

BY-LAW NO. 7238

BEING A BY-LAW of the City of Brandon to adopt a secondary plan for the purpose of providing a policy framework for the future planning and development of the downtown area.

WHEREAS Section 63(1) of The Planning Act enables the adoption of a secondary plan by-law;

AND WHEREAS it is deemed necessary and expedient to update and replace what was previously known as The HUB Secondary Plan to facilitate the long-term planning of the downtown area;

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

1. By-law No. 7010 and all amending by-laws thereto are hereby repealed, and the rules of appeal provisions as set out in the City's Legislative Standards By-law are hereby applied.
2. The Downtown Brandon Secondary Plan, attached hereto as Schedule "A", is hereby adopted.
3. This by-law shall come into full force and take effect on the day following its passage.

DONE AND PASSED by the Council of the City of Brandon duly assembled this 15th day of July A.D. 2019.

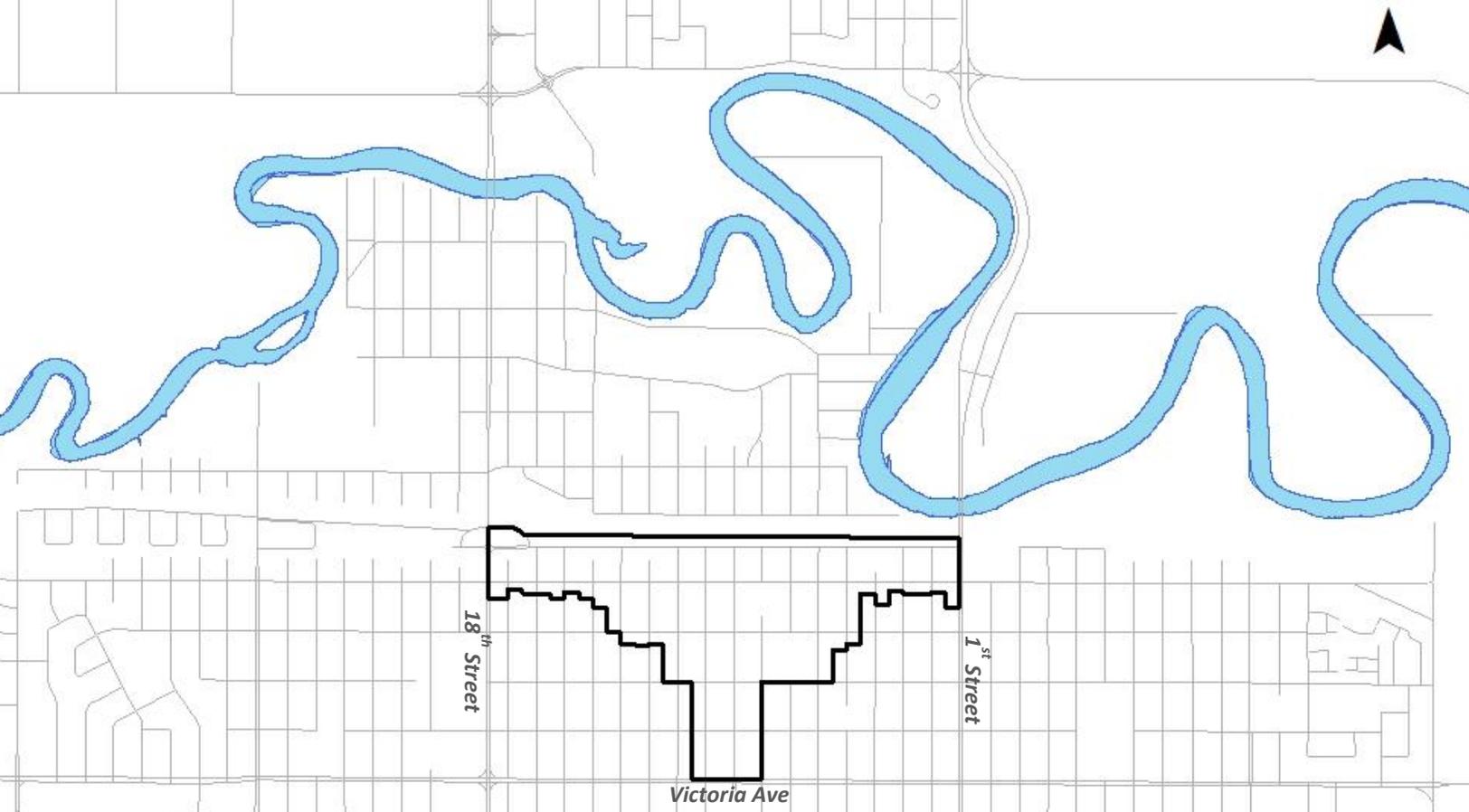
"R. Chrest"
MAYOR

"H. Ewasiuk"
CITY CLERK

Read for a first time this	6 th	day of	May	A.D. 2019
Read for a second time this	15 th	day of	July	A.D. 2019
Read for a third time this	15 th	day of	July	A.D. 2019

I, Heather Coreen Ewasiuk, Clerk of the City of Brandon, DO HEREBY CERTIFY the above within to be a true and correct copy of By-law No. 7238.

Original Signed By
H. Ewasiuk
H. Ewasiuk, City Clerk



The Downtown Brandon Secondary Plan

SCHEDULE A OF BY-LAW
NO. 7238

Prepared by the
City of Brandon



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1.0 INTRODUCTION

1.1 PURPOSE & INTENT

The Downtown Brandon Secondary Plan (the Downtown Plan) provides the policy framework for the future planning and development of the Downtown Plan area in the City of Brandon (the City). The intent of the Downtown Plan is to support and promote new public and private investment that furthers the vision of a vibrant and dynamic place for people to visit, live, work, and play.

The Downtown Plan should be read in its entirety, as aspects of the plan are interrelated, and policies included in one section may apply to other sections. The Brandon & Area Planning District Development Plan, 2013 (the Development Plan), along with the City of Brandon Zoning By-law (the Zoning By-law), provide important policy context and implementation tools for the Downtown Plan.

Sections 1 through 7, including all schedules, are statutory elements of the Downtown Plan and cannot be adjusted, except where indicated elsewhere, without an amendment to the Downtown Plan. The reference maps & appendices provide background information and are not part of the Downtown Plan, and any changes to the reference maps & appendices will not require a secondary plan amendment.

1.2 DOWNTOWN PLAN AREA

As shown on Figure 1, the Downtown Plan Area includes 66 hectares of land centrally located in the City and historically developed for commercial, industrial, and residential purposes. The Downtown Plan Area is bound by the Canadian Pacific Railway (CP) right-of-way to the north, Victoria Avenue to the south, 18th Street to the west, and 1st Street to the east.

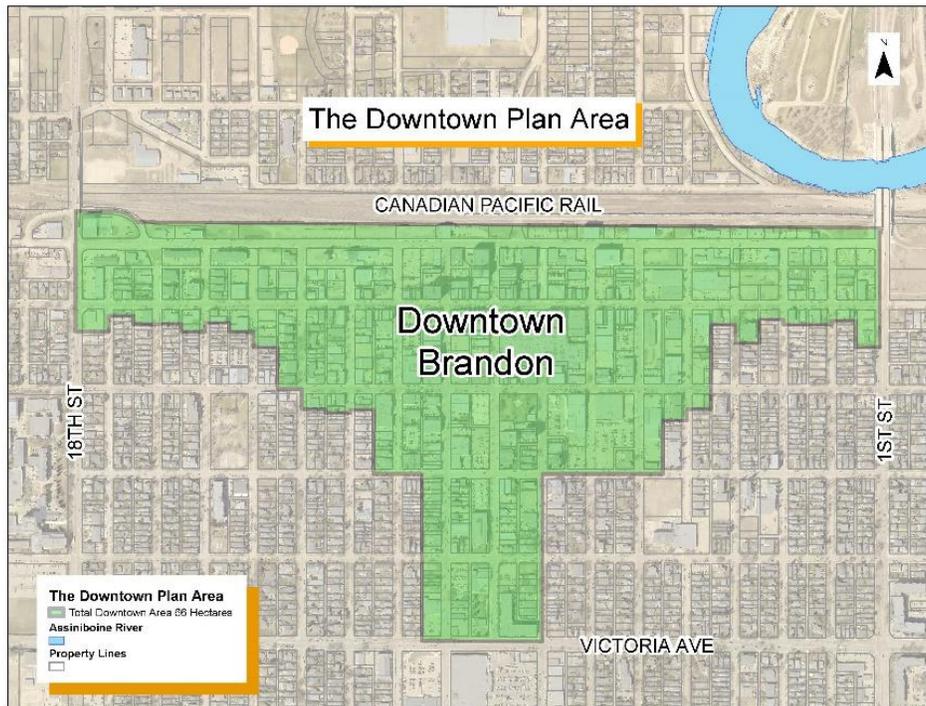


Figure 1: The Downtown Plan Area

The Downtown Plan is divided into two Character Areas (as shown in Schedule C) that are based on historical development and intended land uses. The Character Areas serve as land use designations and form the basis for policy development in the Downtown Plan Area.

Central Business Character Area

The Central Business (CB) Character Area is the “heart” of the Downtown Plan Area between 9th and 11th Streets and Princess and Pacific Avenues. This geographically small area includes the majority of historical buildings in the Downtown Plan Area with a variety of first-storey commercial retail and personal service uses. Upper storeys provide the opportunity for residential development to support the commercial uses in the CB Character Area. The CB Character Area prioritizes the pedestrian experience with buildings located directly on the street, wide sidewalks, pedestrian scale street lighting, and public art.

Mixed Use Character Area

The Mixed Use (MU) Character Area includes large areas of established commercial and residential development, as well as many pre-existing industrial and automotive service uses

surrounding the CB Character Area. This geographically large area includes a wide variety of commercial office, retail, and personal service uses along with residential uses. The defined commercial and residential character of this area is focused along the main Pacific, Rosser, and Princess Avenue corridors. Lands not located along the main corridors in the MU Character Area are appropriate for higher density standalone residential uses to support commercial growth in the Downtown Plan area.

1.3 GOVERNING PROVISIONS

The Planning Act

The Planning Act sets the legislative framework for planning in the Province of Manitoba. It addresses all levels of planning with specific provisions on municipal planning, including requirements for the formulation and adoption of development plans and secondary plans. This plan is subject to Part 4 of The Planning Act.

Brandon & Area Planning District Development Plan (2013)

The Development Plan provides a long-term vision for the City of Brandon, as well as specific direction on issues such as growth management, land use, housing, recreation and culture, municipal infrastructure, and transportation. It also identifies specific areas in the City that require secondary plans. The lands identified in the Downtown Plan are designated for downtown development in the Development Plan.

Secondary Plans

Section 63 of The Planning Act grants the City authority to establish secondary plans to deal with objectives and issues in a part of the city. This may include matters such as subdivision design, road patterns, land use, economic development, or the enhancement or special protection of heritage resources or sensitive lands. The Downtown Plan establishes the vision for managing development and change in the Downtown Plan area (see Figure 2).

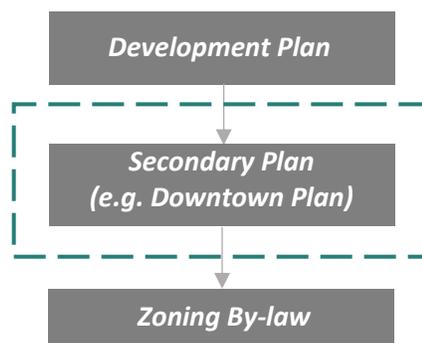


Figure 2: Policy Framework

City of Brandon Zoning By-law

The Zoning By-law implements the Development Plan and secondary plans by providing regulatory standards and classifying sites in appropriate zoning districts according to land use

type and intensity. The Development Plan and secondary plans are guides to prepare or amend the Zoning By-law. The Downtown Plan area is zoned in accordance with the character areas.

Other Plans and Policies

Other City plans, policies, and strategies that inform the Downtown Plan and provide support for implementation include the following:

- i. City of Brandon Affordable Housing Strategy
- ii. City of Brandon Culture Plan
- iii. City of Brandon Greenspace Master Plan
- iv. Brandon Economic Development Strategy
- v. Brandon Area Road Network Development Plan

1.4 EXISTING CONTEXT

Servicing and Utilities

The alignment of services (domestic sewer, water, and storm water) and shallow utilities (gas, electrical, and telecommunications services) for the Downtown Plan area generally follow the grid pattern street rights-of-way as shown on Reference Map #1. The services are a mixture of older and newer infrastructure, with some services dating back to the early 1900's. The existing drainage pattern for the Downtown Plan Area directs discharge into the Assiniboine River at 2nd Street under the CP right-of-way. Electrical service is primarily underground, with the exception of some public lanes and Pacific Avenue where overhead service is provided.

Environmentally Sensitive Areas

The Downtown Plan Area includes 19 environmentally impacted (brownfield) sites as shown on Reference Map #2. Many of these sites are redeveloped, but a few remain as vacant sites. A Level 4 Methane Gas Zone extends from the historic Snye Creek bed into the Downtown Plan Area along Pacific Avenue.

Transportation

The roadway and pedestrian network in the Downtown Plan Area is built on the historical grid pattern layout. The Downtown Plan Area includes multiple one-way streets (e.g. Princess & Rosser Avenues). On-street parallel parking is provided throughout the Downtown Plan Area, with angled parking located on a portion of 9th Street. The Brandon Transit terminal is located in the former 8th Street right-of-way between Rosser and Pacific Avenues, acting as a terminus for multiple bus routes.

Cultural Services

The Downtown Plan includes a variety of cultural resources, including heritage buildings, the Art Gallery of Southwestern Manitoba, religious institutions, dance studios, food and entertainment venues, and educational services as shown on Reference Map #3. Heritage buildings are an important aspect of what makes the downtown unique, and the Downtown Plan Area includes a number of designated heritage buildings and many other buildings identified as having heritage value. The majority of cultural resources, including heritage buildings, are clustered in or around the CB Character Area.

Social Services

The Downtown Plan includes social resources, such as resource centres and emergency and transitional housing as shown on Reference Map #4. Many social services are located to the east of the CB Character Area, including housing, clothing and food stores, and family and community support services. Education services are distributed throughout the Downtown Plan Area with a cluster located between Princess and Louise Avenues.

Greenspace and Recreation

The Downtown Plan area includes 1.4 hectares of public and private greenspaces (parks & plazas) as shown on Schedule A. These include one large greenspace (Princess Park), located on Princess Avenue between 8th and 9th Streets, and multiple smaller spaces, such as the A.R. McDiarmid Plaza and the Kristopher Campbell Memorial Skate Plaza. The close proximity of these greenspaces with the Dood Cristall Family YMCA at Princess Avenue and 8th Street creates a recreation hub in the core of the Downtown Plan Area.

Land Use

The Downtown Plan includes approximately 1,000 dwelling units and a total assessment of approximately \$263,000,000 (34% residential, 66% non-residential). The majority of higher assessed sites are located in or adjacent to the CB Character Area, with lower assessed sites located in the eastern portion of the Downtown Plan Area closer to 1st Street. Most of the dwelling units are located within the western portion of the Downtown Plan area closer to 18th Street and Brandon University.

2.0 INTERPRETATION

2.1 POLICY APPLICATION

The Downtown Plan refines and complements the provisions of the Development Plan. The detailed policies in the Downtown Plan shall supersede the policies in the Development Plan. Where the Downtown Plan is silent on matters contained in the Development Plan, the relevant provisions of the Development Plan shall govern.

In cases where the word “**may**” is included in a policy, the policy is a guideline or suggestion toward implementing the intent of the policy.

In cases where the word “**should**” is included in a policy, the policy will apply to a majority of situations. However, deviation from the policy may occur in a specific situation where it is necessary to address unique circumstances that would otherwise render compliance impractical or generate substantial hardship, and to allow an acceptable alternate means for achieving the general intent of the policy.

In cases where the word “**shall**” or “**will**” is included in a policy, the policy is mandatory. However, where actual quantities or numerical standards are contained within a mandatory policy, deviation from the quantities or standards may occur if the deviation is necessary to address unique circumstances that would otherwise render compliance impractical or generate substantial hardship, and the intent of the policy is still achieved.

2.2 URBAN DESIGN REVIEW

The Director of Planning & Buildings or delegate (the Director) shall complete the urban design review for any development permit. The Urban Design policies in Section 5 of this plan are supplementary to the Urban & Landscape Design Standards Manual (Schedule C, the Zoning By-law). Where there is a conflict between the policies in this plan and the standards in the Urban & Landscape Design Standards, the policies in this plan shall prevail.

The Director may solicit advice from an external advisory committee (e.g. Brandon Downtown Development Corporation, Municipal Heritage Advisory Committee) or external experts (e.g. architects) to

- ensure an application complies with the urban design policies
- explore options and solutions to assist applicants to achieve compliance

The Director shall determine the extent of compliance with the urban design policies in Sections 5 and 6 based on the context of the development, and the type, intensity, and density of the use proposed.

Pursuant to clause 71(3)(e) of the Planning Act, an applicant may request the Planning Commission complete an urban design review instead of the Director. Any urban design review of the Planning Commission may be appealed to City Council.

2.3 AMENDMENTS

The Downtown Plan is a by-law of the City of Brandon. Amendments are required to follow the procedure established under Part 5: Zoning By-laws of The Planning Act through application to the Planning & Buildings Department. Supporting information will be required to evaluate and justify the amendment. Revisions may be made to the Downtown Plan without the need for an amendment in the following cases:

- Correction of numbering, cross-referencing, grammar, punctuation or typographical errors, or revisions to format in a manner that does not change the intent of a provision
- Adding or revising technical information on the Downtown Plan schedules that does not affect the designation of lands, including but not limited to matters such as updating and correcting infrastructure information, legends, or title blocks
- Changes to headings, tables of contents, figures, page numbering, footers, and headers, which do not form a part of this by-law and are editorially included for convenience and reference only

2.4 MONITORING, REVIEW & EVALUATION

The Downtown Plan is intended to be a living document that will be revised and updated as circumstances change within and adjacent to the Downtown Plan Area. Periodic reviews of the Downtown Plan shall be undertaken to ensure the plan remains consistent with the objectives and policies of the Development Plan.

3.0 VISION

As stated in *The Vision for Downtown Brandon* (Appendix C), without a healthy downtown, the greater identity of Brandon is at risk. The health of the Downtown Plan Area is a general barometer for outside investment and civic pride, and the area therefore deserves special focus. A successful Downtown Plan Area keeps the pulse of the city strong and, by extension, the greater Westman area.

3.1 CORE VALUES

Three Core Values direct the vision for the Downtown Plan Area:

Diversity: The downtown is about diversity of both people and experience. It is an exciting place to live, work, and play for everyone regardless of age or income level.

Uniqueness: Capitalize on unique aspects of downtown such as the merchants, downtown activities, and promotions. Big box stores, retail chains, and other elements more common to the suburban landscape are conspicuously absent.

Character: Building on the bones of the historic buildings and Indigenous legacies, downtown represents the universally accepted identity that is held in common by all residents in the area and the values on which the city was built.

3.2 VISION

The core values must be embraced for the Downtown Plan Area to thrive and achieve the 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”.

3.3 ORGANIZING THEMES

Building on the vision, six organizing themes direct policies, priorities and action in the Downtown Plan Area:

<p>People on Display</p>	<p>People rarely sit and gaze onto an empty street. A vibrant community requires people to be interacting. The Downtown Plan Area will be an inviting place where people feel welcome to socialize and connect with other people. Having people on display through engaging storefronts and streetscapes will attract others to join the experience.</p>	
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Figure 3: People on Display

Mixed-use Development

The Downtown Plan Area will celebrate diversity in both experience and people. 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.



Figure 4: Commercial with residential on upper floors

Pedestrian Friendly

The Downtown Plan Area will improve the integration of vehicular and active transportation modes to safe and enjoyable downtown access. However, for a walkable Downtown Plan Area, there must be a reason for people to make the walk—the streetscape must be visually appealing.



Figure 5: Pedestrian friendly streetscape

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. Civic leadership must be actively involved in helping merchants succeed in the Downtown Plan Area.



Figure 6: Engaged retailers

Life after Dark

The Downtown Plan Area will be open after 5:00pm. This will be largely because of an active resident community that will demand services and provide merchants with a reason to stay open late. The demand will be augmented by visitors who realize that something is always happening in the Downtown Plan Area.



Figure 7: Downtown nightlife

Building Blocks

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



Figure 8: Heritage building integration

4.0 GENERAL POLICIES

4.1 GREENSPACE

Greenspace includes privately or publicly owned land within the Downtown Plan Area intended for public uses, such as social gatherings and public events. The increased density and intensity of uses in the Downtown Plan Area create an increased demand for public spaces that allow residents and visitors alike to interact with each other and the natural environment (see Figure 9 and Figure 10).

As the Downtown Plan Area is nearly fully built-out, the potential for creating new public greenspace is limited. The focus of the Downtown Plan is to improve the quality of existing greenspaces while exploring opportunities to create “pockets” of green throughout the Downtown Plan Area along streets and pedestrian connections, and in plazas on private sites.



Figure 9: A.R. McDiarmid Plaza



Figure 10: Music in the Park

4.1.1 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

4.1.2 Policies

- Existing parks and plazas as shown on Schedule A should be improved in accordance with the recommendations in the City of Brandon Greenspace Master Plan, including
 - Public washrooms and interpretive signage at Princess Park
 - Increased tree varieties at City Hall Plaza
 - Signage at the Kristopher Campbell Memorial Skate Plaza
- Year-round programming opportunities for recreational and cultural activities should be explored for Princess Park (see Figure 11 and 12).



Figure 11: Yoga in the Park

- c. Connector “gateway” greenspaces should be established at
- 1st Street and Pacific Avenue
 - 18th Street and Pacific Avenue
 - The 8th Street active transportation bridge
- e. Support programs and initiatives that “green” the Downtown Plan Area, such as the Incredible Edible program.
- f. Encourage partnerships to assist in the establishment of privately built and run greenspaces and plazas for both private and public access.
- g. Encourage the establishment of greenspace and community uses on vacant lots, including community gardens.



Figure 12: Park activity

4.2 TRANSPORTATION

The Downtown Plan intends to integrate pedestrian, bicycle, vehicle, and transit movement through street improvements, pedestrian streetscapes, and improved pedestrian and transit amenities.

4.2.1 OBJECTIVES

- To improve the Downtown Plan Area as a pedestrian destination accessible to all residents (see Figure 14)
- 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

4.2.2 General Policies

- a. The Transportation Plan (Schedule B) identifies elements within the street rights-of-way and assists the City in its capital budgets while directing current and future residents, business owners, and developers in planning for their future.
- b. The design of the Downtown Plan Area shall prioritize the movement of alternative modes of transportation, including pedestrians, cyclists, and public transit riders, etc. Traffic flow should direct traffic patterns to and through the CB Character Area.



Figure 13: Crosswalk on 9th Street

4.2.3 Pedestrian Movement Policies

- a. Provide sidewalk connections on both sides of all streets within the Downtown Plan Area (see Figure 13).
- b. The majority of missing pathway segments are located to the north of Rosser Avenue and along Pacific Avenue. Missing pathway segments should be constructed as development or redevelopment occurs, or as part of a streetscape improvement plan.



Figure 14: Pedestrian activity

- c. Encourage downtown commercial street types (see Figure 15) within City Standards, including:
 - Frontage Zone—Typically 1.2m to allow for patio seating, non-permanent signage, retail display, and landscaping
 - Pedestrian Zone—Typically 1.8m to allow for pedestrian travel
 - Greenspace Furnishing Zone—Typically 1.5m to allow for furnishings, public art, transit stops, street trees, and patio seating
- d. Complete an accessibility assessment for the Downtown Plan area with a focus on the CB Character Area. Improvements identified should include removal of obstructions for all user groups (e.g. pedestrian crossings, tactile surfaces, ramps).

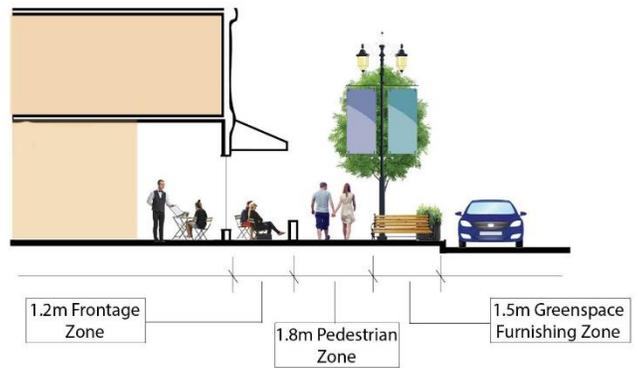


Figure 15: Street types

4.2.4 Bicycle Movement Policies

- a. Greenspace and recreation areas in the Downtown Plan Area should be linked with each other and to greenspaces in adjacent neighborhoods through active transportation connections.
- b. Bicycle parking should be provided throughout the Downtown Plan Area with a focus on
 - commercial and multi-unit dwellings
 - active transportation routes
 - the CB Character Area
- c. Upgrades or expansions to the active transportation network should be evaluated at the following locations:
 - Pacific Avenue—dedicated off-street trail or on-street bikeway connection to the proposed future trail connections at 1st and 18th Streets and potential active transportation bridge at 8th Street (Figure 16)
 - Lorne Avenue—traffic calming measures to prioritize cyclists (e.g. bicycle boulevard, see Figure 18)
 - North/South Connections—signed shared-use roadway connections between Lorne and Pacific Avenues
 - 8th Street Bridge—a future active transportation bridge over the rail yards

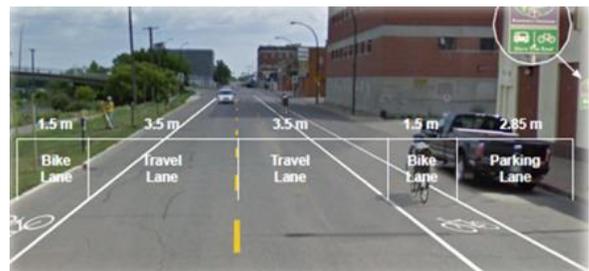


Figure 16: Pacific Avenue with Bike lane



Figure 17: Proposed 8th Street Bridge



Figure 18: Bicycle Boulevard

from the Downtown Plan area to Stickney Avenue should be considered as a connection between the North Hill, Riverbank, and Downtown Plan Areas (Figure 17)

4.2.5 Vehicle Movement Policies

- a. Provide direct vehicle and active transportation connections into the Downtown Plan Area along Pacific Avenue from the new bridge alignments at 1st and 18th Streets.
- b. Allow for convenient loading and waste removal access for all businesses.
- c. Consider traffic calming improvements throughout the Downtown Plan Area to reduce vehicle speed and improve pedestrian safety, including but not limited to narrower travel lanes and bulb-outs.
- d. Parking downtown is unique from other commercial areas of the City. Instead of exclusive on-site parking for each use, parking is often provided on the street and in common parking lots shared by multiple uses.
- e. Encourage intensification and densification of existing buildings and uses downtown by eliminating or reducing on-site parking requirements, with particular focus on the CB Character Area.
- f. Encourage shared parking for adjacent uses with different peak time parking demands.
- g. Implement the downtown parking assessment (Appendix E) by evaluating
 - additional angled parking along 7th, 10th, and 11th Streets
 - time limits and rates for parking meters (e.g. Rosser and Princess Avenues)
 - wayfinding signage
 - expansion of metered parking areas
 - accessible parking
 - a pilot program for on-street parking meter kiosks
- h. Complete a traffic study for the Downtown Plan Area to evaluate
 - Pacific Avenue connection between 1st and 26th Streets
 - one-way vs. two-way traffic on Rosser and Princess Avenues (see Figure 19)
 - angled parking on Rosser and Princess Avenues (see Figure 20)
- i. Prepare a streetscape or public realm plan for Pacific Avenue to identify streetscape improvements (e.g. active transportation connections, boulevard trees, sidewalks) for completion in coordination with any servicing or transportation improvements.



Figure 19: Princess Street



Figure 20: Angled parking example

4.2.6 Transit Policies

- a. Transit stops with higher ridership should provide shelters, benches, waste disposal and recycling facilities.
- b. The location and design of transit shelters shall promote rider safety by providing transparent shelters with good visibility from all directions and adequate lighting.
- c. Explore opportunities to improve the Downtown Transit Terminal to make it a “place for people” through public art, landscaping, lighting, and programming (see Figure 21).



Figure 21: Transit terminal

4.3 SERVICING

To achieve the Downtown Plan's vision, water, domestic sewer and storm water services must be evaluated and upgraded to accommodate the additional residents, workers and visitors to the Downtown Plan area. Potential sites for commercial, mixed use and residential intensification as shown on Reference Map #1 should be used as a resource when considering servicing upgrades and investment.

4.3.1 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

4.3.2 Policies

- a. When water, domestic sewer or storm water services are replaced and upgraded, consider the potential for additional intensity and density of uses as shown on Reference Map #1.
- b. The domestic sewer line on Pacific Avenue will be replaced to provide additional network capacity to service the additional flows from the newly constructed lift station servicing the North Hill.
- c. All sites in the Downtown Plan Area should have the potential to be serviced by water and domestic sewer connections in the street right-of-way adjacent to the site. The City should construct any missing segments (e.g. Princess Avenue west of 13th Street) to the water and domestic sewer network concurrently with street reconstruction.
- d. Improve the land drainage network in accordance with the recommendations in the City of Brandon Land Drainage Capital Improvement Plan, including
 - twinning of the main along Rosser Avenue between 3rd and 4th Streets
 - a new main on 13th Street between Louise and Pacific Avenues
 - a new main on 3rd Street between Park and Pacific Avenues
- e. The City should complete roadways and street improvements (e.g. sidewalks, trees, lighting) concurrently with underground improvements.
- f. Portions of the Downtown Plan Area are serviced by a combined domestic sewer and storm water system. All combined wastewater services within existing buildings or developments should be separated at the time of redevelopment.
- g. The City should construct the missing storm water connections concurrently with street reconstruction.
- h. Downtown sites are generally fully built out with impervious services. The City encourages any storm water retention (public or private lands) through low impact design (e.g. bioretention, rainwater harvesting, green roofs, box planters).
- i. The development of sites on the north side of Pacific Avenue shall not increase drainage discharge rates into the adjacent CP right-of-way.

4.4 ECONOMIC DEVELOPMENT

One of the goals of the Downtown Plan is to increase private investment and business growth in the Downtown Plan area. While the Downtown Plan Area's share of the city's commercial retail uses has decreased with new suburban retail opportunities, new uses are being established. As the Downtown Plan Area continues to evolve, the City must partner with the Brandon Downtown Development Corporation, businesses, and community organizations to capitalize on the historical and cultural assets, convenient transportation linkages, and cultural and greenspace amenities that make the Downtown Plan Area unique.

4.4.1 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 emphasize the Downtown Plan Area as the destination for employers

4.4.2 Partnership Policies

- a. Undertake initiatives and partnerships to establish the Downtown Plan Area as a tourist destination.
- b. Encourage and facilitate partnerships among business groups, not-for-profit organizations, the Brandon Downtown Development Corporation, and other economic development organizations to implement the Downtown Plan's vision (see Figure 22 and 23) .
- c. Explore the potential to establish a downtown business improvement organization to support the needs of existing businesses with a focus on marketing the Downtown Plan Area as a destination, improving the streetscape, filling vacant storefront space and addressing safety and security issues.
- d. Explore opportunities to partner with Downtown Plan area businesses and organizations to market the CB Character Area as a shopping destination.
- e. Encourage, partner, and support post-secondary institutions to locate in the Downtown Plan Area, with a focus on the CB Character Area.
- f. The Downtown Plan Area should be promoted as the destination for festivals, events, and activities that bring the community together and vibrancy to the street



Figure 22: Fire Hall before renovations



Figure 23: Prairie Firehouse

(e.g. Cruise Nights, Food Truck Warz, Music in the Parks, Yoga in the Park, street vendors, buskers)

4.4.3 Incentive Policies

- a. Work collaboratively with the Brandon Downtown Development Corporation to ensure incentive programs continually to meet intended goals that support the downtown vision. Review, refresh and create new incentives that stimulate investment to achieve the Downtown Plan’s vision and increase the Downtown Plan Area’s tax base, including
 - Uses that promote the Downtown Plan Area as a shopping and tourist destination (e.g. microbreweries, spas, specialty retail)
 - Adaptive reuse of existing buildings (Figure 24 and 25)
 - Redeveloping vacant upper storeys in existing buildings
 - Market housing
 - Urban design and architectural assistance
- b. Establish business plans for priority development areas as shown on Reference Map #5 to identify and bridge barriers to investment.
- c. Support encroachments onto street rights-of-way that promote street vibrancy while respecting vehicle and pedestrian safety (e.g. canopies, sidewalk patios, architectural elements, signs).



Figure 24: 121 10th Street before renovations

4.4.4 Land Use Policies

- a. Encourage the development of undeveloped or underutilized environmentally impacted (brownfield) sites, as shown on Reference Map #2, by providing incentives as allowed under the Brownfield Financial Assistance Program.
- b. Promote pop-up retail opportunities in the Downtown Plan Area to encourage vibrancy and interest along priority shopping streets (e.g. Rosser Avenue between former 8th Street and 11th Street).
- c. Continue prioritizing the Downtown Plan Area as a venue for recreational facilities and amenities (e.g. Skate Plaza, YMCA) that bring people to the Downtown Plan Area.



Figure 25: 121 10th Street after renovations – Pirouette Active Wear

4.5 HOUSING DEVELOPMENT

People living downtown is key to achieving more active streets, economic growth, and making downtown a safer and more desirable neighbourhood. The intent is to grow the downtown into the highest density residential neighbourhood in the city by providing a mix of housing types and tenures to accommodate people from all income levels.

4.5.1 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

4.5.2 Policies:

- Endeavor to accommodate at least 5% of the city's population growth within the Downtown Plan Area (300-500 new dwelling units) over the next 30 years.
- Require developments to achieve minimum densities to use land efficiently, increase residential units in the Downtown Plan Area and to meet housing targets.
- Encourage high quality market rate housing downtown to create a greater balance of housing types, price ranges, and tenures in all areas of the downtown (Figure 26).
- Focus grant programs and incentives on increasing the supply of high quality market housing in the Downtown Plan Area (Figure 27).
- Encourage partnerships between affordable and market housing providers to construct inclusive housing developments with a mix of unit types and tenures.
- Collaborate with post-secondary institutions, such as Assiniboine Community College and Brandon University, to encourage locating student housing in the Downtown Plan Area.



Figure 26: Downtown market rate housing I



Figure 27: Downtown market rate housing II

4.6 CULTURAL SERVICES

The success of cultural industries, organizations, and facilities grows, builds, and maintains a vibrant downtown. The Downtown Plan Area is home to many cultural services (e.g. Art Gallery of Southwestern Manitoba) and heritage buildings. Preserving and celebrating our heritage resources and growing cultural services (see Figure 28 and 29) will lead to further economic investment in the Downtown Plan Area.

4.6.1 OBJECTIVES

- 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

4.6.2 Cultural Policies

- Support the implementation actions of the City of Brandon Culture Plan that apply to the Downtown Plan Area, including
 - investigating the feasibility for a new mid-sized performance or multipurpose arts and cultural facility in the Downtown Plan Area
 - supporting street closures for community and cultural events
 - developing an arts exchange program
 - attracting more creative enterprises and cultural resources to Brandon
 - encouraging more public gathering spaces in the Downtown Plan Area
 - establishing a public art policy
 - exploring opportunities for a Brandon cultural incubator
 - installing signage for cultural assets such as museums, heritage sites, and special attractions
- Promote and increase investment in heritage restoration in the Downtown Plan Area, with a focus on the heritage streetscapes, and by encouraging the designation of Municipal Heritage Sites so owners may access funding opportunities through the Heritage Incentive By-law (see Figure 30).



Figure 28: Public Library and Art Gallery



Figure 29: Brandon General Museum & Archives



Figure 30: Merchant's Bank Building, a heritage building

4.7 SOCIAL SERVICES

Social services are a necessary downtown resource to meet the needs of residents in the Downtown Plan Area. Supporting the provision of social services, including food security, housing options, and treatment facilities, will benefit all stakeholders endeavoring to achieve the Downtown Plan’s vision.

4.7.1 OBJECTIVES

- 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



Figure 31: 7th Street Health Access Centre

4.7.2 Policies

- a. Support social service providers in the provision of services (e.g. emergency and transitional housing, food banks, health access centre) that meet the needs of vulnerable populations in the Downtown Plan Area (see Figure 31).
- b. Support the actions of the Brandon Neighbourhood Renewal Corporation to implement the strategies of the Central Brandon Community Plan as they apply to the Downtown Plan Area, including
 - enhanced food security (e.g. Incredible Edibles, community garden, see Figure 32 and 33)
 - ending homelessness
 - supporting housing options
 - encouraging the development of a vibrant downtown
 - supporting social enterprise development
- c. Support and encourage community-based policing and downtown watch programs to improve personal safety and security in the Downtown Plan Area.



Figure 32: Incredible Edible garden boxes



Figure 33: Community garden

5.0 URBAN DESIGN

Urban design is paramount in providing a consistently high quality pedestrian environment in the Downtown Plan Area that defines it as a unique and vibrant urban place. The policies in this section inspire a coherent identity across the Downtown Plan Area that contributes to a healthy, engaged and pedestrian-friendly environment. The policies also provide certainty and clarity to developers looking to invest in the area.

5.1 OBJECTIVES

- To inspire creativity from developers and designers to develop buildings and sites that are unique, with attention to detail that contribute towards the Downtown Plan’s vision
- To shape the Downtown Plan Area as “the place for people” that focuses on the pedestrian experience and looks, functions, and feels different from the rest of the city
- To create an urban environment that draws people in, makes them feel safe and encourages human interaction and vibrancy
- To create an urban environment where convenient parking is secondary because the journey is possible, safe and enjoyable by other modes of transportation

5.2 SITE DESIGN

5.2.1 Public Art Policies

- Encourage public art (e.g. murals, sculptures) to locate throughout the Downtown Plan Area (See Figure 34).
- Encourage opportunities to incorporate public art into building design as an architectural element or feature (see Figure 35).
- Encourage public art that serves multiple purposes, such as bicycle parking, refuse bins, utility cabinets, mailboxes, and crosswalk markings.
- Commercial sign advertising may be permitted on murals, subject to signage requirements under the Zoning By-law.
- Public art should be high-quality, durable, and resistant to graffiti and weather.



Figure 34: Mural in a public lane



Figure 35: Public art as an architectural element

5.2.2 Street Furniture Policies

- a. Encourage street furniture, including functional and decorative elements, such as benches, refuse bins, bicycle racks, pedestrian lighting, banners, and wayfinding signage (see Figure 36 and 37).
- b. The placement of street furniture should allow for building and street maintenance and not obstruct pedestrian or vehicular movement.
- c. Establish a downtown streetscape strategy to coordinate maintenance and improvements.
- d. Locate benches close to trees for thermal comfort, and close to lighting for user safety.
- e. Bicycle racks should be located at well-lit, highly visible key destinations, such as major transit stops, commercial nodes, and park entrances.
- f. Encourage streetscape pageantry (e.g. banners, flags) that promote festivals or public events.
- g. Consider wayfinding signage at important intersections and gateways into the CB Character Area and the overall Downtown Plan Area.



Figure 36: Street furniture



Figure 37: Pop-Up Park

5.2.3 Lighting Policies

- a. Locate lighting to illuminate areas used by pedestrians at night, including surface parking lots, building entrances, lanes, and sidewalks.
- b. Accentuate building entrances through exterior lighting to provide a safe pedestrian environment and to assist with wayfinding.
- c. Encourage building lighting and sign lighting to directly light the intended area of illumination and limit off-site glare impacts on adjacent sites or buildings (see Figure 38).
- d. New street lighting should be consistent with the existing lighting styles on the same street or block.
- e. New pedestrian-scale and character lighting should expand throughout the Downtown Plan Area, especially along Pacific Avenue and in the CB Character Area (e.g. 10th Street between Rosser and Pacific Avenue)



Figure 38: Building Lighting

5.2.4 Landscaping and Fencing Policies

- a. Encourage raised planter beds along buildings facing a street.
- b. In accordance with the City of Brandon Urban & Landscape Design Standards Manual, all parking areas should include edge landscaping and landscaped islands.
- c. Boulevard trees should be located along all streets in accordance with the City of Brandon Urban & Landscape Design Standards (see Figure 39).
- d. Encourage low-impact development strategies, such as living walls, green roofs, and rain gardens, for integration into building and site design.
- e. Encourage fences visible from the street to incorporate landscaping and consider the overall aesthetic of the streetscape by using high-quality materials (e.g. wrought iron) that may incorporate architectural elements of the principal buildings (see Figure 40).



Figure 39: Landscaping



Figure 40: Landscaping with fencing

5.3 BUILDING DESIGN

5.3.1 Orientation and Entrance Policies

- a. All principal buildings on corner sites should be positioned and oriented towards both streets and give prominence to the corner (see Figure 41).
- b. All principal buildings should orient towards, and be placed at or near, the site line edge with clearly defined primary entry points that directly access the sidewalk.
- c. Areas between a building and the street should enhance the sense of place, amenity and wayfinding to the building (e.g. landscaping, lighting, signage, seating, see Figure 42).
- d. Building setbacks may be increased to create public or semi-public accessible amenity areas, such as outdoor cafés, pocket parks, courtyards, and plazas, along a street facing site line.
- e. Building entry points may be positioned and set back from a site line to reduce pedestrian conflicts and connect to the public sidewalk to create visual interest for pedestrians.
- f. Residential developments should animate the street with frequent entries and windows, while incorporating privacy measures such as setbacks, landscaping, grade shifts, and porches.
- g. The maximum street wall height should be three storeys, with all additional storeys stepped back to minimize shadows on streets and maintain a street presence and scale of buildings (see Figure 43).
- h. Where a proposed building is taller than adjacent buildings, consider a transition in building height to ensure the podium of the building is consistent with the established buildings.



Figure 41: Corner building

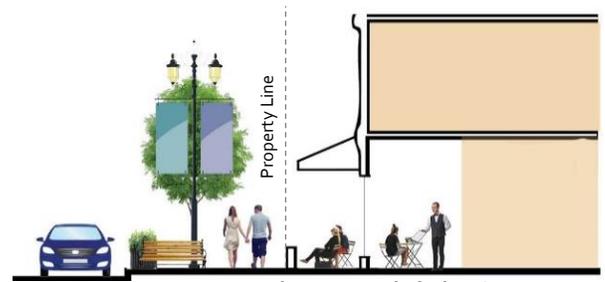


Figure 42: Patio facing the street



Figure 43: Street wall step back

5.3.2 Building Articulation Policies

- a. Blank, at-grade street wall conditions (i.e. over 5.0 metres in length) should not be permitted on any street-facing building façade.
- b. When blank, at-grade street wall conditions are unavoidable, mitigate such conditions by using appropriate design treatment which may include, but are not limited to
 - Setting the wall back slightly to provide space for evergreen plants to provide year-round screening
 - Incorporating murals, mosaic, relief sculpture, and other types of public art
 - Using quality materials with different textures and colours (see Figure 44)
 - Providing special lighting, awnings, canopies, or other pedestrian-oriented features
- c. The first storey of multi-storey commercial or mixed-use buildings should be visually unique (e.g. materials, glazing) from the upper storeys of the buildings (see Figure 45).
- d. Architectural details on the front façade should continue around the building where side façades are visible from a street.
- e. All at-grade façades facing a street should have windows to achieve visual transparency. When windows are not possible, equivalent building articulation as outlined in policy 5.3.2(b) may be considered.
- f. Building articulation elements that add visual interest (e.g. awnings, signage) may project into the public right-of-way (see Figure 46) where
 - the projection does not obstruct pedestrian or vehicle movement
 - the owner of the building enters into an encroachment agreement with the City



Figure 44: Blank wall design option



Figure 45: Visual uniqueness of first storey from upper storeys



Figure 46: Awning projection example

5.3.3 Window & Door Policies

- a. Storefront windows should be consistent in height and design with storefront doors to create a cohesive appearance.
- b. Traditional “main street” storefront elements should be included in façade design, such as display windows, window trim, window base or kick plates, transom windows, and storefront cornices, to provide area for display space and encourage “window shopping” (see Figure 47).
- c. Solid or residential type door styles are strongly discouraged in storefront doors

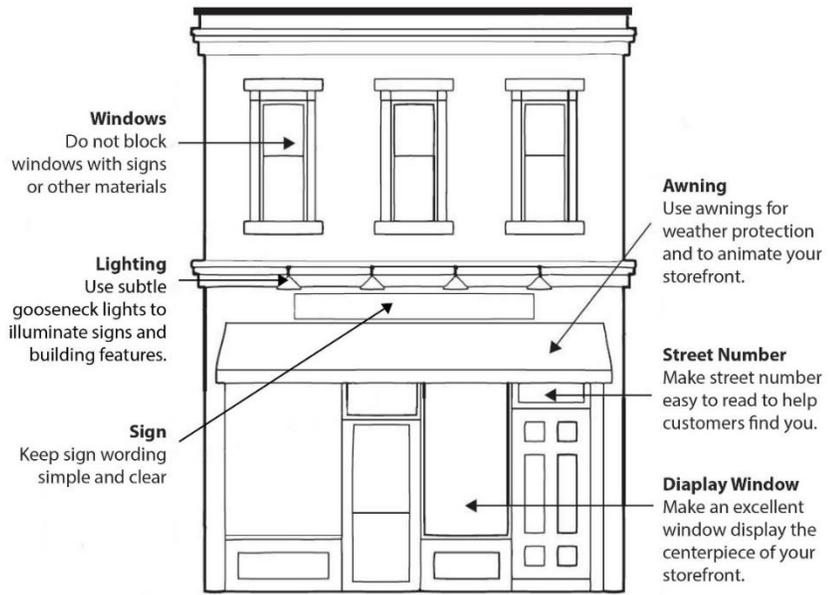


Figure 47: Building articulation options

5.3.4 Awning Policies

- a. The installation of awnings or canopies is encouraged to provide weather protection and to animate storefronts (see Figure 48).
- b. Awnings on the same building should have a consistent pattern of size, shape and placement.

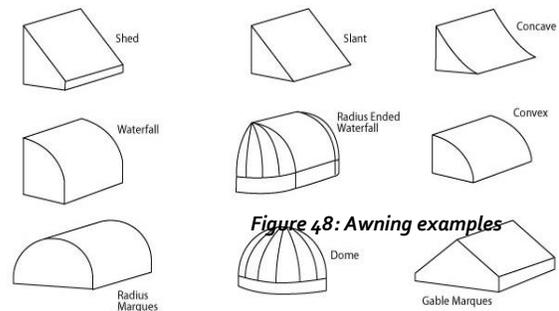


Figure 48: Awning examples

5.3.5 Signage Policies

- a. Signage should be pedestrian-scaled and add diversity and interest to retail streets, but not be overwhelming.
- b. Signage materials should be durable and easy to maintain.
- c. Banner signs, poster signs, window signs, produce signs, sandwich board signs, or any other temporary sign type shall not be used as a primary sign.
- d. Signage attached to buildings, including fascia signs and projecting signs, should be integrated with storefronts and be externally lit.
- e. Fascia signs should be parallel to and flush with the building wall.
- f. Design projecting signs and awning signs to complement the form, colour, and lettering of the fascia sign.
- g. Storefront signs, including fascia signs, projecting signs, and awning signs are encouraged (see Figure 49). Freestanding pylon signs are discouraged.

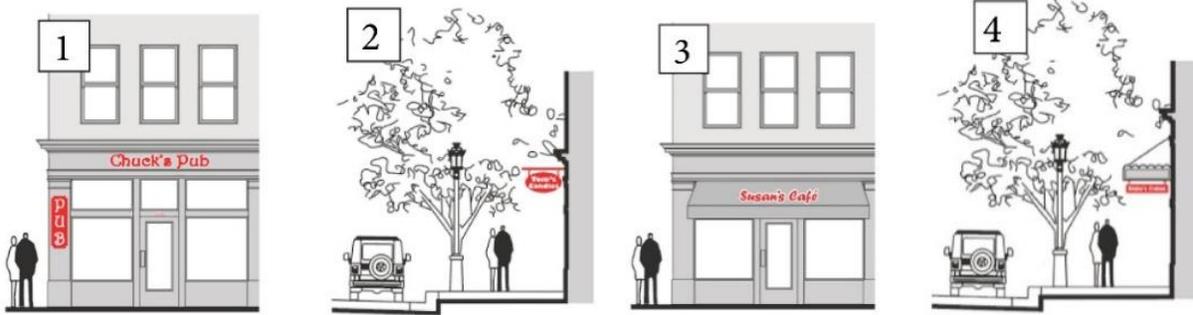


Figure 49: Storefront sign examples

5.3.6 Material Policies

- a. Incorporate visual interest and character into all buildings by varying construction materials and through building articulation.
- b. Buildings should have variation in façade treatment, building materials, and colours along the street edge to create an appealing and interesting streetscape (see Figure 50).
- c. High-quality, durable, and easily maintained materials such as brick, stone, and glass are recommended for street-facing building façades.
- d. Materials not consistent with the Downtown Plan’s vision for high-quality urban design such as corrugated metal, vinyl, and stucco are discouraged, and should not be used as the sole exterior finishing material on a building façade visible from a street.



Figure 50: Material variation

6.0 CHARACTER AREAS

The Downtown Plan is divided into two Character Areas that are based on historical development and intended land uses. The Character Areas serve as land use designations and form the basis for policy development in the Downtown Plan Area. This section also identifies a downtown expansion area that may be considered for future development consistent with the Downtown Plan's vision.

6.1 CENTRAL BUSINESS CHARACTER AREA

The Central Business (CB) Character Area as shown in Schedule C is the heart of downtown. Its historical character (heritage streetscapes), specialty retail, restaurants, and personal services define the downtown experience and draw people to the area. Many of the city's cultural and heritage resources are located in this area, including multiple heritage buildings. The focus for this area is to bring people to the street throughout the day and night to create street vibrancy, and to be a destination for businesses, residents and visitors.

6.1.1 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 the commercial character of the area by directing new residential units to the upper storeys of existing and new buildings
- To ensure high quality public realm amenities to serve a vibrant streetscape
- To maintain the historic character of the area by ensuring new developments are complementary and add long term value to the heritage character of the area

6.1.2 Land Use Policies

- a. A diversity of first-storey commercial uses shall be allowed in the CB Character Area, including retail, restaurants/cafe, personal services, theaters, dance studios, and offices.
- b. Commercial uses that generate pedestrian activity and street vibrancy (e.g. specialty retail, restaurants, personal services) are encouraged along the commercial corridors (e.g. Rosser and Princess Avenue, 9th and 10th Streets).
- c. Residential uses should locate above the first storey, with a focus on occupying vacant upper storeys of existing buildings.
- d. The development of standalone new surface parking lots in the CB Character Area is prohibited. Encourage underground parking or structured parking facilities.

6.1.3 Urban Design Policies

- a. Gateways into the CB Character Area shall be visually and functionally unique through building placement or use, architectural details, and landscaping to provide a “sense of arrival” for people entering the area.
- b. Encourage full building coverage of the front yard for all developments with narrower frontages (e.g. less than 30m wide).
- c. Encourage amenities and events that encourage human interaction and pedestrian activity such as festivals, sidewalk patios, and street vendors, with the pedestrian promenade being the focus. Accommodate temporary street closures for special events.
- d. The view along 10th Street facing 1001 Pacific Avenue building (former CP Railway Station) shall be enhanced and prioritized as the prominent view in the Downtown Plan Area.
- e. Public lanes should be considered as dual purpose to provide vehicle access to serve businesses and residences, and as pedestrian connections and “places for people” through improved lighting, laneway treatments, and public art.
- f. Additional design emphasis is required through façade treatments, architectural elements, and materials selections.
- g. Corrugated metal, vinyl, and stucco are prohibited.

6.1.4 Heritage Streetscape Policies

- a. Heritage streetscapes (Schedule C) include designated heritage and architecturally significant buildings. New developments should integrate sensitively into the architectural fabric of these streetscapes (Figure 51).
- b. New construction along heritage streetscapes should maintain and reintroduce the distinguishing original qualities and character of heritage buildings and sites. Simple reconstruction of characteristic façade elements, but not mimicry, are options for new construction.
- c. Building additions and renovations to existing buildings should be sympathetic to the original building façade by maintaining similar rooflines, window placement and size, construction styles and techniques, and original architectural details (see Figures 52 and 53).
- d. Development adjacent to designated heritage buildings or sites, or architecturally significant buildings, should be complementary to the character, design, and massing, and should not detract from the heritage character.
- e. Development along heritage streetscapes should consider the Standards and Guidelines for the Conservation of Historic Places in Canada.



Figure 51: Heritage streetscapes



Figure 52: Building façade renovation example

- f. Uses of heritage or architecturally significant buildings that require minimal interventions are encouraged.

Existing Building Facade



Possible Upgrades

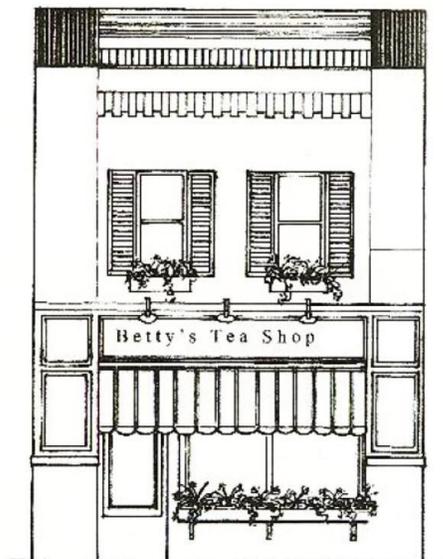


Figure 53: Building façade upgrade example

6.2 MIXED USE CHARACTER AREA

The Mixed Use (MU) Character Area as shown in Schedule C includes established commercial and residential development surrounding the CB Character Area. The focus for this area is to significantly increase the density of residential uses while maintaining commercial presence along the main commercial corridors (Schedule C). Redeveloping the Pacific Avenue corridor from an agricultural and industrial street to a vibrant residential and mixed use destination is a key opportunity for this area.

6.2.1 OBJECTIVES

- To increase the number of residents to support business growth and promote the safety of residents and visitors (natural surveillance)
- To retain and enhance the commercial business presence along the commercial corridors
- To ensure new development contributes to a high quality streetscape and pedestrian environment

6.2.2 Land Use Policies

- a. Commercial corridors (Schedule C) serve as primary connections between the edges of the Downtown Plan area and the CB Character Area. Multi-storey commercial or mixed-use developments should locate along the commercial corridors (see Figure 54).
- b. Standalone residential developments may be appropriate along a commercial corridor where the use is compatible with the context of the area and the Downtown Plan's vision (see Figure 55).
- c. The highest density of developments are encouraged to locate in close proximity to the CB Character Area to provide a direct market for the adjacent businesses.
- d. Manufacturing goods for sale on site including artisan shops, microbreweries, and bakeries is encouraged, especially on the north side of Pacific Avenue.
- e. Warehouses and storage facilities use should be allowed for any basement area.
- f. The development of new surface parking lots shall be allowed as an accessory use. Parking lots as a principal use shall only be developed if there is a proven parking shortage in the immediate surrounding area.
- g. Where permitted, accessory on-site parking should be located underground, beside or behind buildings.



Figure 54: Mixed-use development



Figure 55: Standalone residential

6.2.3 Urban Design Policies

- a. Additional design emphasis is required for buildings located along the Rosser Avenue and Princess Avenue commercial corridors through façade treatments, architectural elements, and selection of materials appropriate for these locations.
- b. Gateways into the Downtown Plan Area shall be visually and functionally unique through building placement or use, architectural details, and landscaping to provide a “sense of arrival”.
- c. Redevelopment adjacent to the Downtown Transit Terminal is encouraged to include entrances and building frontages facing the terminal as well as the primary street.
- d. Views towards and beyond Pacific Avenue should be preserved by limiting the height of affected portion of a building on the north side of Pacific Avenue (see Figure 56).
- e. Residential developments shall not be adjacent to a railway right-of-way. The railway setback for new commercial developments may be reduced from the common site line subject to the construction of safety barriers (e.g. berms, crash berms, and crash walls) to provide equivalent protection.

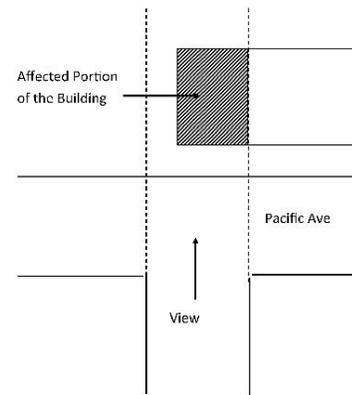


Figure 56: Preserve views towards Pacific Avenue

6.3 DOWNTOWN EXPANSION AREA

The Downtown Expansion area as shown in Schedule C is mainly located between Princess and Rosser Avenues outside the Downtown Plan's Character Areas. The Downtown Plan envisions the Downtown Expansion area will densify and intensify on the commercial corridor along Princess Avenue.

6.3.1 OBJECTIVES

- To increase the number of residents living in the area
- To encourage the redevelopment of underutilized buildings and sites
- To encourage new development along Princess Avenue as a gateway into the Downtown Plan Area

6.3.2 Policies

- a. Sites fronting Princess Avenue should be supported for mixed use zoning consistent with the vision for the commercial corridor in the MU Character Area as outlined in Policies 6.2.2 (a) and (b).
- b. Sites to the north of Princess Avenue on established residential blocks may be considered for higher-density residential zones (e.g. Residential Moderate Density).
- c. 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 site coverage.
- d. Developments on sites rezoned in the Downtown Expansion Area shall comply with the vision and policies in the Downtown Plan for the MU Character Area.
- e. The redevelopment of sites at the 1st Street and Princess Avenue gateway should provide a "sense of arrival" into the Downtown Plan Area and bring prominence to the intersection.

7.0 IMPLEMENTATION

7.1 ACTIONS

The successful implementation of the Downtown Plan requires the City to foster partnerships with economic, social and cultural stakeholders. Growing these partnerships and creating a common understanding between all stakeholders will be key in overcoming any barriers to achieving the Downtown Plan’s vision.

7.1.1 OBJECTIVES

- To foster partnerships with all downtown stakeholders to work together towards a common vision for the Downtown Plan Area
- To build trust with the community through meaningful consultation and implementation progress updates

7.1.2 Policies

- a. The implementation actions in Appendix A should guide priorities and efforts to achieve the vision in the Downtown Plan, including
 - Public Realm Actions—actions to improve publicly owned exterior spaces such as streets, sidewalks, parks, and open spaces
 - Economic Development Actions—actions to increase investment and new development, including residential units and commercial space on privately owned lands
 - Transportation and Servicing Actions—actions to improve the transportation network and increase water, domestic sewer, and storm water servicing capacity to accommodate development in the Downtown Plan area
 - Regulation Actions—actions to update regulatory documents (e.g. the Zoning By-law, the Development Plan) to align with the Downtown Plan’s vision
- b. A downtown task force should be initiated to review, coordinate and complete the implementation actions. The task force should foster partnerships and understanding between economic, social and cultural stakeholders, including
 - Downtown business representatives
 - The Brandon Downtown Development Corporation
 - The City of Brandon
 - The Brandon Neighbourhood Renewal Corporation
 - Social service providers
 - Cultural service providers
- c. The City shall include the phasing of transportation and servicing improvements for the Downtown Plan in the City’s capital budgets.
- d. The City shall review and update the implementation actions annually to ensure they are relevant.
- e. A public event (e.g. downtown forum) should be held at least every two years in with the downtown businesses, residents, and stakeholders to review progress and evaluate actions and priorities.

7.2 PRIORITY AREAS

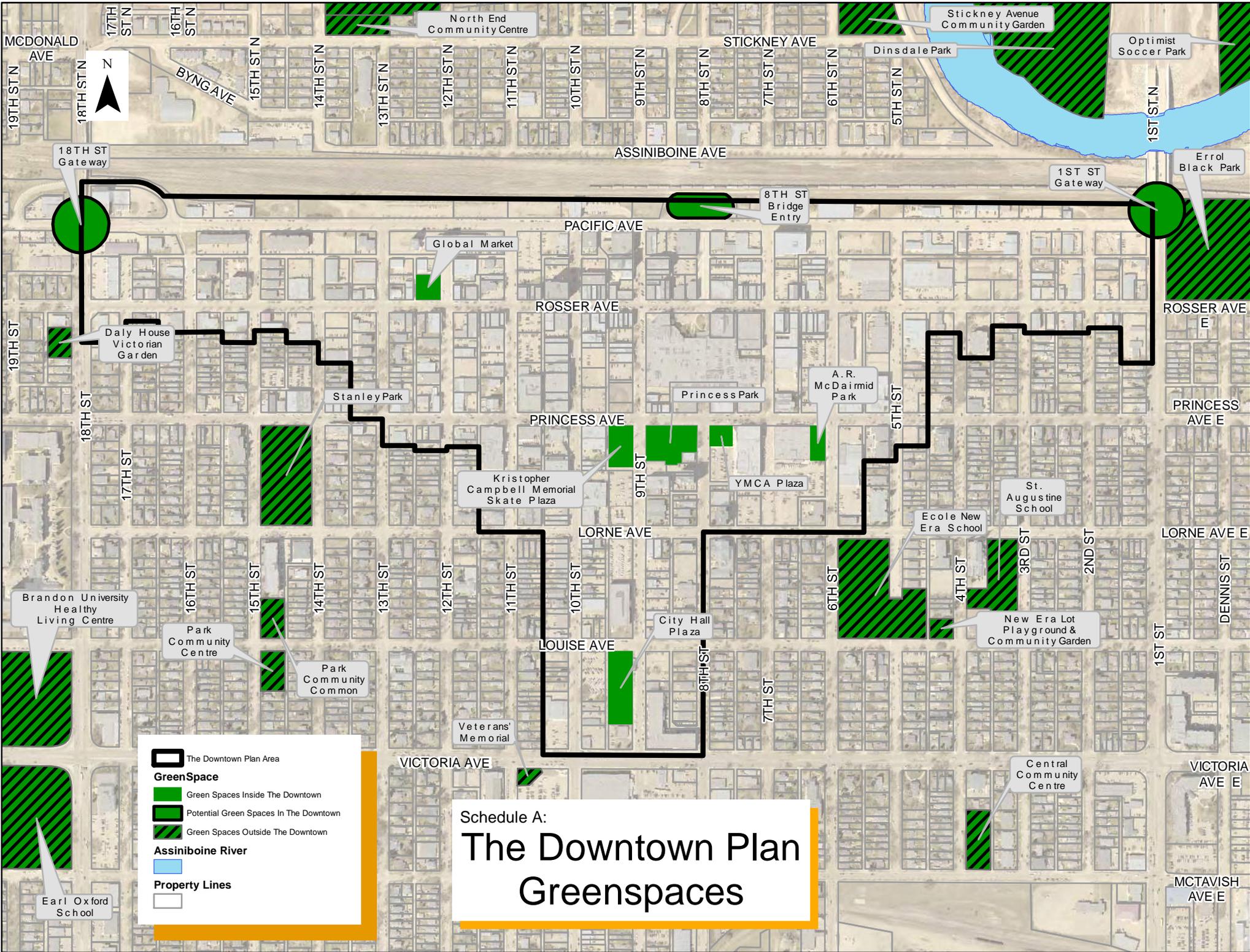
The Downtown Plan Area is a large geographic area. To spur development and create positive momentum, public and private investment must focus on specific areas. The priority areas on Reference Map #5 should be the focus of public investment, grant programs and incentives to further the Downtown Plan's vision.

7.2.1 OBJECTIVES

- To maximize visible returns and build positive development momentum by focusing public expenditures, grant programs and incentives on specific areas and sites

7.2.2 Policies

- a. Consider the priority areas in Reference Map #5 as a guide when reviewing public expenditures and incentive programs to implement the Downtown Plan.
- b. Priority areas are ranked from 1 (highest) to 4 (lowest) as follows:
 1. Includes lands located in the CB Character Area and adjacent portion of Pacific Avenue with the intent of encouraging the adaptive reuse of and investment in existing buildings. Specific areas of focus include entertainment and shopping uses along the heritage streetscapes, and the use of vacant upper storeys for residential development.
 2. Includes the Pacific Avenue corridor with the intent of encouraging the development of underutilized or vacant sites to the north for commercial uses and to the south for commercial or residential uses. Improving the public realm along Pacific Avenue is key to encouraging new investment and development. Direct vehicle access at both 18th Street and 1st Street is key to investment on Pacific Avenue as the second priority area.
 3. Includes Rosser and Princess Avenues, as well as 9th and 10th Streets commercial corridors leading to the CB Character Area for the redevelopment of sites for mixed-use development.
 4. Includes all other areas within the Downtown Plan Area.



The Downtown Plan Area

GreenSpace

- Green Spaces Inside The Downtown
- Potential Green Spaces In The Downtown
- Green Spaces Outside The Downtown

Assiniboine River

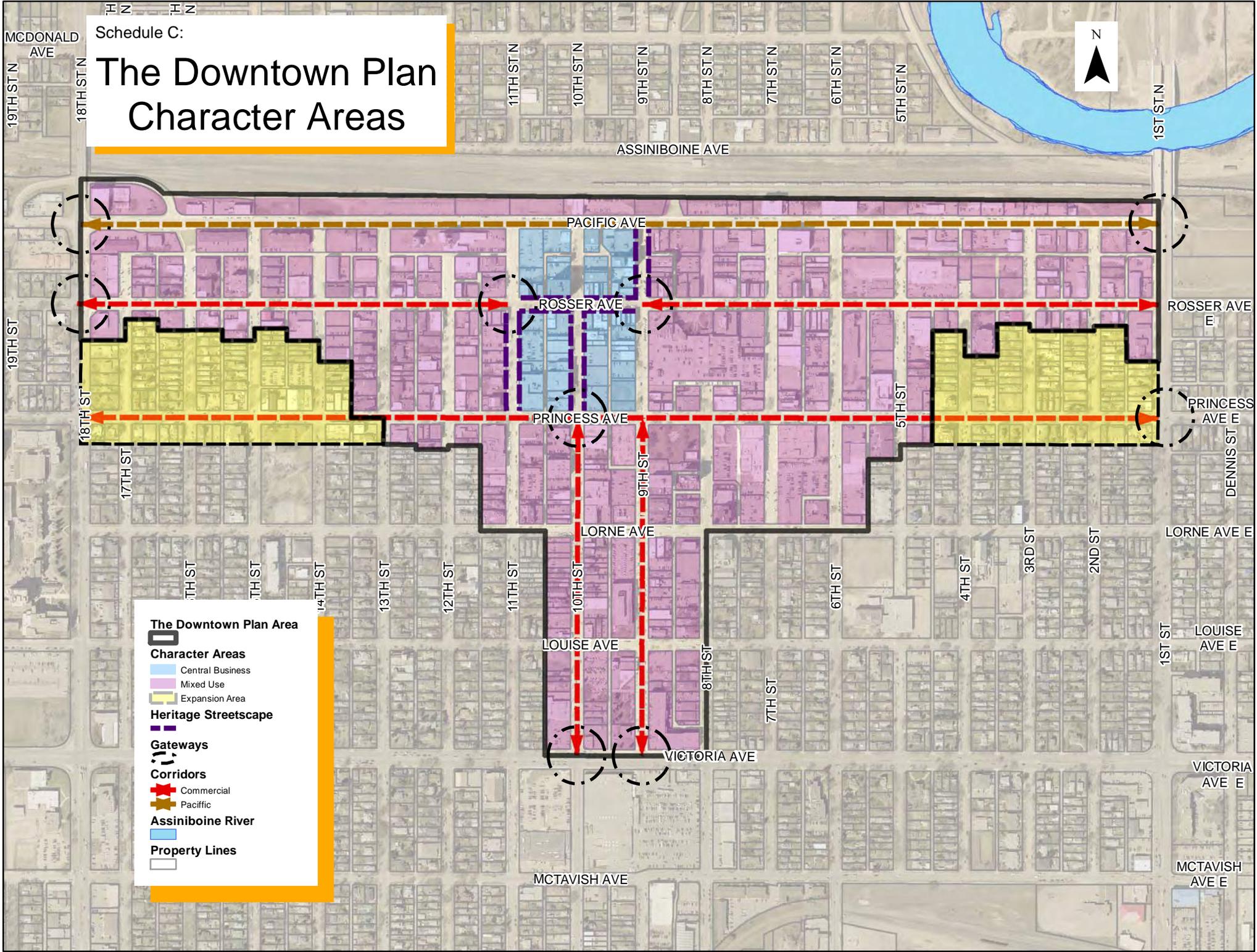
Property Lines

Schedule A:
**The Downtown Plan
 Greenspaces**

Labels on the map include: McDonald Ave, 19th St N, 18th St N, 17th St N, 16th St N, 15th St N, 14th St N, 13th St N, 12th St N, 11th St N, 10th St N, 9th St N, 8th St N, 7th St N, 6th St N, 5th St N, 1st St N, Stickney Ave, North End Community Centre, Stickney Avenue Community Garden, Optimist Soccer Park, Errol Black Park, 1st St Gateway, 8th St Bridge Entry, Assiniboine Ave, Pacific Ave, Rosser Ave, Princess Ave, Lorne Ave, Louise Ave, Victoria Ave, Mcdonald Ave, 18th St Gateway, 19th St, 18th St, 17th St, 16th St, 15th St, 14th St, 13th St, 12th St, 11th St, 10th St, 9th St, 8th St, 7th St, 6th St, 5th St, 4th St, 3rd St, 2nd St, 1st St, Stanley Park, Princess Park, A.R. McDairmid Park, Kristopher Campbell Memorial Skate Plaza, YMCA Plaza, St. Augustine School, Ecole New Era School, Brandon University Healthy Living Centre, Park Community Centre, Park Community Common, Veterans' Memorial, City Hall Plaza, New Era Lot Playground & Community Garden, Central Community Centre, Earl Oxford School, Daly House Victorian Garden, Global Market, and Dinsdale Park.

Schedule C:

The Downtown Plan Character Areas



The Downtown Plan Area

- Character Areas**
 - Central Business
 - Mixed Use
 - Expansion Area
- Heritage Streetscape**
- Gateways**
- Corridors**
 - Commercial
 - Pacific
- Assiniboine River**
- Property Lines**

19TH ST N
18TH ST N
17TH ST
16TH ST
15TH ST
14TH ST
13TH ST
12TH ST
11TH ST
10TH ST
9TH ST
8TH ST
7TH ST
6TH ST
5TH ST
4TH ST
3RD ST
2ND ST
1ST ST

11TH ST N
10TH ST N
9TH ST N
8TH ST N
7TH ST N
6TH ST N
5TH ST N

ASSINIBOINE AVE

PACIFIC AVE

ROSSER AVE

PRINCESS AVE

LORNE AVE

LOUISE AVE

VICTORIA AVE

MCTAVISH AVE

1ST ST N

ROSSER AVE E

PRINCESS AVE E

DENNIS ST

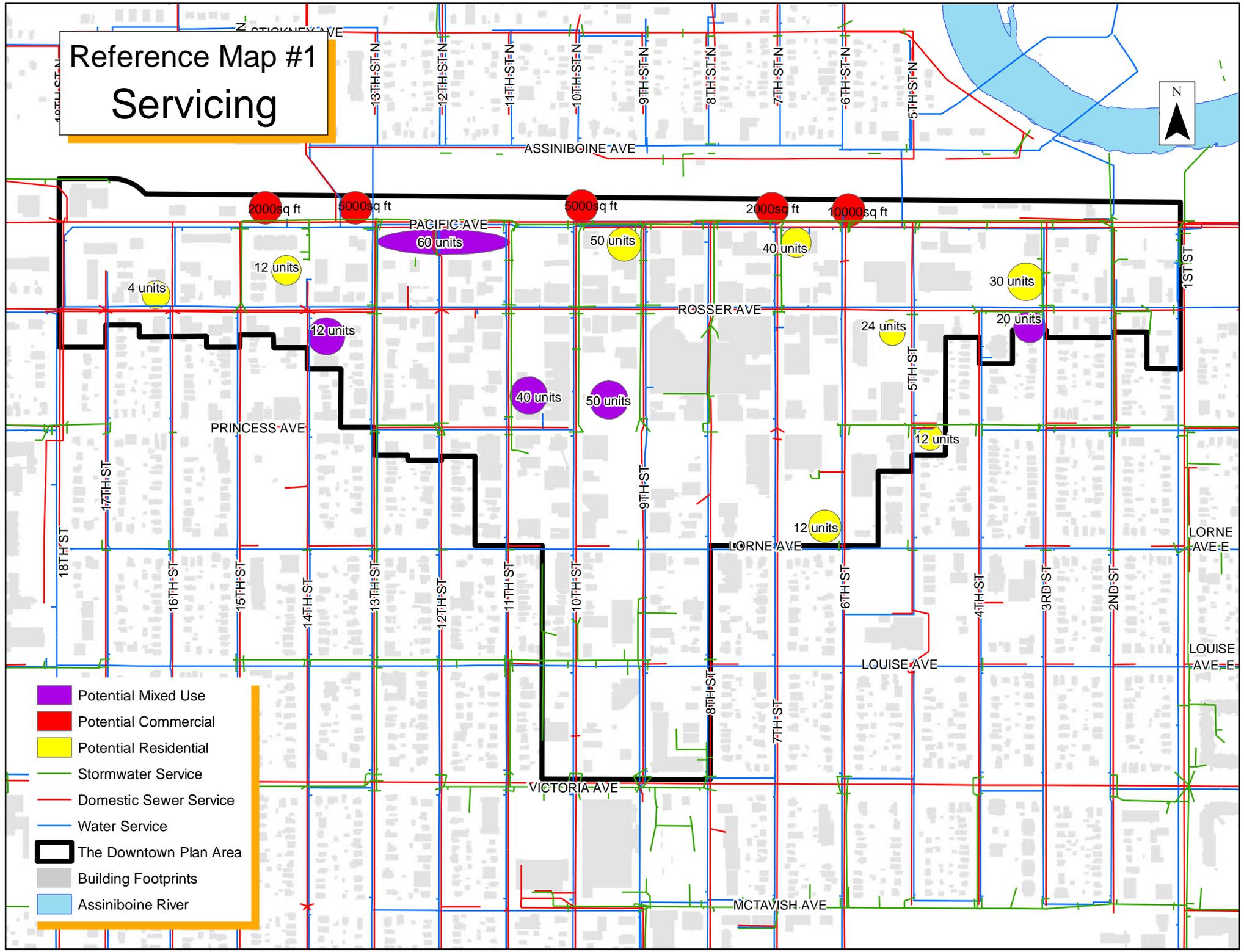
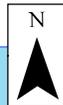
LORNE AVE E

LOUISE AVE E

VICTORIA AVE E

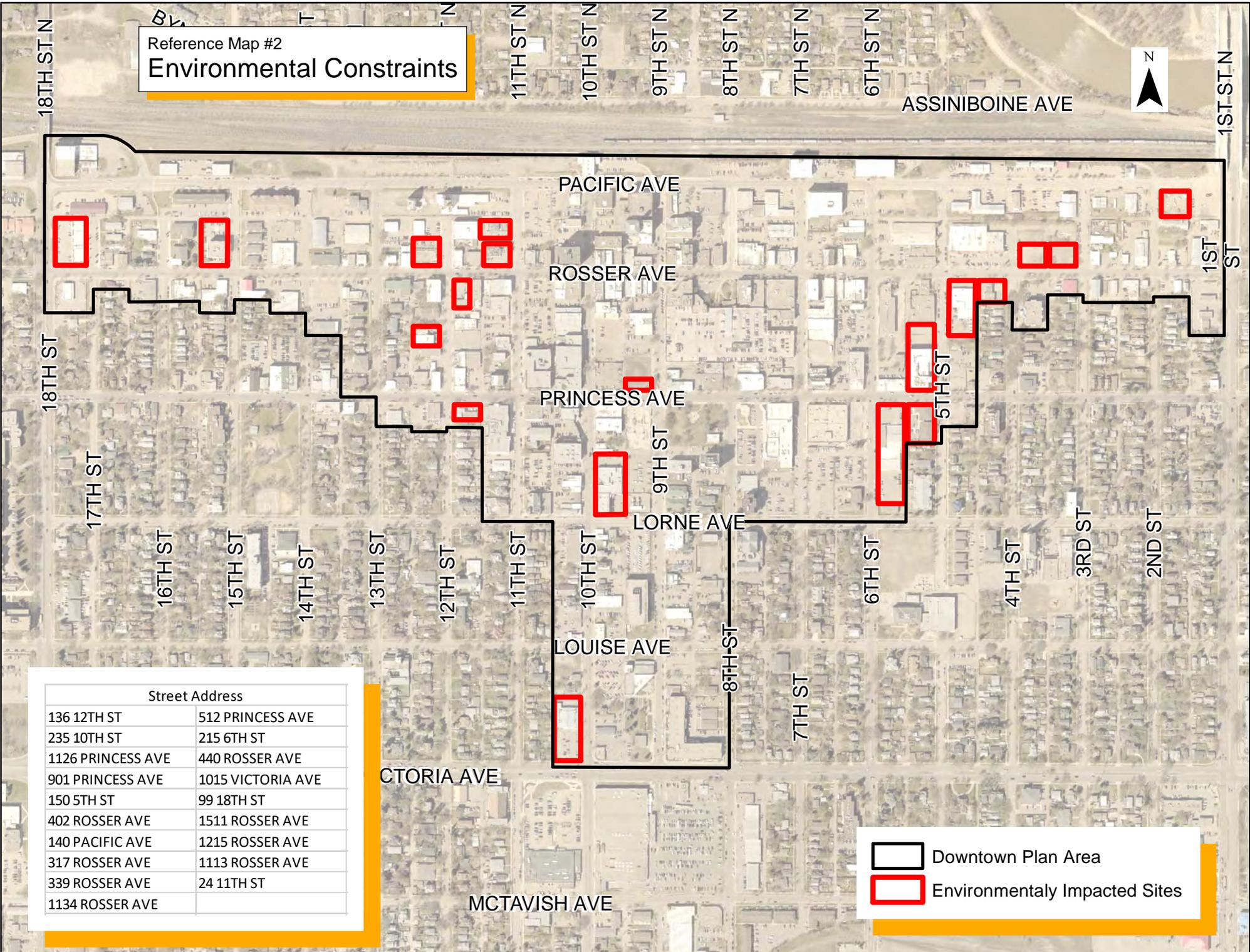
MCTAVISH AVE E

Reference Map #1 Servicing



- Potential Mixed Use
- Potential Commercial
- Potential Residential
- Stormwater Service
- Domestic Sewer Service
- Water Service
- The Downtown Plan Area
- Building Footprints
- Assiniboine River

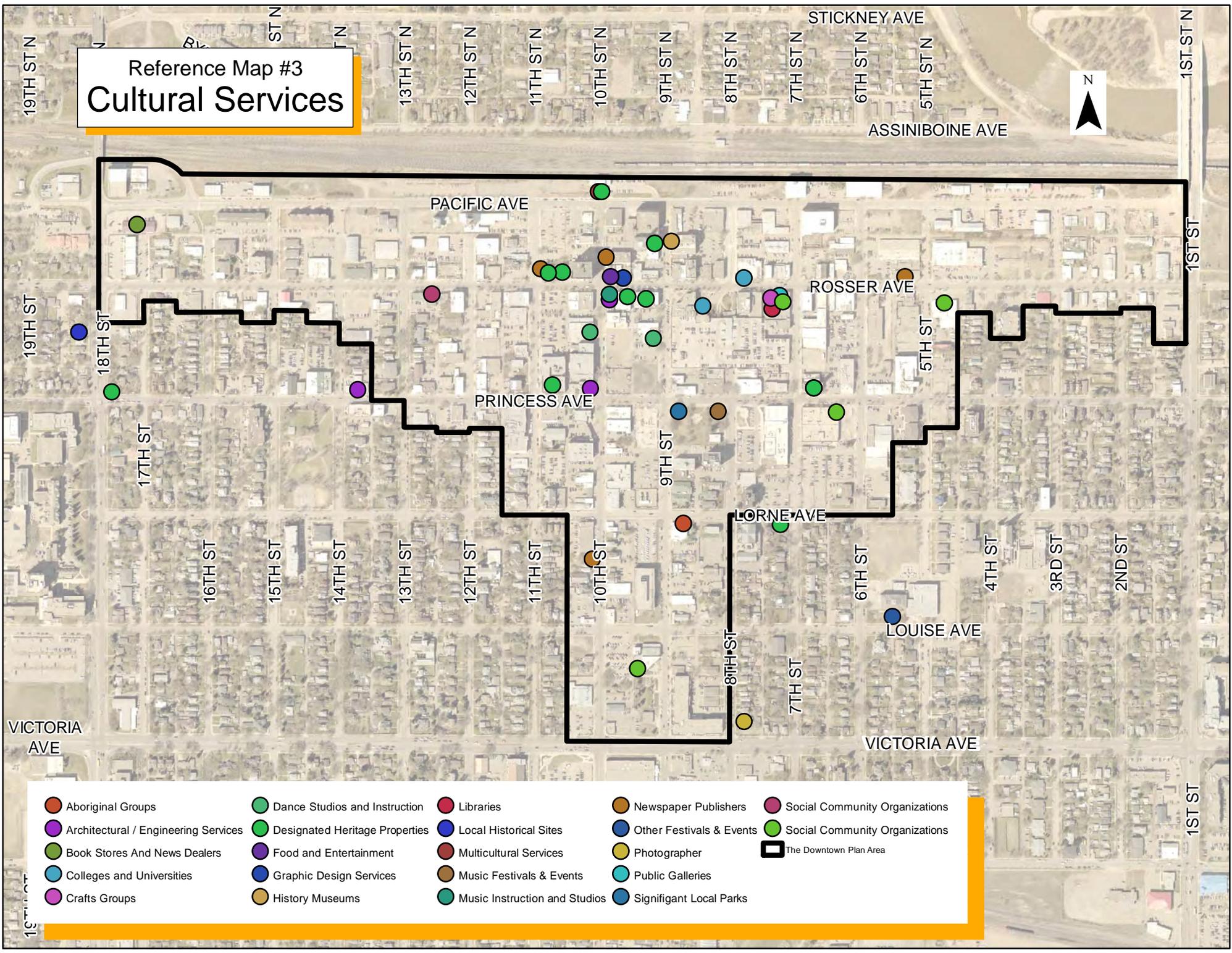
Reference Map #2
Environmental Constraints



Street Address	
136 12TH ST	512 PRINCESS AVE
235 10TH ST	215 6TH ST
1126 PRINCESS AVE	440 ROSSER AVE
901 PRINCESS AVE	1015 VICTORIA AVE
150 5TH ST	99 18TH ST
402 ROSSER AVE	1511 ROSSER AVE
140 PACIFIC AVE	1215 ROSSER AVE
317 ROSSER AVE	1113 ROSSER AVE
339 ROSSER AVE	24 11TH ST
1134 ROSSER AVE	

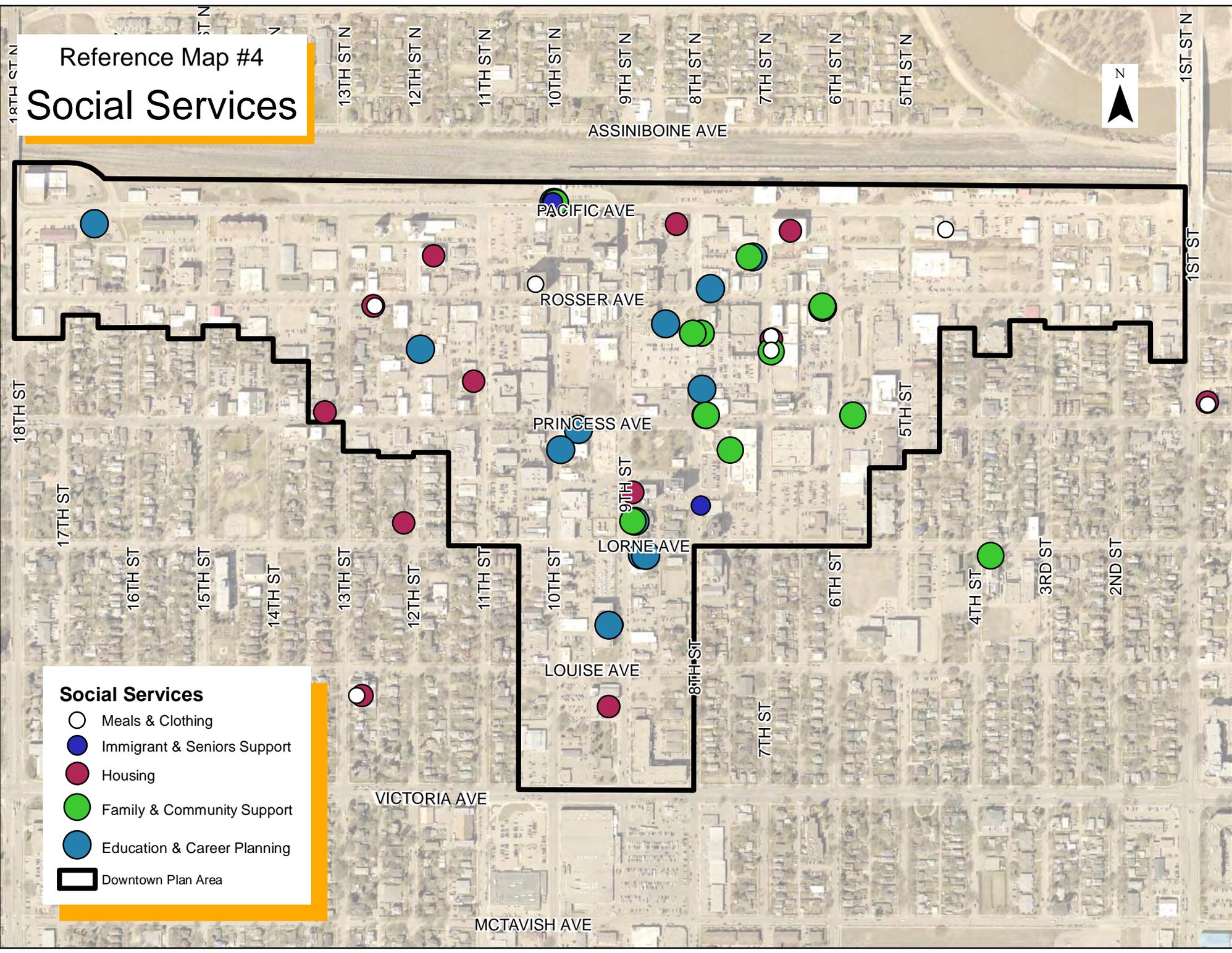
 Downtown Plan Area
 Environmentally Impacted Sites

Reference Map #3 Cultural Services



- | | | | | |
|--------------------------------------|--------------------------------|-------------------------------|--------------------------|--------------------------------|
| Aboriginal Groups | Dance Studios and Instruction | Libraries | Newspaper Publishers | Social Community Organizations |
| Architectural / Engineering Services | Designated Heritage Properties | Local Historical Sites | Other Festivals & Events | Social Community Organizations |
| Book Stores And News Dealers | Food and Entertainment | Multicultural Services | Photographer | The Downtown Plan Area |
| Colleges and Universities | Graphic Design Services | Music Festivals & Events | Public Galleries | |
| Crafts Groups | History Museums | Music Instruction and Studios | Signifant Local Parks | |

Reference Map #4 Social Services



Social Services

- Meals & Clothing
- Immigrant & Seniors Support
- Housing
- Family & Community Support
- Education & Career Planning
- ▭ Downtown Plan Area

Reference Map #5 Priority Areas



- Priority Areas**
- 1st Priority Area
 - 2nd Priority Area
 - 3rd Priority Area
 - 4th Priority Area

