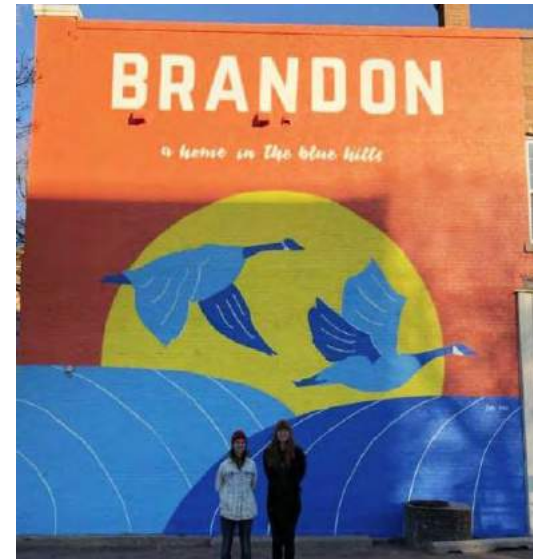
## *Building Articulation – No blank wall policy applies to the entire Downtown Plan area*

### **Purpose:**

Shape the downtown as “the place for people” that prioritizes the pedestrian experience and encourages human interaction

### **Implications:**

- May be challenging to certain for certain uses that include interior storage
- Design elements would be required to mitigate what would otherwise be a blank street wall



*Got it right*



*I can live with it*



*Missed the mark*

### **Comments:**



# Implementation

## *Housing Mixture – Downtown is a place for a mix of market and affordable housing*

### **Purpose:**

Provide a greater variety of housing types and tenures downtown (inclusive neighbourhood)

### **Implications:**

- A greater mix of housing types and demographics in downtown
- Decreased opportunities for affordable housing downtown



*Got it right*



*I can live with it*



*Missed the mark*

### **Comments:**

# Implementation

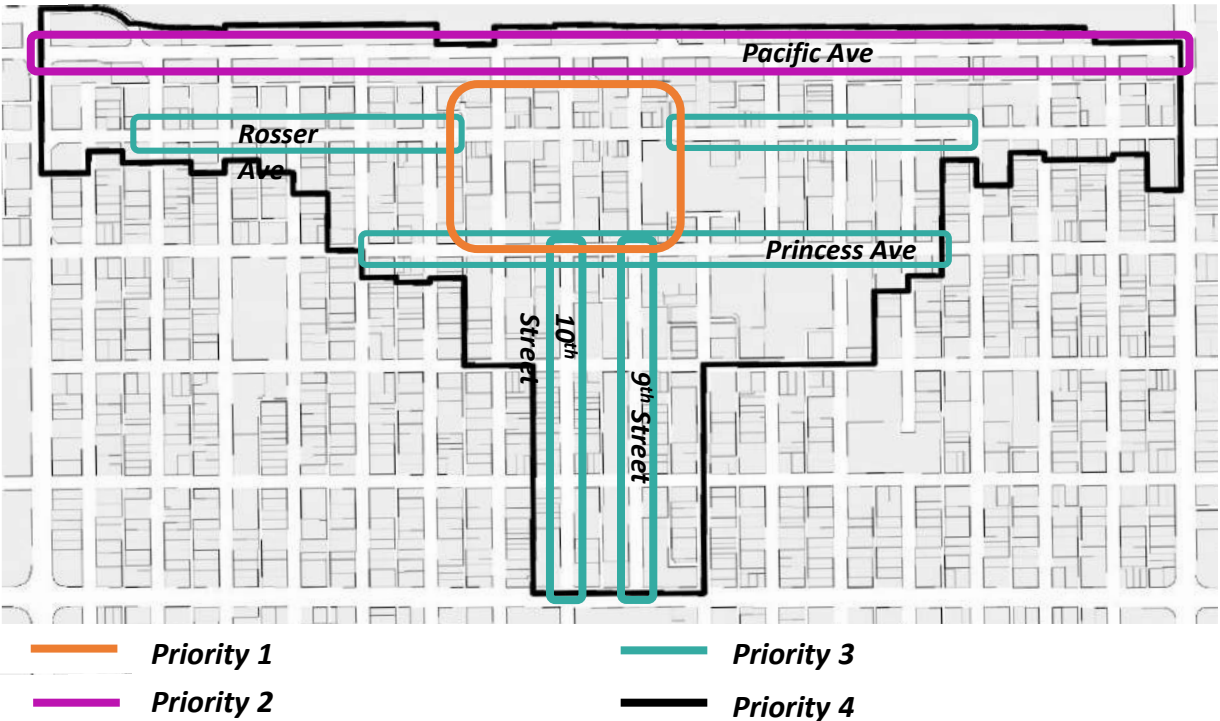
## Priority Areas: Prioritize areas of focus in downtown

### Purpose:

Encourage developments by focusing on specific areas when reviewing public and private expenditures, grant and incentives.

### Implications:

- Certain areas may have priority over others when receiving grants or incentives
- Applications may not receive funding, if they are not located within high priority areas



Got it right

I can live with it

Missed the mark

### Comments:



# Next Steps

*Downtown task force working together to implement the downtown plan*

## Public Realm Actions:

- Princess Park Washrooms
- Pop-up Parks
- Mural Program
- Pacific Avenue Design
- Public realm & streetscape strategy
- Capital Plan

## Transportation:

- Accessibility initiatives (age friendly, barrier free)
- Pacific Avenue (1<sup>st</sup> and 18<sup>th</sup> Alignments)
- 8<sup>th</sup> Street Active Transportation Bridge
- Parking Strategy Implementation
- Lorne Avenue Bikeway
- Transit routes and terminal

## Economic Development & Housing:

- Downtown Business Organization
- Review existing and create new incentive programs
- Business planning for key sites

## Regulations

- Urban design review
- By-law Updates



*Got it right*



*I can live with it*



*Missed the mark*

## Comments:

# QUESTIONS?

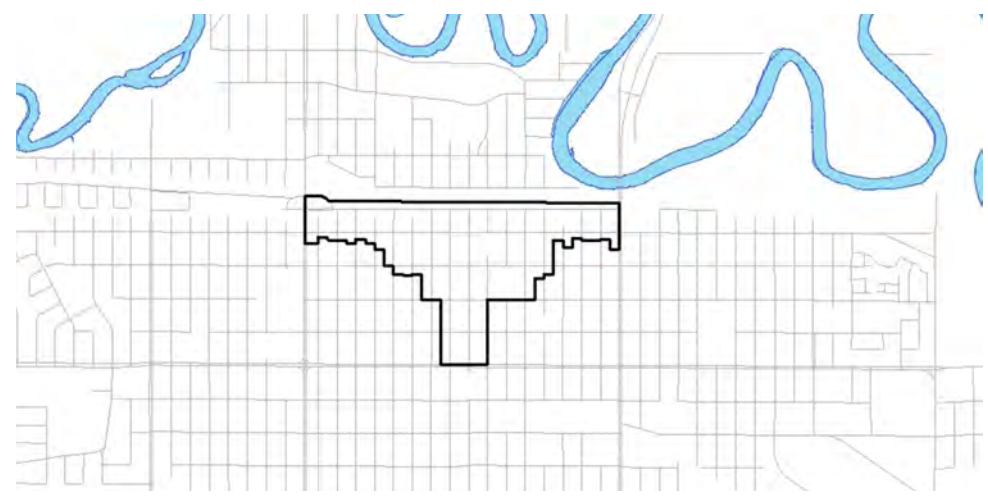
Do you have any questions or concerns regarding the information shared about the implications of the Downtown Plan?



## **Appendix G-3**

### **2<sup>nd</sup> Public Consultation Event Display Board**





# WELCOME

## What is tonight’s objective?

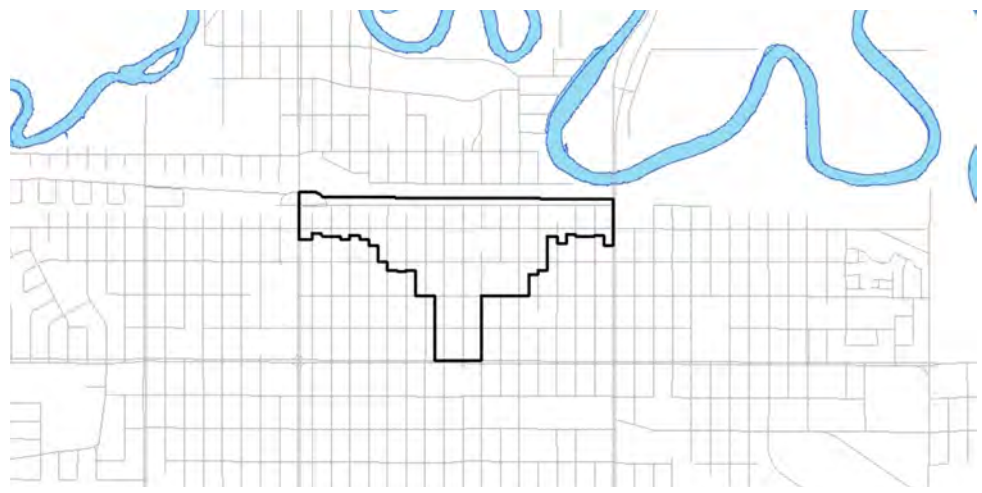
The Downtown Brandon Secondary Plan (the Downtown Plan) provides the policy framework for the future planning and development of the Downtown Plan area. The timeline below shows the work that has been accomplished to date, where we are in the process and what is expected to happen next.

This is a public event to discuss the changes to the Downtown Plan and obtain your feedback before finalizing the document. Feel free to browse the information and ask questions. We have set up sheets for comments you may have.

Your input is valuable to us!

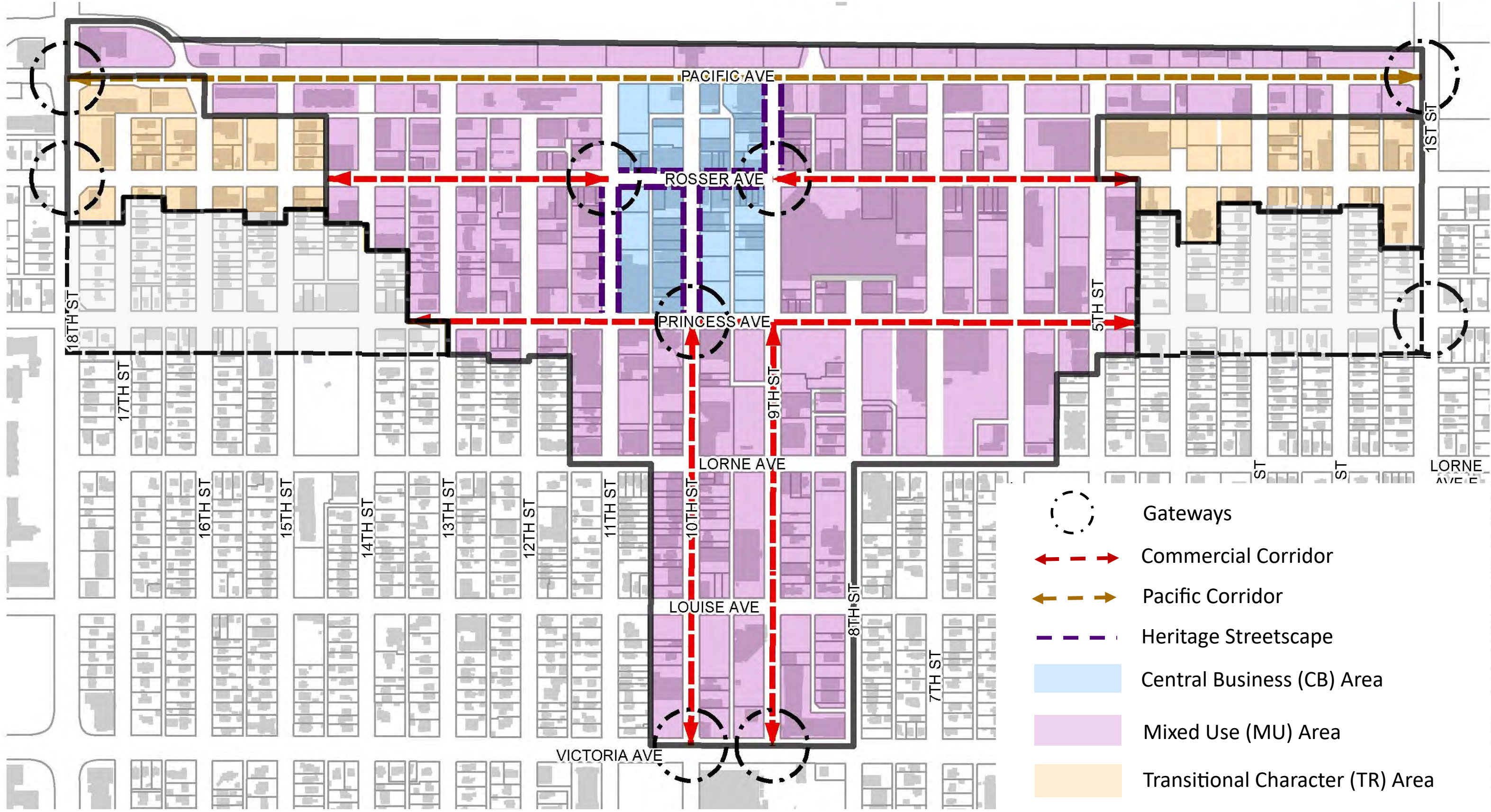






# CHARACTER AREAS

Character areas and commercial corridors form basis for policy development



### Purpose

- Retain commercial character and expand commercial uses on first floor in CB Character Area.
- Retain and enhance the commercial presence along commercial corridors in MU Character Area.
- Respect existing uses while allowing TR Character Area to transition to residential and downtown commercial.

### Key Policies

- Support and expand commercial uses on first storey that create street life and vibrancy (CB Character Area)

- Retain commercial character of the area by directing new residential units to upper storeys (CB Character Area)
- Non-residential developments are encouraged to have a minimum two functional storeys (MU Character Area)
- Standalone residential developments along commercial corridors will be conditional use (MU Character Area)
- Allow a greater diversity of lower intensity commercial uses, including vehicle oriented uses (TR Character Area)
- Parking shall not be required for non-residential uses except for automotive services uses (TR Character Area)

## DOWNTOWN ORGANIZING THEMES

Types of downtown amenities to be encouraged in Central Business Character Areas



### People on Display

Having people on display through engaging storefronts and streetscapes will attract others to join the experience. A vibrant community requires people to be interacting.



### Mixed-use development

It will blend a mix of income levels into the neighbourhood, and ensure a short walk to destinations such as a pub, office, store, dentist, school, or park.



### Pedestrian Friendly

The Downtown Plan area will improve the integration of vehicular and active transportation modes to safe and enjoyable downtown access.



### Active and Engaged Merchants

There must be an active and thriving merchant community to give people reasons to live, work and play in the Downtown Plan area.



### Life After Dark

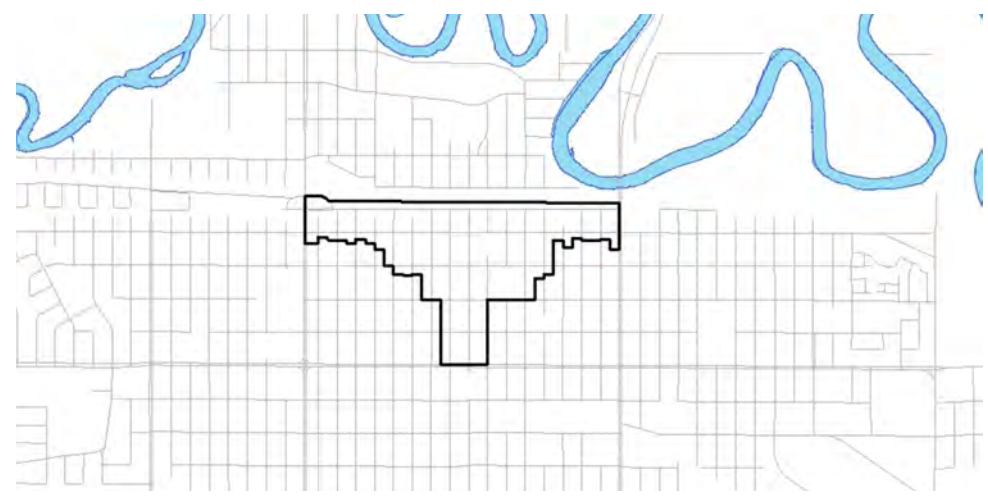
The Downtown will have an active resident community that will demand services and provide merchants with a reason to stay open late.



### Building Blocks

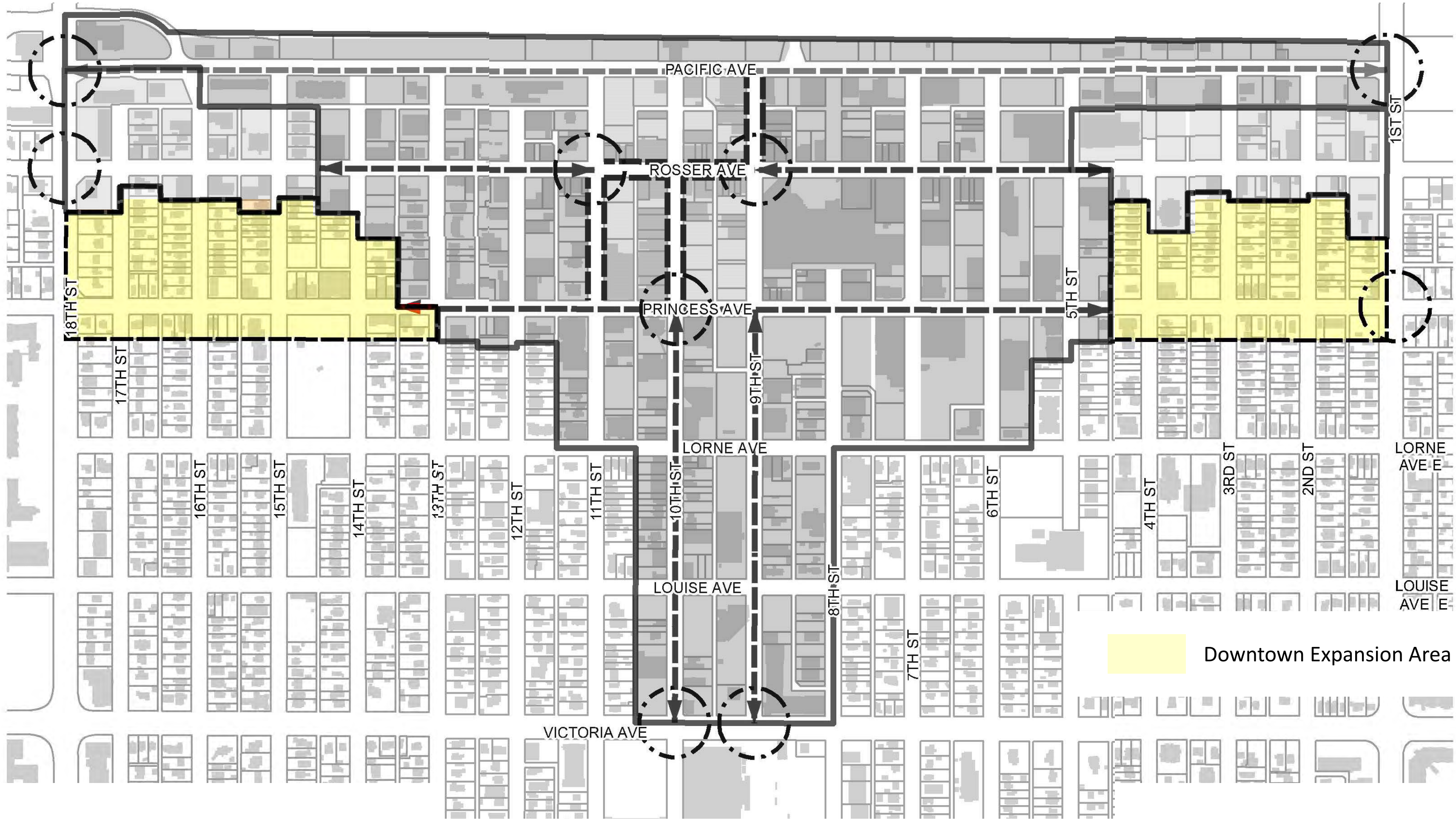
Future development must leverage the beauty and character of the historic building stock, and be consistent with the urban design vision.





# DOWNTOWN EXPANSION AREA

*Promote redevelopment and revitalization of residential areas and Princess Corridor*



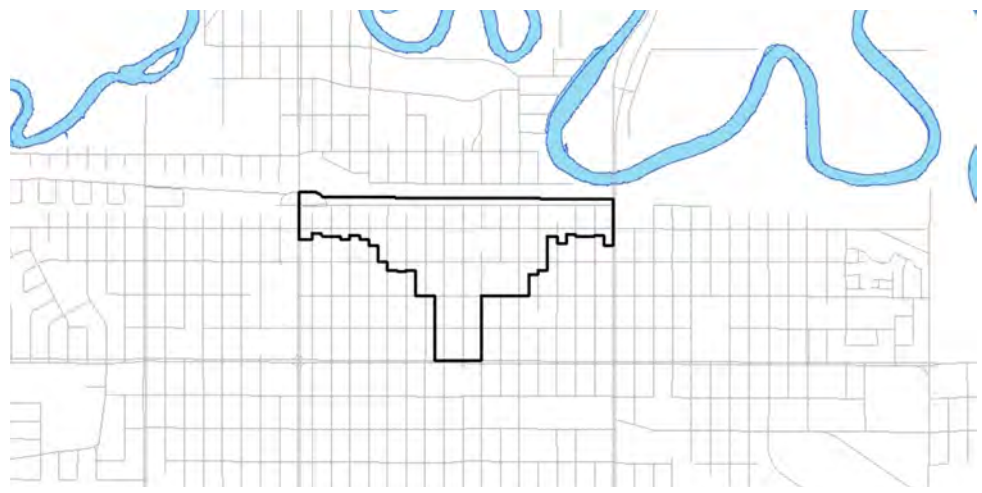
## Purpose

- Promote redevelopment and revitalization of established residential areas and commercial development fronting Princess Avenue

## Key policies

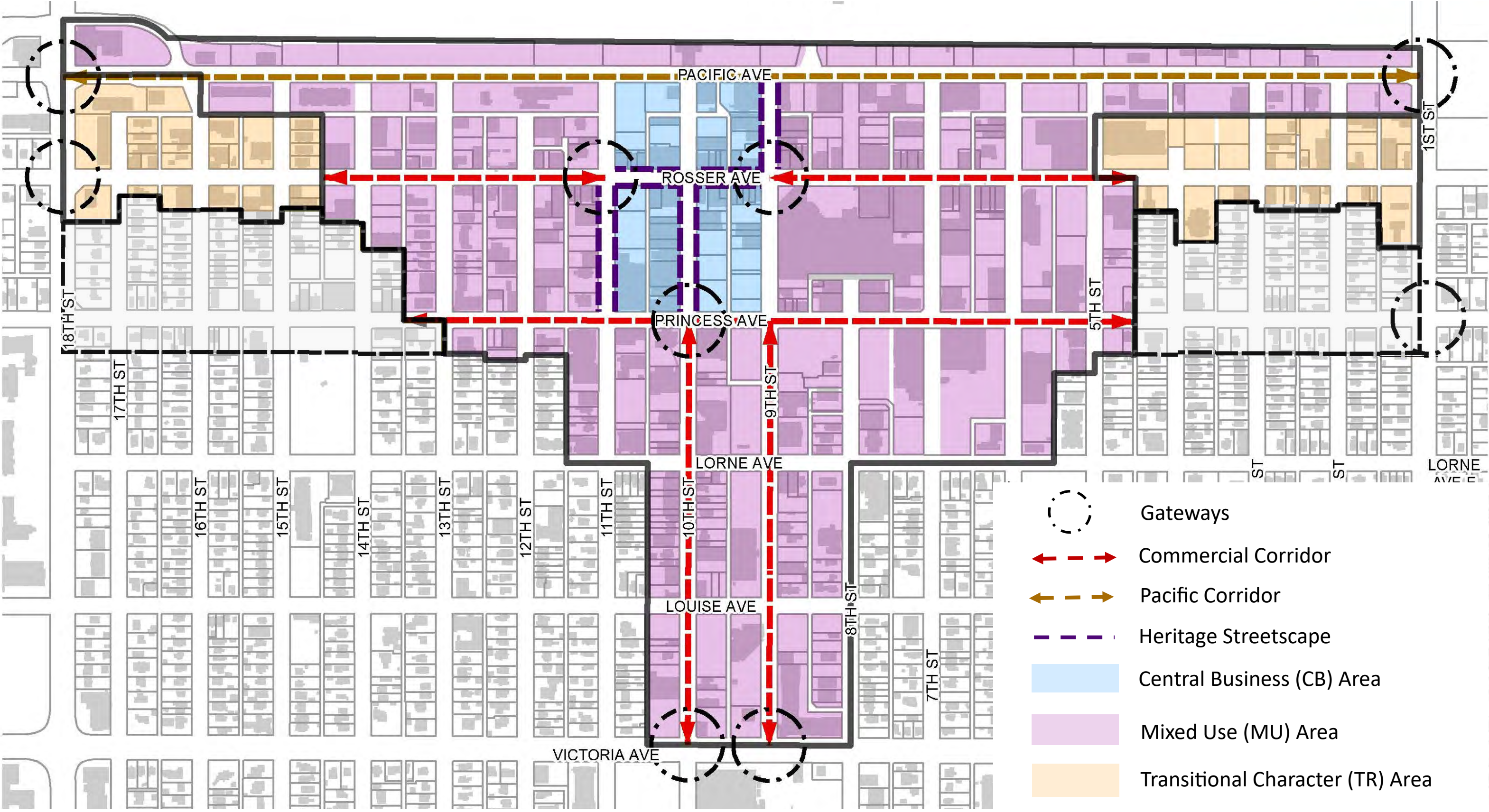
- Sites fronting Princess Avenue should be supported for mixed use zoning in the Downtown Plan area with the potential for commercial or residential development.
- Sites to the north of Princess Avenue on established residential blocks may be considered for higher density residential zones (e.g. Residential Moderate Density).
- With any rezoning application in the area, a concept plan shall demonstrate that the intensity and density of use is consistent with the Downtown Plan’s vision and is appropriate for the context of the site, including building height, setbacks, and lot coverage.
- Sites rezoned to a higher-density residential zone shall comply with urban design standards and policies for standalone residential developments in the MU Character Area.
- Support reducing parking requirements to one space for each dwelling unit in the area.
- Commercial conversions of existing dwellings along Princess Avenue are encouraged.
- The redevelopment of sites at the 1<sup>st</sup> Street and Princess Avenue gateway should provide “a sense of arrival” into the Downtown Plan area and bring prominence to the intersection.





# URBAN DESIGN

Promote high quality design in downtown and shape it as “the place for people”



## Purpose

- Provide consistently high quality pedestrian environment to create a unique and vibrant urban place. The urban design guidelines also provide certainty and clarity to developers looking to invest

## Key Policies

- Inspire creativity from developers and designers to develop buildings and sites that are unique, with attention to detail that contribute towards the Downtown Plan vision
- Shape the Downtown Plan area as “the place for people” that focuses on the pedestrian experience and looks, functions and feels different than the rest of the city
- Create an urban environment that is inviting, safe and encourages human interaction and vibrancy
- Create an urban environment where convenient parking is secondary because the journey is safe and enjoyable by other types of transportation

## FOCUS AREAS

The urban design guidelines are organized into two categories site design and building design which each have more categories such as those listed below



### Public Art

Encourage public art in the form of murals, sculptures to locate throughout the Downtown Plan area. Encourage opportunities to incorporate public art into building design as an architectural element or feature.



### Street Furniture

Encourage street furniture including functional and decorative elements like bike racks, pedestrian lighting, banners, and wayfinding signage. Establish downtown street furniture program to coordinate maintenance and improvements.



### Lighting and Signage

Locate lighting to illuminate areas used by pedestrians at night including surface parking lots, building entrances, lanes and sidewalks. Encourage building lighting and sign lighting to directly light intended area.



### Orientation and Entrance

Principal buildings should be oriented towards and placed on or near the site line with direct sidewalk access. Building setbacks may be increased to create public or semi public amenity areas such as pocket parks, courtyards, outdoor café's and Plazas.



### Window, Door and Awning

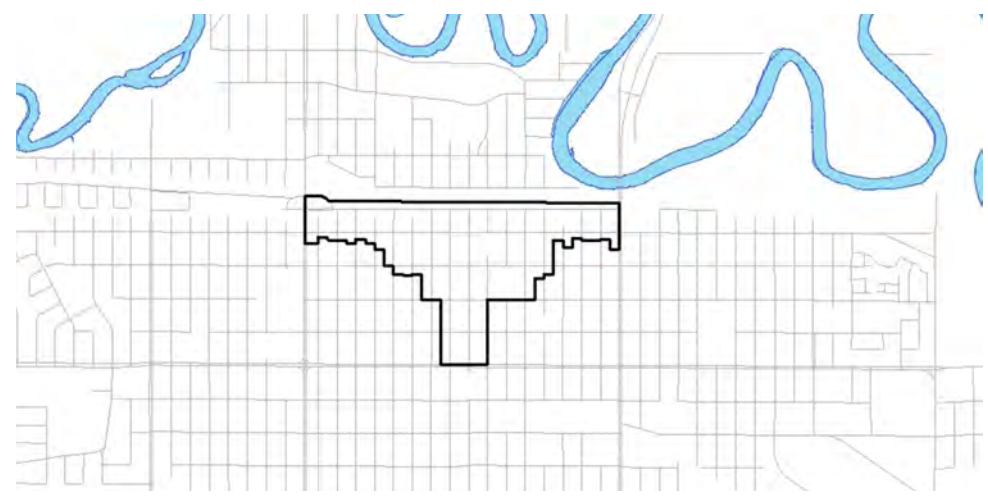
Storefront windows should be consistent and create cohesive appearance. Display windows and window details provide display space that encourages window shopping.



### Material

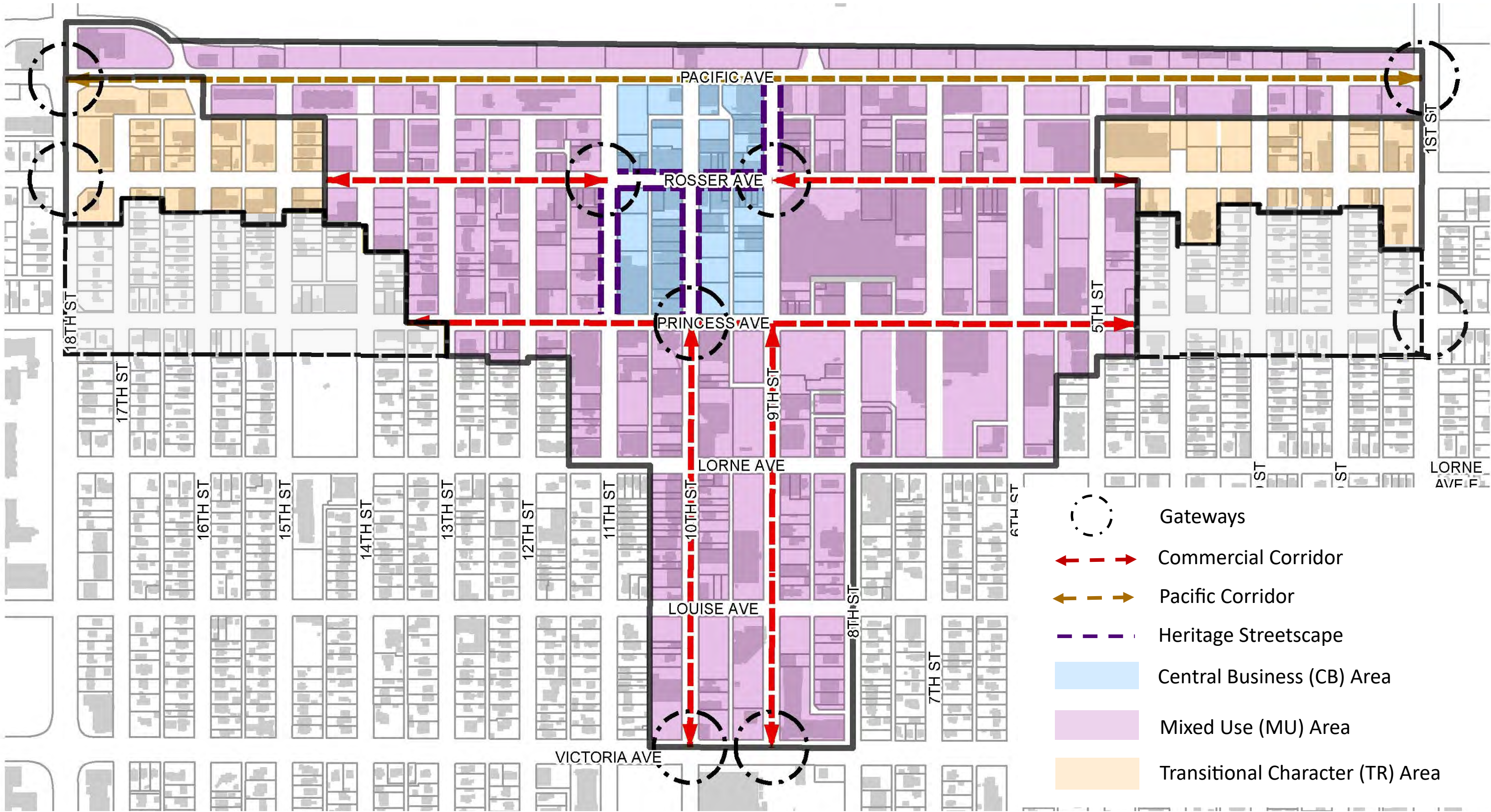
Incorporate visual interest and character by using high quality, durable and easily maintained materials.





# HOUSING AND ECONOMIC DEVELOPMENT

*Provide a variety of housing types, increase downtown residents and promote economic growth*



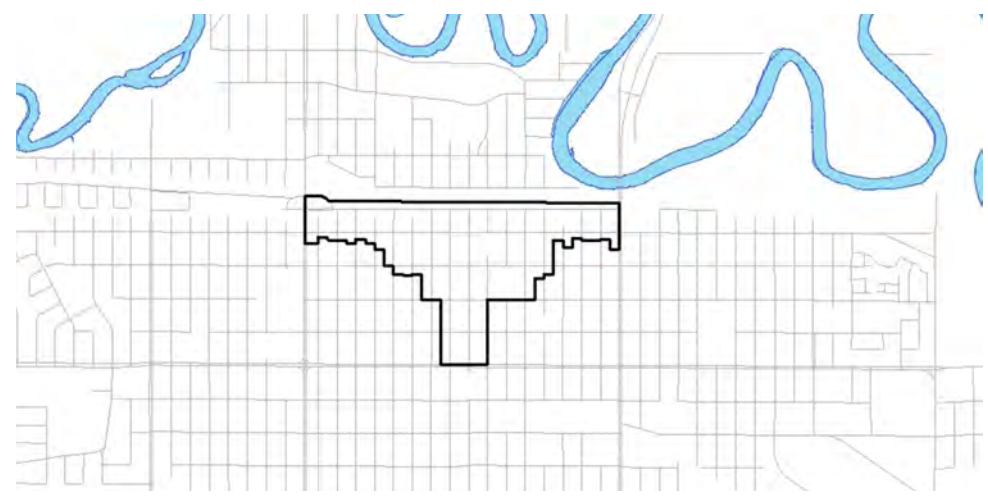
## Purpose

- Increase private investment and business growth through various partnerships. People living downtown is key to achieving more active streets, economic growth and making downtown a safer and more desirable place

## Key Policies

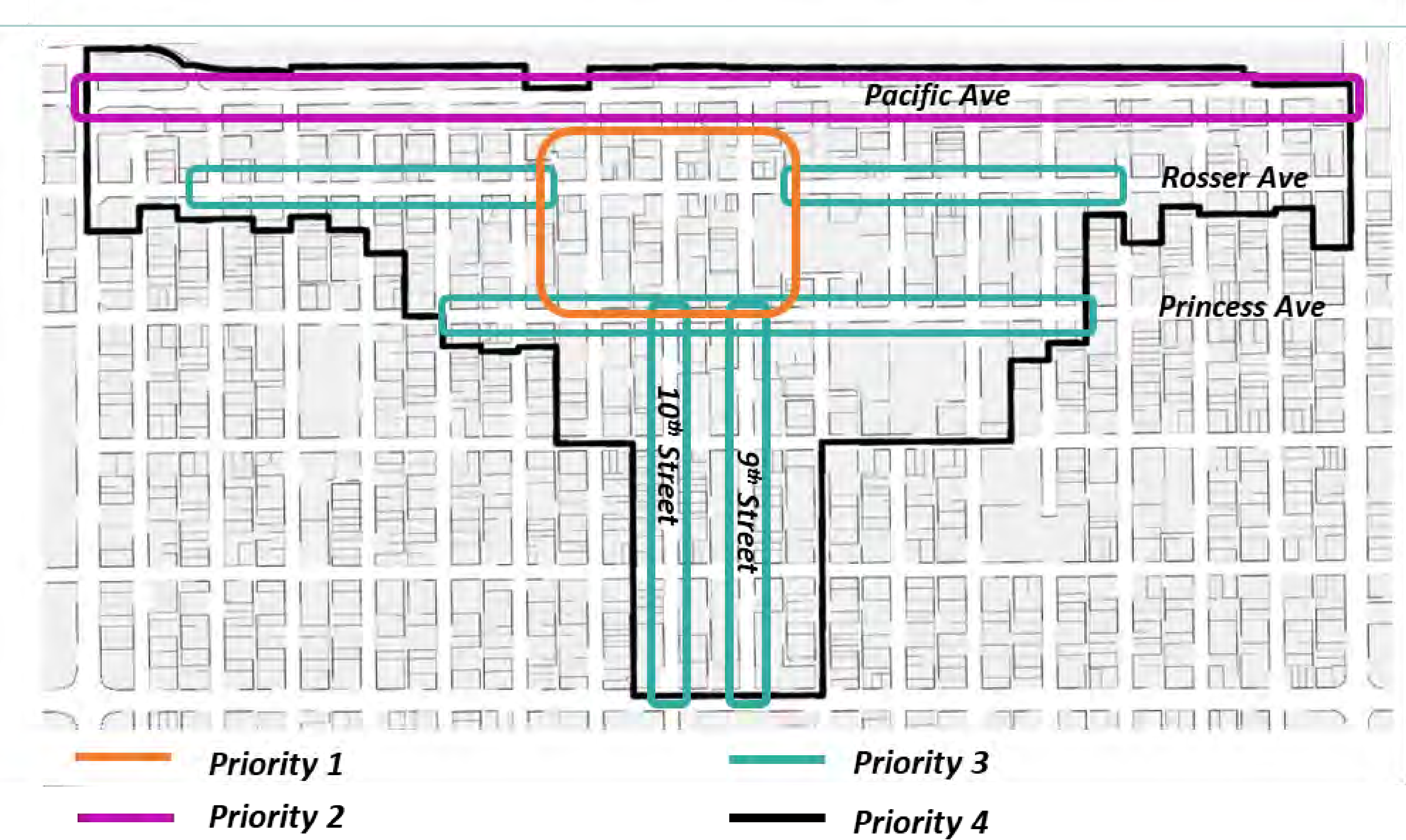
- Enable new public and private investment that contributes towards the Downtown Plan's vision
- Establish the Downtown Plan area as the preferred location for business that further the Downtown Plan's vision
- Increase the number of customers visiting and shopping in the Downtown Plan area
- Support existing office uses and expand the Downtown Plan area as the destination for employers
- Increase the number of residents living in the Downtown Plan area
- Provide a mix of market rate and affordable housing units





# PRIORITY AREAS AND IMPLEMENTATION

*Spur developments by focusing on specific areas*



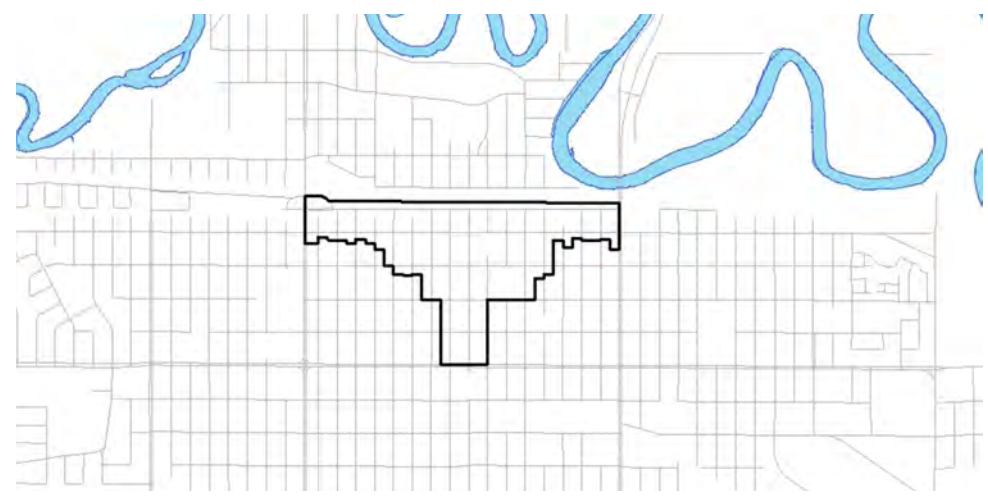
## Purpose

- To spur development and create positive momentum by focusing public and private investment on specific areas and sites.

## Key Policies

- Includes lands located in the CB area to encourage adaptive reuse and investment of existing buildings
- Includes the Pacific Avenue corridor to encourage development of underutilized or vacant sites and improvements on public realm
- Include the Rosser and Princess Avenues, 9th and 10th Streets commercial corridors to encourage mixed-use development





# OTHER GENERAL POLICIES

*Collaboration with stakeholders to provide necessary support and improvements*

## TRANSPORTATION



- To improve the Downtown Plan area as a pedestrian destination accessible to all residents
- To connect the Downtown Plan area to the rest of the city for all modes of transportation
- To provide vehicle parking and transit service to meet the needs of current and future Downtown Plan area businesses, residents, and visitors

## SERVICING



- To ensure network capacity to accommodate growth as envisioned in the Downtown Plan
- To facilitate development by providing directly accessible services (water, domestic sewer, and stormwater) on all downtown streets
- To align streetscape improvements with servicing upgrades and replacements in the Downtown Plan area

## GREENSPACE



- To improve the quality of existing greenspaces to serve all residents
- To “green” streets and “gateways” into the Downtown Plan area
- To increase greenspace through partnerships and public and private greenspace opportunities

## CULTURAL SERVICES



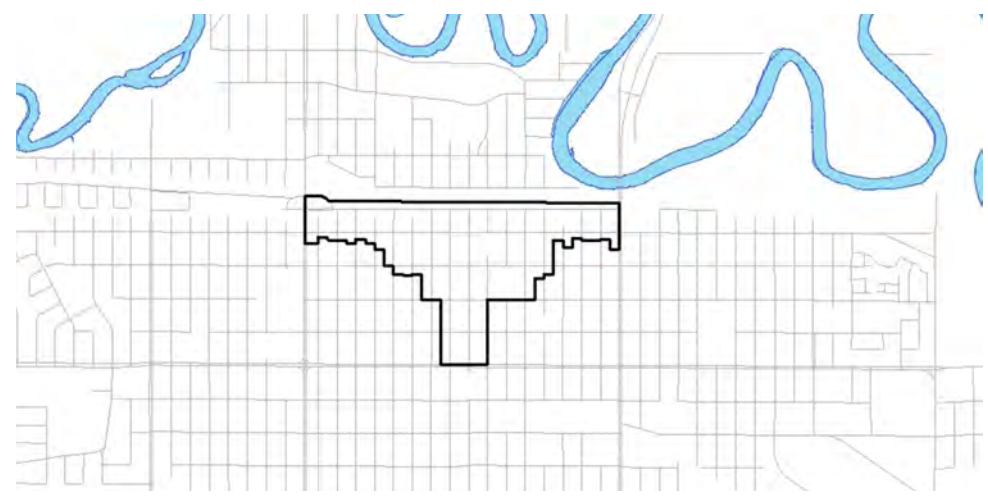
- To support cultural service providers in growing cultural services that are essential to building and sustaining a vibrant Downtown Plan area
- To increase the investment in heritage buildings and sites

## SOCIAL SERVICES



- To support social service providers in meeting the needs of residents in the Downtown Plan area
- Ensure the Downtown Plan area is a safe environment to live, work and visit





# NEXT STEPS

*Ongoing community engagement*

## Finalize draft Plan and continue engaging

The next step in the process is to finalize the remaining details of the plan and get it ready for council review and approval. Since the plan is a living document, you can anticipate revisions to it as needed. For example, there may need to be some revisions after the development of 8th Street Bridge or Pacific and 1st Street connection.

We encourage you to stay engaged with the process of making our downtown the vibrant, safe, inviting and dynamic place we all desire it to be.





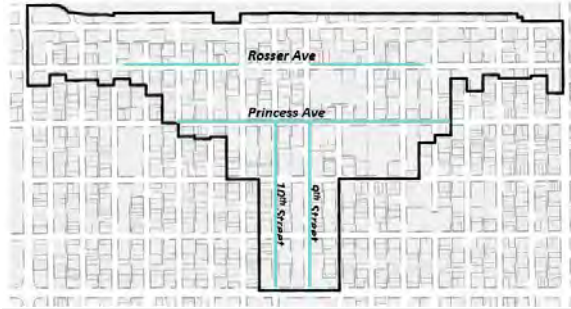
## **Appendix G-4**

### **2<sup>nd</sup> Public Consultation Event Handouts**



# CONTENTS

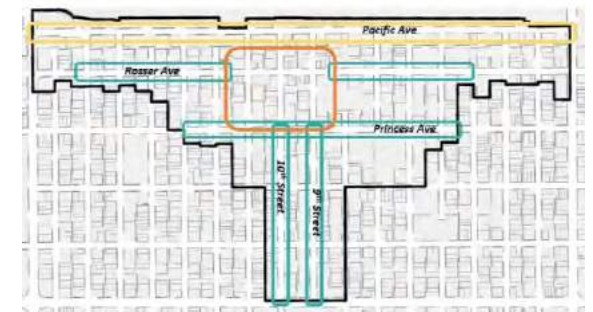
## *Main categories*



Land Use



Urban Design



Implementation

### **Background:**

The city has heard the feedback shared by the community and updated the Downtown Brandon Secondary Plan (Downtown Plan) accordingly. In this event, we share what we heard, the main changes made and the implications of those changes.

### **Purpose of handout:**

This handout will guide you through the presentation and allow you to make notes and comments for us to use in the editing of the Downtown Plan.

Thank you! We greatly appreciate your feedback!

# Land Use

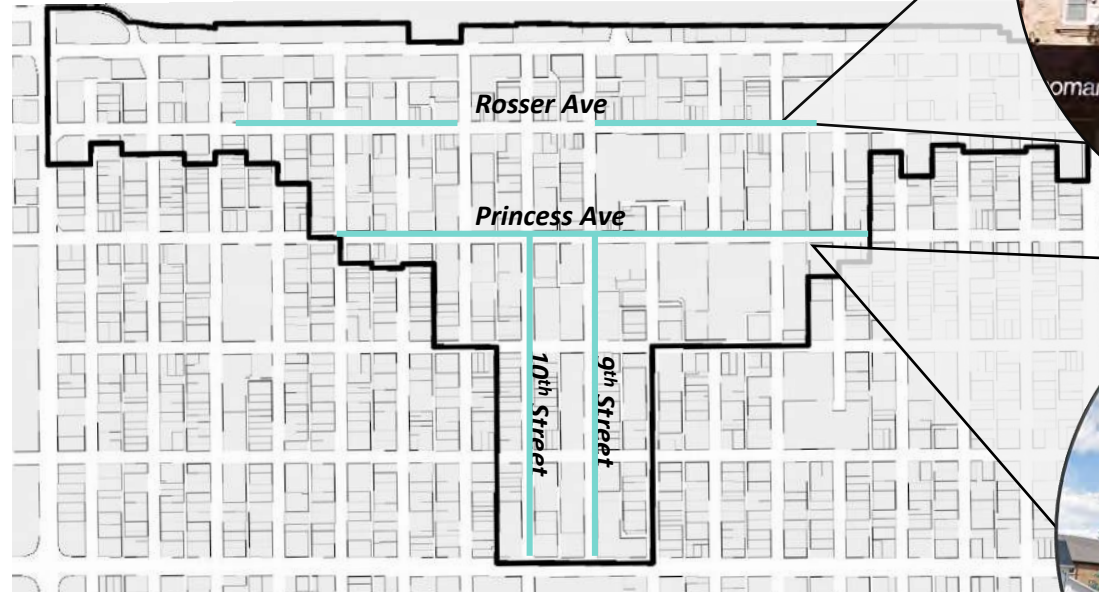
## New commercial corridors along Rosser, Princess, 9<sup>th</sup> and 10<sup>th</sup>

### Purpose:

Maintain and promote commercial investment

### Implications:

- Multi-storey mixed use development - *Permitted*
- Standalone residential - *Conditional Use*. May result in decreased new investment when market for multi-unit residential is stronger than commercial



*Permitted*



*Conditional*

○  
*Got it right*

○  
*I can live with it*

○  
*Missed the mark*

### Comments:



# Land Use

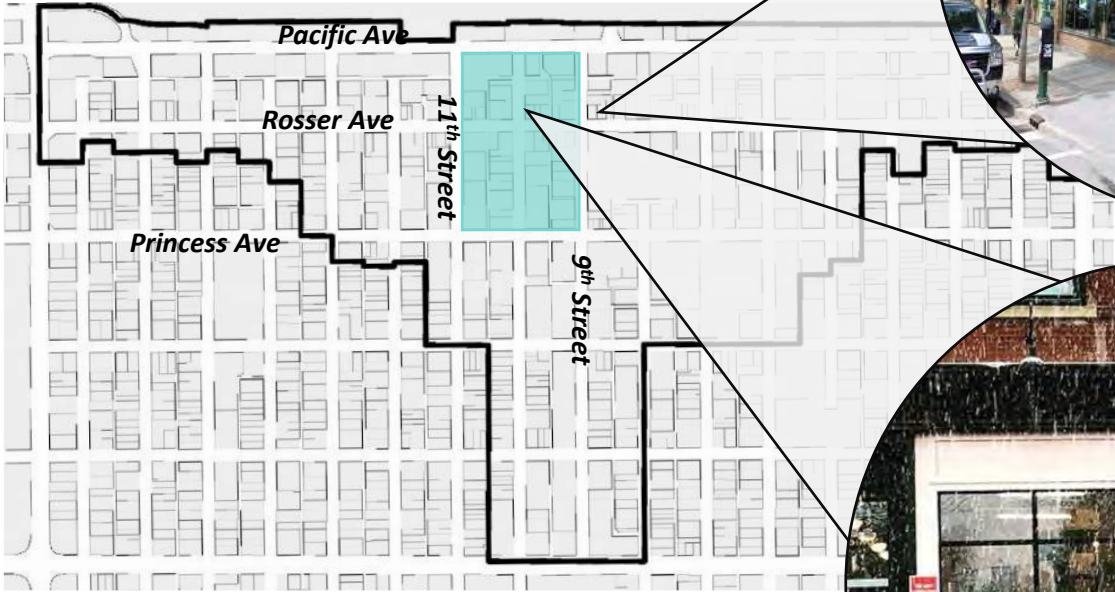
## Entertainment & Shopping to Central Business (CB) Area

**Purpose:**

Retain commercial character and expand commercial uses on first floor

**Implications:**

- Greater flexibility in first floor uses (e.g. banks and offices)
- May result in loss of street life as office type uses could expand in area replacing entertainment and shopping uses (retail and restaurants)
- May also need incentive programs focusing on supporting entertainment and shopping use types



○  
Got it right

○  
I can live with it

○  
Missed the mark

**Comments:**

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# Land Use

## New Downtown Expansion Area

**Purpose:**

Promote redevelopment and revitalization of established residential areas and Princess Avenue Corridor

**Implications:**

- High density/intensity uses could result in parking shortages in the area
- High density/intensity downtown buildings and uses may not be appropriate in all areas (context is important)



*Lower density infill*



*Higher density residential*



*Revitalization of older buildings*

○  
*Got it right*

○  
*I can live with it*

○  
*Missed the mark*

**Comments:**

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# Land Use

*Transitional Area - Maintain downtown urban design character, relax density and parking requirements*

**Purpose:**

Increase investment in transitional area that reflects downtown vision.

**Implications:**

- Increased number of residential units
- Less on-site parking
- Urban design challenges - street oriented buildings for all uses, including automotive service buildings



**Comments:**

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# Urban Design

## *Building Height – Allow one storey non-residential in MU and TR areas*

**Purpose:**

Provide flexibility to commercial investments  
(no height variance required)

**Implications:**

- Quicker approval processes
- All standalone residential buildings (including new developments, redevelopments and additions) still require 2 minimum storeys
- May decrease mixed use buildings (especially upper storey residential developments)



*Got it right*



*I can live with it*



*Missed the mark*

**Comments:**

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# Urban Design

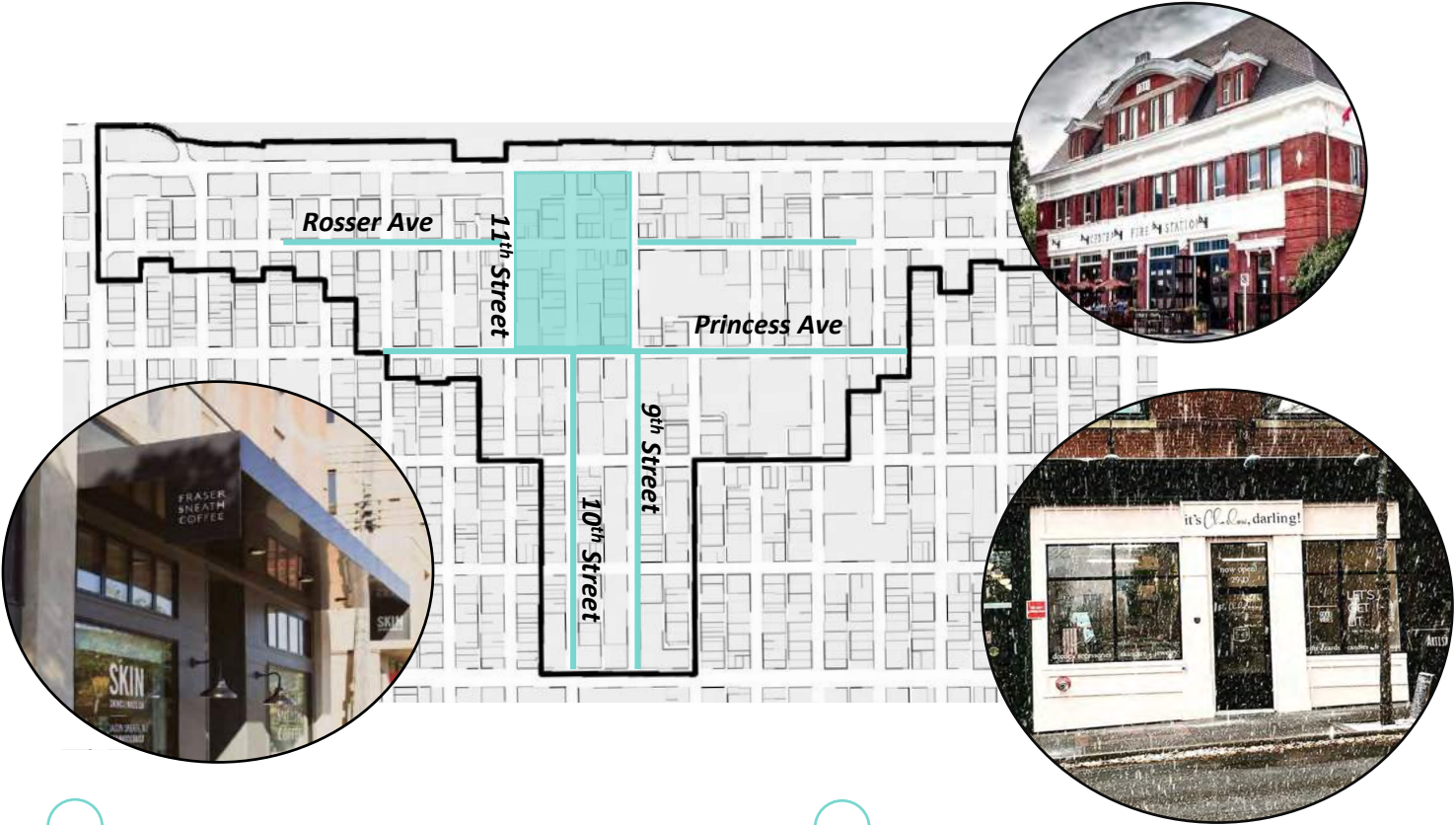
## *Building Materials – Some building materials are not allowed on a building facade in CB Area or facing Commercial Corridors*

**Purpose:**

Promote high quality design in key areas of downtown

**Implications:**

- Potentially increase the costs for design and construction by using alternative materials
- May result in a longer processing time
- Will protect the unique character of the downtown



○  
Got it right

○  
I can live with it

○  
Missed the mark

**Comments:**

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# Urban Design

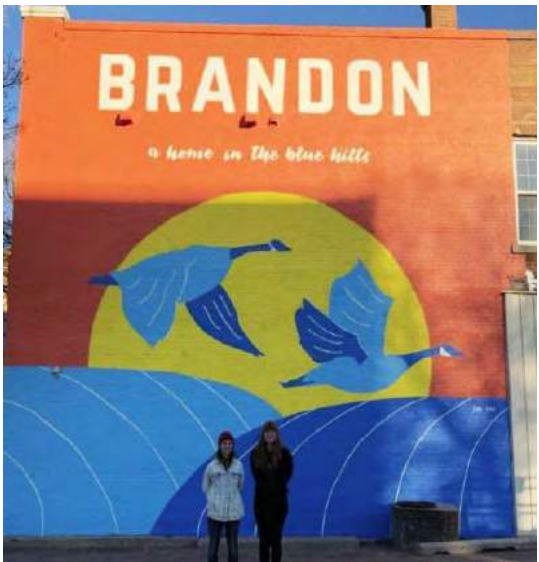
## *Building Articulation – No blank wall policy applies to the entire Downtown Plan area*

**Purpose:**

Shape the downtown as “the place for people” that prioritizes the pedestrian experience and encourages human interaction

**Implications:**

- May be challenging for certain uses that include interior storage
- Design elements would be required to mitigate what would otherwise be a blank street wall



○  
*Got it right*

○  
*I can live with it*

○  
*Missed the mark*

**Comments:**

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# Implementation

## *Housing Mixture – Downtown is a place for a mix of market and affordable housing*

**Purpose:**

Provide a greater variety of housing types and tenures downtown (inclusive neighbourhood)

**Implications:**

- A greater mix of housing types and demographics in downtown
- Decreased opportunities for affordable housing downtown



*Got it right*



*I can live with it*



*Missed the mark*

**Comments:**

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# Implementation

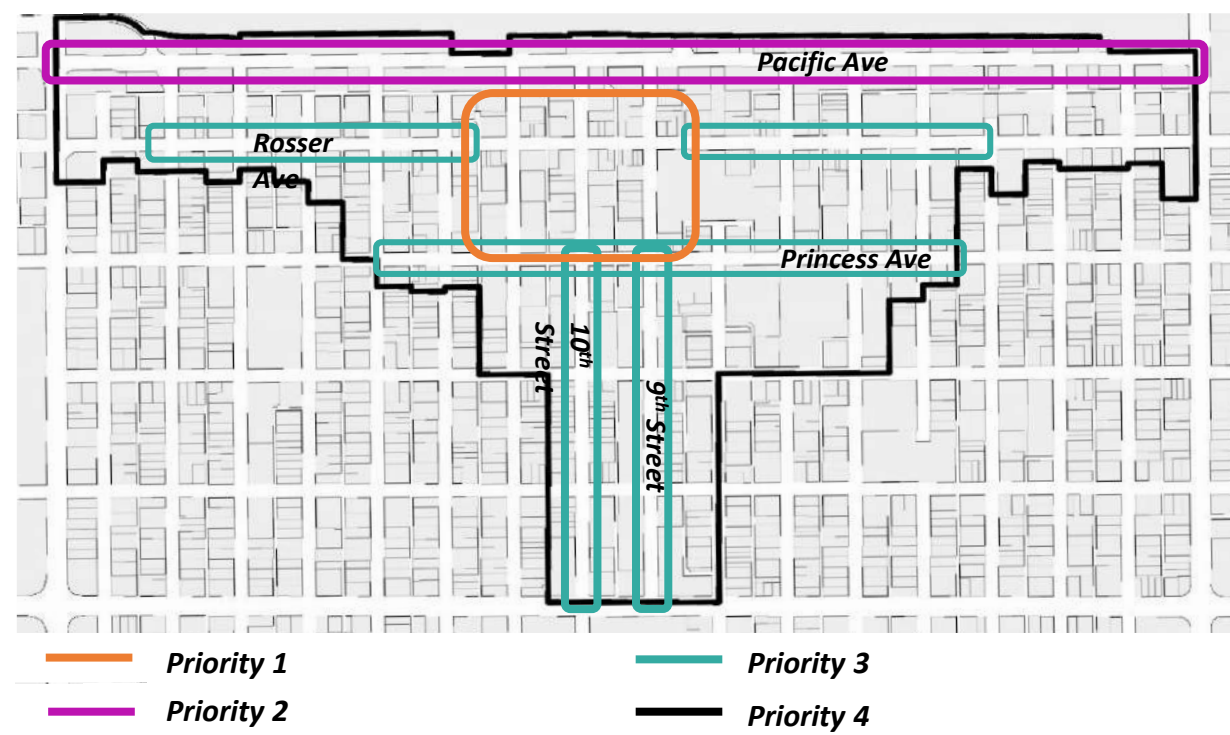
## Priority Areas: Prioritize areas of focus in downtown

### Purpose:

Encourage developments by focusing on specific areas when reviewing public and private expenditures, grants and incentives.

### Implications:

- Certain areas may have priority over others when receiving grants or incentives
- Applications may not receive funding, if they are not located within high priority areas



### Comments:

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# Next Steps

*Downtown task force working together to implement the downtown plan*

**Public Realm Actions:**

- Princess Park Washrooms
- Pop-up Parks
- Mural Program
- Pacific Avenue Design
- Public realm & streetscape strategy
- Capital Plan

**Transportation:**

- Accessibility initiatives (age friendly, barrier free)
- Pacific Avenue (1<sup>st</sup> and 18<sup>th</sup> Alignments)
- 8<sup>th</sup> Street Active Transportation Bridge
- Parking Strategy Implementation
- Lorne Avenue Bikeway
- Transit routes and terminal

**Economic Development & Housing:**

- Downtown Business Organization
- Review existing and create new incentive programs
- Business planning for key sites

**Regulations**

- Urban design review
- By-law Updates



**Comments:**

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# QUESTIONS?

Do you have any questions or concerns regarding the information shared about the implications of the Downtown Plan?

Comments:

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## **Appendix G-5**

### **Notes from 2<sup>nd</sup> Public Consultation Event**

**DATE:** February 7, 2019

**TYPE OF PUBLIC ENGAGEMENT:** Public Consultation

**ATTENDEES:** City Administration (Ryan Nickel, Sonikile Tembo, Shengxu Li, Sandy Trudel, Barb Patten, Aaron Kaluzniak)

Brandon Downtown Development Corporation (Elisabeth Saftiuk)

Individuals (18 people, including developer, property owner, downtown resident, community organization staff, business owner)

**COMMENTS AND QUESTIONS:**

Land Use: New Commercial corridors along Rosser, Princess, 9<sup>th</sup> and 10<sup>th</sup>

- Commercial on first floor on corridors is a positive move
- Encourages better design and end product
- Promotes variety of uses
- What makes a good case for context and fit? For conditional use
- Are we modeling after the success of another city with similar demographic and weather as Brandon?
- As a realtor, the main issue is limiting sales unless we are somewhat guaranteed we have a model that is successful. Overall for a realtor this is a positive change in policy
- Almost all in support of vision to combine commercial and residential for better investment

Land use: Entertainment and shopping to Central Business (CB) Area

- Clarity to ensure we know that offices such as banks are anchors in downtown and have brought people downtown
- Be careful with categorization and language used for commercial so that businesses such as HR Block that don't create foot traffic, are not in the core area
- Question about how long conditional use is valid for and what if the use changes due to the change of environment
- Clarity requested regarding the box that shows the boundary of the CB area, does this limit entertainment and shopping type of uses outside the CB area?

Land use: New Downtown Expansion Area

- This is a good move for downtown because it will encourage more density and vibrancy in the downtown which is characteristic of many successful and enjoyable Downtowns
- Makes sense to focus on the entrance to downtown on Princess and provides good opportunity for BU
- Creative naming of new areas that is relevant to the city and area will create a good easily relatable culture downtown
- Names must reflect the history of the area, e.g. the bass building (29 10<sup>th</sup> St.)



- Example of good downtown use is having a hockey hall of fame as a destination that draws people into the DT by creating a destination relevant for people to visit
- Make Makenzie Seeds building into a farm museum
- Emphasis on urban design guidelines along the street to attract traffic and interest

Land use: Transitional Area – maintain downtown urban design character, relax density and parking requirements

- The purpose of the transitional area is unclear
- Decide what takes precedent, either focus on downtown core and make transition area more lenient to encourage investment
- Provide flexibility to exiting uses and focus on core
- Have a gateway along Rosser as identity or welcoming feature for downtown when coming off of 18<sup>th</sup> street
- Doesn't make sense to have a "door to an empty room". when the core becomes what it needs to be, the gateway will take care of itself
- Right now Rosser and Princess are seen more as convenient thorough fares than downtown main access points
- When explaining what is required of developers have pictures and illustrations rather than planning rules
- Provide more ideas and guidelines and flexibility
- Transitional area isn't big enough to attract investment since developers are always considering who else will be attracted into this neighbourhood
- Keep flexibility of transitional area same as rest of the City Of Brandon keep urban design more traditional
- If you are to have transitional area perhaps expand to Lorne because it is too small to matter for proposed policies. Either eliminate or expand the transitional area

Urban Design: Building Height – Allow one storey non-residential in MU and TR areas

- What is the purpose of the two storeys if you can manipulate it by just having a taller building? (functional)
- Make people have to build mixed use with residential market housing
- The 2 storey policy may not fit in every context
- Generally 2 story policy supported but recommended to allow flexibility when 1 storey is proposed.

Urban Design: Building Materials – Some buildings materials are not allowed on a building façade in CB Area or facing Commercial Corridors

- It is not about the material but about the design and context in which it is being used
- Have a trusted group of volunteers to review applications for design standards
- City doesn't have big enough pool of people to participate in design review committee
- Policy is too subjective since it's the builders choice to build what they want

- City should lead in this area by providing good examples of good design when they put up buildings

Housing Mixture: Downtown is a place for a mix of market and affordable housing

- Affordable Housing advocates should support incentives for market housing since this is a need downtown as well and the two forms of housing can work together and both benefit
- Housing is a much better use of incentives than zoning requirements

Implementation: Priority areas- Prioritize areas of focus in downtown

- Concern with Pacific being a major priority area since the circumstances surrounding Pacific are very uncertain
- If the focus was more on the center of Pacific, then investment wouldn't have to wait
- Pacific makes most sense for investment because of land availability
- Until the 1<sup>st</sup> street and 18<sup>th</sup> street car access is resolved, Pacific can't become a main through fare. Instead consider it as an active transportation route instead of Lorne
- Pacific with the focus on it as an active transportation route can even be moved up to priority 1
- What type of commercial is being encouraged on Pacific



## Responses to Public Consultation Event (part 2) Comments and Questions

Land Use: New Commercial corridors along Rosser, Princess, 9<sup>th</sup> and 10<sup>th</sup>

*Most attendees agree to encourage commercial use on the first floor is a good move*

- What makes a good case for standalone residential conditional use along commercial corridors?
  - The conditional use proposal will be evaluated against three criteria set forth in Section 106(1) of The Planning Act, especially considering :
    - the compatibility with the existing context of the area
    - future vision of the adjacent area
    - whether the proposed use is the highest and best use (legally permissible, physically possible)

Land use: Entertainment and shopping to Central Business (CB) Area

- Does the boundary of the CB area limit entertainment and shopping type of uses outside CB area?
  - No, E&S uses within CB area are still preferred, but it doesn't limit such uses only in CB area. In MU area, E&E uses are still permitted.
- Caution with the use classification and definition for certain commercial uses that usually not generate foot traffic, which are not preferred in the CB area.
  - A review of Zoning By-law as part of implementation (regulation actions) is in tandem with Downtown Brandon Secondary Plan updates to make sure permitted uses in CB zone is comply with the downtown vision. However, to provide flexibility in CB area (such as permitting banks and offices uses on first storey) will inevitably allow certain type of uses, even they will not generate much foot traffic (e.g. H&R Block tax service is classified as office use).

Land use: Transitional Area – maintain downtown urban design character, relax density and parking

- Provide flexibility to transitional area same as rest of the city and keep urban design more traditional
  - This means some of the urban design policies will not be applied to TR area, such as principal building placed near site line with entry points directly access sidewalk
- Transitional area isn't big enough to attract investment
  -

Urban Design: Building Height – Allow one storey non-residential in MU area

- Generally 2 storeys policy supported, but allow flexibility when 1 storey is proposed
  - This can be achieved through conditional use to allow 1 storey non-residential building in MU area

Urban Design: Building Materials – Some buildings materials are not allowed on a building façade in CB Area or facing Commercial Corridors

- Have a trust group of volunteers to review development applications in terms of design standards
  - The Downtown Plan proposes external advisory committee or external experts to provide advice on urban design review.

Implementation: Priority areas- Prioritize areas of focus in downtown

- Concern with Pacific being a major priority as circumstances surrounding are very uncertain (1<sup>st</sup> and 18<sup>th</sup> Streets connection, 8<sup>th</sup> Street bridge)