

August 12, 2016

City of Brandon Planning and Building Safety Department
410 9th Street
Brandon, Manitoba R7A 6A2

To Whom it may concern:

In early July Shoppers Mall advised the community of our development plans using the following methods:

- Exterior Billboard Signage was installed at the corner of 18th Street and Richmond Avenue.
- Development boards were installed on the hoarding near Guest Services inside the Centre.
- A Press Release was distributed to the media on July 18th.
- Information was circulated to our Merchants on July 18th.
- Information was posted to our Website - shoppersmallbrandon.com as well as Facebook.

Customers were encouraged to provide their comments by completing a comment card at the display located near Guest Services or via email, website or Facebook. A total of 189 comments and counting were received. Please see comments summary attached.

A majority of comments received were positive in nature and also reflected suggestions on potential retailers for the newly renovated areas. Most negative feedback was raised in relation to parking concerns and proposed users. In response to concerns raised on parking, we did complete a parking lot study which has been submitted to the City as part of our conditional use application. The results of the study did indicate that there was sufficient parking to accommodate the proposed site plan. In addition, we will continue to monitor the parking at the mall and take into consideration concerns prior to committing to future proposed pads C and D. In order to maintain parking stalls in winter months we will be looking at using vacant areas of the site for snow piling or trucking snow off-site so that no parking stalls are impacted. Although not directionally related to the conditional use application, with respect to negative comments on proposed users we have provided responses to our leasing department to continue to address the demand for various offerings not currently represented at the Centre and will continue to focus on strengthening the offering at Shoppers Mall for the benefit of the community at large.

I trust this meets your requirements for initial public engagement and look forward to your feedback.

Thank you,



NATHAN WORBETS
Director, Development – Central Canada
Morguard Investments Limited

Shoppers Mall Community Board Feedback July and August 2016

Positive Feedback	48
Retailer Suggestions	86
Missing Five Guys	11
Parking Concerns	17
Negative Feedback	17
Misc/Clarification required	10
Total	189

Facebook	F
Comment Card	C
Telephone	T
Email	E

Positive Feedback		Retailer Suggestions		Missing Five Guys		Parking Concerns		Negative Feedback		Misc/Clarification required	
Interesting developments, wondering if there will be an entrance directly into the Mall as there as with Target?	C	What about Olive Garden?	C	Please do not get rid of Five Guys	F	Need to check the west elevation on the Harvey's and Swiss Chalet	C	Looking at proposed development. If you add four pad sites and a small expansion you are going to cause a traffic and parking nightmare. Provisions such as 2nd lvl parking MUST be considered.	C	Rumours are the opening from the Mall to Sobey's will be closed. Please keep it open.	C
Major changes. Mall does need refurbishing. Glad to have grocery back. Modern look should last for 20 years	C	Why put Harvey's in when there is already a Five Guys restaurant here. Maybe another fancy restaurant like Red Lobster or Olive Garden	C	We want Five Guys. Also the unreadable restaurants are garbage.	C	Needless to say, once completed it will be a facelift that we can be proud of. However, I see a reduction of parking spaces. Will there be sufficient parking for all businesses after completion? Thanks for the opportunity for these comments	C	I would not recommend adding the Sobey's because there is one across the road from here. With two Sobey's so close by, one will not get as many customers and will shut down. Instead, I would expand the Mall and add more clothing stores for men and boys.	C	We have heard there will be no entrance from Sobey's to the Mall. If so, this will be a big mistake. There is thousands of condos and suites west of the Mall. Many walk over, some with walkers, etc, have coffee or lunch in the Food Court and hope to again be able to get a few groceries and walk home. They are NOT going to walk outside and all the way to the north end to do that (rain, snow, etc). We have a car but if we have to go out and drive to the north end, we will first drive to Co-op or wherever we go now. We will NOT be patronizing Sobey's if there is no Mall entrance. We were THRILLED when we heard you were coming here. A grocery store again!	C
What about parking? Good to have grocery store back! Love that!	C	One concern I have is for more stores ex Bed Bath and Beyond, Marshall's or Home Sense or Pier One.	C	Please do not get rid of Five Guys	C	Will there be enough parking spaces with so many new buildings in the lot? Parking is already an issue during busy seasons. Snow removal should be removed from the grounds completely, not piled in the lot. Why have I never seen or heard any initiative from you to provide a play zone for children? If you can add space for profit you can add space for families who will be shopping at your Mall. I would like a reply.	C	Do we really need four more restaurants in Brandon? And where are all those cars going to park?	C	Please keep the opening from the Mall to the Future Sobey's open.	C
Putting Sobey's here is ok but I say that it should have more than just food and medicine.	C	Add a strip club	C	Sure hope we don't lose Five Guys	C	Taking away a bit of parking spaces.	C	Perhaps a better idea on the "Future Map" would be to not have long gone stores on it. Example Umi Teriyaki Sushi, Bluenotes where Boathouse is and West 49 where Bluenotes is. Where is Five Guys?	C	Install handicap friendly door at Guild Insurance entrance.	C
Really like the proposed development plan. Brandon needs more restaurants and I like the choices that would be available. So glad to see the proposed changes.	C	Would be nice to have a casual mens store like the Saan that was here. There is no place to buy men's pants and shirts other than suits.	C	Keep Five Guys	C	Nice idea, but where are people going to park?	C	Why Sobey's? Their prices are very high and will be expensive.	C	Plans look good, but while changes are being made it would be a good time to change the name! Shoppers Mall Brandon is not a very inspiring name! Almost anything would be better. Even Southgate or similar.	C
Looking good. Sounds like you are on the right track especially with food places	C	We should get Old Navy or an Olive Garden/Red Lobster. That would liven up this Mall.	C	Where will Five Guys go?	C	Are the four new food places going to take up front parking lot space? The lot between the old liquor store entrance and 18th is already packed when busy. Where do people park if two restaurants go in that space? Sure there is room on the new Sobey's side for two big stores but the other side may be a problem.	C	With all these new restaurants, I guess that's why we need a gym?? All the Malls I've been to and I've never seen a gym. All that space could have been new clothing stores like Old Navy. I guess I'll continue to shop in Winnipeg or online.	F	You need to provide another washroom on the north end of the Mall. It is very difficult to run with small children from one end to the extreme other in time. You would please a lot of shoppers.	C
Any expansion to the Mall will be beneficial to not only the Mall but also the Brandon and Westman Communities	C	What is missing is a department store ie The Bay, Sears, etc. So people will keep going to Winnipeg to shop as lots do now. I will not shop in this Mall until you get a department store. We only have Wal-Mart, so it hurts the stores in the Mall, as people go into Winnipeg.	C	Is Five Guys leaving the Mall?	F	Parking is going to be a huge problem with this plan.	C	Get some decent bike racks please and more trees in the parking lot for shade.	C	There should be washrooms in the new corridor or easily accessible from the new corridor. Building pad "D" is a bad idea in my opinion. Parking throughout that "bottleneck" is already terrible.	C

Great look! High time for a makeover. It was a very dated look. Hope you will have access to the whole Mall via Sobey's. Make paid carts available at both ends of the Mall or the middle and you should be good to go.	C	Really good but the distance between restaurants are too far. Bring Hollister, Aeropostale, etc.	C	Please don't get rid of Five Guys	C	Will there be enough parking space?	C	You spelt cemetery wrong.	C	I have teenagers I wait for in stores. It was much better when there were benches outside of each store instead of little groups here and there.	C
The new redevelopment of the Mall will look different and nice, good luck!	C	Don't quite agree on Goodlife Fitness as a retail outlet. Maybe a Bed, Bath and Beyond store, Sears or The Bay	C	Keep Five Guys	C	More parking please!	C	Stupid having a gym in a Mall. Need more middle age women's clothing stores, toy stores. No more restaurants.	C	Will you be able to access Sobey's from the interior of the Mall.	T
I like the new Mall entrance but would like to see more publicity of every store from the outside.	C	We need a Wholesale Club in Brandon. I like that Harvey's is coming.	C	When do you anticipate an approximate time frame in when it will be determined if Five Guys would remain at Shoppers?	E	What are you doing to add more parking spaces? The new restaurants and Sobey's will eliminate parking. A lot of Mall overbuild and then there is no place to park especially at Christmas and other busy times.	C	I think this Sobey's is a bad idea because there is one right across the street. And we don't need another gym in Brandon.	C	I would like to see there be unlimited wifi in the entire mall not just some parts of it.	F
I love the new concept for the Mall. I believe it would attract a lot more shoppers to the Mall. Great Looking!	C	I want more clothing stores.	C	Don't get rid of Five Guys! They are the biggest reason I even come to the Mall anymore!	C	Make sure there is enough parking.	C	Why do we need another Sobey's There is one across the street. I think there should be a drugstore or more clothing stores instead.	C		
The plans look convenient. Can't wait for Swiss Chalet!	C	Need more clothing stores.	C			Lack of parking possible.	C	Who is the mastermind behind these decisions? You think fast food is going to keep your Mall open? People are fed up with the Mall and its lack of stores and it's been like this for years. The Mall is dead and if you don't make changes it will follow the Town Centre. I will keep my money and keep shopping elsewhere and online. I'm thinking you will need the gym with all those fast food places.	F		
I think everything will do alright.	C	You need more clothing stores.	C			redevelopment - where do you expect people to park?	C	Parking? Less restaurants, more stores	C		
Thai Express is the best new arrival.	C	You could add more clothing stores like Lululemon, Old Navy and Hollister	C			Love the new addition but you will have a huge problem with parking, especially at Christmas!	C	Why do we need so many more restaurants.	C		
The floors are quite clean. You should play Jazz music in the halls. You should get better stores if possible.	C	I suggest putting more popular stores in such as Hollister, American Eagle, etc. Even with one of those stores added, it would attract a lot of shoppers because those stores sell the type of clothing that is trending these days. It would make a lot of money. Thank you.	C			Where are we going to park? What's wrong with the unused space by the theatre for a restaurant. Isn't that what it was for in the first place? Maybe some better restaurants like Red Lobster and Olive Garden or Moxies and Kelseys	C	Why are you making a Sobey's when there is one in front of the Mall.	C		
These would be great additions to the Mall. Glad to have a grocery/pharmacy again!!	C	More popular stores like Hollister, American Eagle, West 49, Skate shops, Aeropostale. So more people will come to this Mall and we can get better clothing. So we don't have to go to Winnipeg or other cities.	C			Are the four new food places going to take up front parking lot space? The lot between the old liquor store entrance and 18th Street is already packed when busy. Where do people park if two restaurants go in that space? Sure there is room on the new Sobey's side for the two big stores but the other side might be a bad move...	F	Enough with the food...ugh! 90% of the stores in Brandon are food. We need more clothing or electronics. SOMETHING other than food!!	C		
Swiss Chalet coming. Praise the lord.	C	I would love to see some new retail stores, specifically for children. Another clothing option and a toy store, a casual clothing store for men who are on the tall side. Old Navy would be a great addition as it caters to the whole family and is very affordable. I go to Superstore and WalMart because I can get what the whole family needs in one spot.	C			You didn't think about lack of parking with this design.	C	I personally don't think we need more restaurants. More variety of shops would be cool or different restaurants, not always burger joints.	C		
More pedestrian friendly please and better, more secured bicycle parking. For ex, secure things to lock a bike to. Perhaps something that is sheltered from the sun and rain and encourage people to bike or walk to the Mall.	C	Morguard needs to push for an Old Navy! It will work. Even a Toys R Us or Forever 21 will work.	C			I'm excited about the new development...just concered about the parking.	C				
Exceptionally well needed and will bring lots of new changes as well as work, employment and tourism.	C	I think instead of food we need a Sephora or a makeup store. You will make more money that way.	C								

It looks modern and nice, I can't wait.	C	When are there going to be more stores (ie) ladies and children's clothing and a flower shop?	C						
The town needs something like this...good idea!	C	Need more stores for guys.	C						
Good News! I love Swiss Chalet	C	Still no department type stores in town anywhere. Not everyone likes Walmart	C						
I like Sobey's in a location where I have an opportunity to check out "new arrival items" at one Mall. Sobey's will entice more shoppers. I also like a new Italian restaurant, Swiss Chalet, especially the outdoor patios.	C	Should get a Starbucks in the Brandon Shoppers Mall.	C						
Please don't put rocks in grassy areas like at the Corral Centre. It makes it so it is dangerous to walk from one store to another. Also the rocks make it difficult for someone in a wheelchair. The Mall is always clean and pleasant.	C	Kawaii Crepe and Inferno's Bistro	C						
Looks excellent and about time.	C	We should get Co-op and Starbucks	C						
Yes! Excellent choices. New vendors would be a big draw. Way to be.	C	We should get a Costco.	C						
Cool plan. Liquor vendor in Sobey's would be nice.	C	The new businesses are wonderful, very excited. However, as a young family, children's clothes and toys would be wonderful. An Old Navy, Toys R Us/Babies, are wonderful retailers. I could live to come to the City.	C						
Awesome looking forward to these new buildings	C	We need The Bay or Sears, Department Stores but not food places.	C						
Looks interesting. More stores that I probably won't go to, but cool.	C	We should get Starbucks.	C						
I like the potential behind it. If done right, everyone will benefit; the Mall, the businesses and Brandon in general.	C	I want to have a Costco in our Mall. And I would like to see some clothes stores, more brands will be good! Good quality!	C						
I'm so glad we're having a grocery store in the Mall finally.	C	Add a pool in the gym.	C						
Love the new additions!! Wish they would be facing the street rather than the parking lot. Really unfriendly to have garbage bins next to the sidewalk on Brandon's busiest thoroughfare!	C	Add a bulk barn in the Mall.	C						
Swiss Chalet is coming. Best news since sliced bread!	C	Thanks for asking, we have enough gyms. How about a Whole Foods making it to Brandon? More Asian Food Court - Pho or Korean. Better coffee would bring me here. Improve that tacky music, it is so bad!	C						
Great look and new restaurants in the Brandon district. Next maybe a Vietnamese noodle soup restaurant. Someday maybe a real city.	C	We want and need a Red Lobster Restaurant	C						
Wonderfull!	C	A fitness centre in the Mall is a bad idea. Working out at a gym and shopping don't go together. The Mall would be better off with a department store, more clothing stores, a toy store, actually any store rather than a gym.	F						

I like that Sobey's is going to be here.	C	We definitely need more options for plus size clothing and also men's clothing. I am talking for middle aged customers.	F							
Very happy to see so much positive change coming to the Mall! I was worried after Safeway and Zellers/Target left that we may end up with another Town Centre disaster. Get as many businesses as you can. Although hopefully no more cell phone or jewellery stores, you guys are already maxed out on that!!	F	More affordable plus sizes	C							
I am glad that Shoppers Mall is getting a new face lift.	F	I personally don't like two more restaurants in the Mall. We should have some other stores such as Costco or clothes, cosmetics, etc.	F							
I am excited for the new restaurants joining and the expanded Sobey's	F	We need Hollister and American Eagle here.	F							
I am happy with the plan. Brandon needs some new stores and restaurants.	F	We need another ladies plus size clothing store.	F							
I'm so excited for Swiss Chalet	F	I think another childrens store would be awesome.	F							
Looks good! I like your additions especially the Sobey's store.	C	Less food places, need more stores as people are going to Winnipeg to shop as the shopping Brandon is poor!!! Shoppers Mall is awesome, hoping it doesn't end up like the Town Centre!!	C							
Good to see Sobey's coming into this Mall!	C	We really do need more clothing stores. Just more stores in general. I know I love going shopping at Polo Park because of the selection of stores. Lush, Sephora, American Eagle and the Disney Store are the first ones I hit up when I go there. Even then, there's dozens of stores there that I like to look at because we don't have them here.	F							
Very happy having Sobey's in the Mall...good business decision.	C	I always shop in Winnipeg or at Winners (on the rare occasion they actually have something I like). We absolutely need more clothing stores and department stores in Brandon. There's a whole whack of super boring similar restaurants here. We don't need anymore restaurants although I do wish we had more ethnic food choices like a thai place.	F							
Great job on the plans guys. Keep up the good work and looking forward to the completed product.	C	It would be nice to see a store that offers older childrens (10-15) clothes for young ladies. Something along the lines of Justice. There is really nothing in the Mall that is affordable for this age group and Justice always seems to have very good deals on things. Also would be great to get a store that is not offered anywhere else in Manitoba.	F							
Excellent idea! This end of Brandon has needed a face lift for awhile.	C	Red Lobster would have been better option for a new restaurant.	F							
Yay! To East Side Marios	C	Less restaurants and more clothing stores for middle aged people.	F							

Wow! Shoppers Mall is going to look really different! I like the look of all the windows. Plus I like the look of a new restaurant...good job!	C	We should have got an Old Navy or Toys R Us or Sephora or Urban Planet.	F							
		In all honesty I don't think we need any more restaurants, if anything, we definitely need more stores that sell clothes for men, plus sized clothing and definitely more that sell maternity clothes.	F							
		A hobby store would also be a great addition! Great hobbies, Tower Hobbies, something along that line.	F							
		A smaller version of The Bay would be awesome. Also Additionelle and an American Eagle would be positive additions.	F							
		You should let Sport Chek expand.	F							
		More clothing stores would be awesome	F							
		A clothing store for young teens. What is in the Mall is too skimpy for my young daughter but The Childrens Place is too juvenile. Something like Justice.	F							
		We need Starbucks at the Mall.	C							
		We need Starbucks.	C							
		Home Sense, Home Outfitters, Bed Bath and Beyond Old Navy and Gap	C							
		Could we please get a Home Sense? We have enough restaurants already.	C							
		I would like to see a place that offers maternity clothes as there are zero stores in Brandon that do. Why bring in another gym when there are five already in Brandon!	C							
		Put Costco here!	C							
		Old Navy, Sears, something to bring people into the Mall. And more clothing choices for career women.	F							
		Would love to see a Sephora in the Mall.	C							
		Please add Old Navy.	C							
		Whats wrong with a new family children's store or kitchen and bath store.	C							

		Love that you are expanding the mall, finally. Please try and get kids clothing in here. There are so many kids in this town! And some love shopping. Bring back west 49! Old Navy! Bring in the Gap! Thanks.	C							
		More mens stores, a store that will draw people in. Swiss Chalet and East Side Marios and Harveys are a good place to start. A grocery store is always needed in a mall which is coming	C							
		Need Costco	C							
		I love it!! More mens stores please.	C							
		Need Old Navy	C							
		I would like a Lululemon in the Mall.	C							
		We need an Urban Planet in the Mall.	C							
		Dollarama, HMV, Wal-Mart. No more restaurants, no more jewellery stores. More bank machines or banks (CIBC, BMO, RBC) and Lids, Jersey City. Save On Foods or No Frills. Make people want to come here and not go to Winnipeg.	C							
		Please develop more room for plus size clothing stores for younger people. There is hardly anything. We are lucky if we get a small section in regular stores.	C							
		The Mall looks great! It would be even better if there was a Lululemon store.	C							
		HMV store	C							
		Popeye Chicken! No Frills grocery instead of expensive Sobeys store.	C							
		Any chance Cabellas would come to this town or a Costco?	C							
		We need HMV, general CD/DVD/Media Pop culture, Lush, organic/natural products, Toys R Us, we need a kids store, oriental gift store, vegan-sushi restaurants.	C							
		Arby's, we want Arby's	C							
		Want a V store and Hot Topic and Cowboy Hat Store.	C							
		I think we need more clothing stores not more restaurants. We all head to Winnipeg to shop for clothes because our Mall has nothing to offer for shopping. Cannot even remember the last time myself and friends bought clothes at the Mall.	F							
		Less food places, needs more clothing stores. People are going to Winnipeg to shop as shopping in Brandon is poor! Shoppers Mall is awesome, hoping it doesn't end up like the Town Centre!	F							
		Brandon could really use a store that sells Maternity clothes! I live an hour east of Brandon and had to drive either two hours to Regina or three hours to Winnipeg to find any when I was pregnant!	F							
		Better clothing sores for guys. Not skateboard brands or snowboarding brands. Something more appealing and designed fashion clothing. Not basic.	F							

		Need Trans Canada Motorsport and a Skateboard Shop.	C								
		Shoppers Mall should get better clothing stores for teenagers. Also a Starbucks and other food places.	C								