



City of Brandon
Planning and Buildings Department
410, 9th Street
Brandon MB
R7A 6A2

Re: Variance Application to adjust land use at 817 Rosser Avenue Brandon
Applicant: Brandon Neighbourhood Renewal Corporation

October 25, 2023

Dear Community Planner,

Following the submission of our variance application to the City of Brandon earlier this month, we took a series of steps to engage with property owners and organizations within 100 meters of 817 Rosser Avenue to explain the Brandon Neighbourhood Resource Centre's (BNRC) intentions for the space. Our outreach efforts encompassed the following:

- Letters of Intent: We initiated the process by sending Letters of Intent to all property owners within the specified radius. These letters provided a comprehensive explanation of the BNRC's planned use of the property at 817 Rosser Avenue. Furthermore, we included contact information to facilitate communication, should any questions or concerns arise.
- Direct Outreach: In addition to the letters, we made direct contact with occupants of the surrounding spaces through a combination of email and phone calls. These interactions centered on several key aspects, including our intended use of the space, operational details, safety measures, staffing, and the anticipated impact of our services on the downtown area.

We engaged with various organizations within the 100-meter radius. Notably, we successfully held conversations with the following entities:

- CIBC
- The Town Centre



- Rosser Medical Pharmacy
- Burns Maendal Engineers
- WIS Entrepreneurship
- The Learning Company
- Downtown Mini Mart
- Romano Pizza
- Karla's International Foods
- Crystal Hotel
- Latino Market
- Brandon Museum and Archives
- Safe and Warm Shelter

During these discussions, we received positive feedback from most businesses and organizations. Some of the key comments made included:

- Acknowledgment that our initiative could help reduce the presence of individuals sleeping in front of businesses.
- Approval of our plan to utilize the back alley as the primary entrance for clients.

Nevertheless, certain concerns were raised during these conversations. Notable concerns included:

- The historical issue of individuals seeking shelter in the ATMs of the bank. To address this, we explained that our 24/7 drop-in service would provide a safe space for clients during the night.
- Apprehensions regarding potential line-ups at the front entrance on the street. To allay these concerns, we clarified that the back entrance in the alley would be the primary entry point, minimizing any line-ups on the street. Furthermore, we emphasized the ample parking space at 817 Rosser Avenue, which would serve as a congregation area, reducing loitering near the front door. We also reassured businesses that the City of Brandon




would collaborate with us to provide mobile cadets, ensuring orderly client movement and preventing loitering.

- Suggestions that such services should be located on Pacific Avenue to avoid impacting downtown businesses. In response, we highlighted that the new facility at 817 Rosser Avenue is substantially larger and capable of accommodating more clients. It will be fully staffed, with staff monitoring both indoor and outdoor areas to address concerns. Additionally, the expanded space will facilitate the implementation of safety measures.

Our engagement process is ongoing, and we remain committed to addressing any additional concerns and working collaboratively with the community to ensure the success of this initiative.

Regards,


Rushana Newman
Executive Director



Letter of Intent

Re: 817 Rosser Avenue Brandon MB R7A 0L1

September 25, 2023

Dear Neighbouring Property Owner,

I am writing to express the sincere interest of the Brandon Neighbourhood Renewal Corporation (BNRC) in leasing the property (for one year) located at 817 Rosser Avenue for the expansion of our Blue Door program. BNRC operates the Ask Auntie Program, which provides essential services and support to our vulnerable population such as The Blue Door. The program has been instrumental in assisting individuals during the challenging times of the COVID-19 pandemic.

The Blue Door, which currently operates from 31-9th Street, serves as a vital daytime drop-in center where clients can access a range of services. These services include assistance with ID and birth certificate applications, referrals to other essential services and resources, laundry facilities, showers, and a safe and welcoming space for relaxation and socialization with peers and support workers.

Our organization has been fortunate to receive funding from Reaching Home, a Federal Government initiative, which has allowed us to operate the Blue Door program effectively. However, we have recognized a growing need within our community for additional services, particularly during the upcoming winter months from October 2023 to March 2024 and we have secured funding from the provincial government to operate a nighttime drop-in center so that clients are not trying to seek warmth in store fronts. This expansion will also enable us to provide round-the-clock support to those in need. The strategic location of 817 Rosser Avenue, in close proximity to the Safe and Warm Shelter, makes it an ideal choice for this move and expansion. Additionally, the presence of a substantial parking lot adjacent to the property can serve as an outdoor gathering area for our clients.

To ensure the safety and well-being of both our clients and the surrounding community, we have developed a comprehensive plan in partnership with The City of Brandon. This plan includes the



deployment of cadet/security patrols to maintain order and prevent loitering in front of the building. We will also encourage the use of the back entrance to minimize any disruptions to the neighborhood.

Furthermore, the facility will be adequately staffed with trained support workers and volunteers, we will also have overnight security to maintain a secure environment. We believe that our presence in the downtown community would greatly benefit the community by addressing the critical needs of our vulnerable population and providing a safer environment for all. Staff and clients will maintain cleanliness by regularly sweeping and picking up garbage and debris to ensure that store fronts remain clean.

. Please feel free to contact me at 204-729-2490 ext 101 or via email at director@bnrc.ca for questions, concerns or more information.

We are excited about the potential positive impact of this project on our community and look forward to the possibility of working together.

Sincerely,

Rushana Newman
Executive Director