

The Downtown Brandon Secondary Plan

APPENDIX A OF BY-LAW
NO. 7010

Prepared by:
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. Changes to the reference maps will require approval by City Council through resolution

1.2 DOWNTOWN PLAN AREA

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

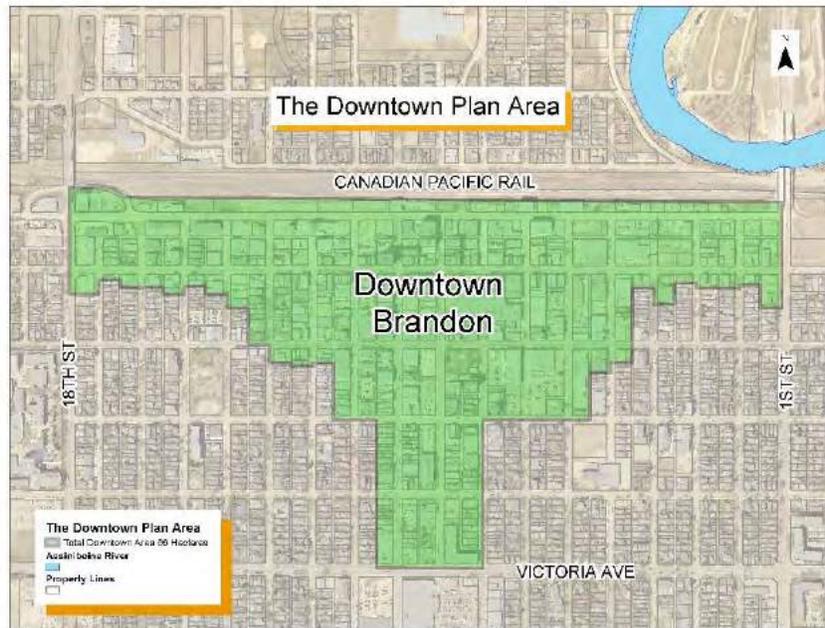


Figure 1: The Downtown Plan Area

The Downtown Plan is divided into three 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 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.

Transitional Character Area

The Transitional Character Area includes lands on the eastern (1st Street) and western (18th Street) edges of the downtown. The transitional area includes many pre-existing industrial and automotive service uses, as the area was originally developed for light industrial uses. The

Transitional Character Area allows for a greater variety of land uses, including automotive uses, while maintaining an enhanced standard of building and site design.

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 within the City of Brandon that require the development of 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 of Brandon the authority to establish secondary plans to deal with objectives and issues within its scope of authority 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.

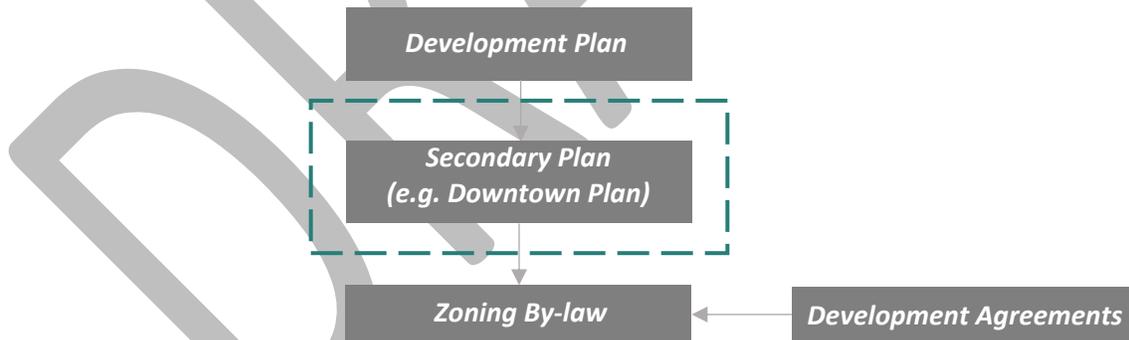


Figure 2: Policy Framework

City of Brandon Zoning By-law No. 7124

The Zoning By-law implements the Development Plan by providing regulatory standards and classifying property in appropriate zoning districts according to land use type and intensity. The Development Plan and secondary plans are used as 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 stormwater) 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 Railway. 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 and derelict properties. 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 roadway 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. A Brandon Transit terminal is located in the former 8th Street right-of-way between Rosser and Pacific Avenues, with multiple bus routes providing service to the downtown.

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 within 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 properties are located within or adjacent to the CB Character Area, with lower assessed properties located in the eastern portion of the Downtown Plan area closer to 1st Street. The majority of dwelling units are located within the western portion of the Downtown Plan area closer to 18th Street and Brandon University.

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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, provided that 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 Department 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, 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.

Figure 3: Vibrant Streetscapes



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), appointed by City Council, to;

- ensure an application complies with the Urban Design Policies
- explore options and solutions to assist applicants to achieve compliance

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 as well as for civic pride and 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 a good 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 turn of the century architecture in the area, downtown is meant to remind citizens where we have come from 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”.

3.2 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 4: 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 5: 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 the Downtown Plan area to be walkable, there must be a reason for people to make the walk—the streetscape must be visually appealing.



Figure 6: 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 7: 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 8: Downtown

Building Blocks

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



Figure 9: Heritage building integration

4.0 GENERAL POLICIES

4.1 GREENSPACE

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

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 property.



Figure 10: A.R. McDiarmid Park



Figure 11: 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

- a. 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 washroom and interpretive signage at Princess Park
 - Increased tree varieties at City Hall Plaza
 - Signage at the Kristopher Campbell Memorial Skate Plaza
- b. Year round programming opportunities for recreational and cultural activities should be explored for Princess Park.
- c. Connector “gateway” greenspaces should be established at



Figure 12: Princess Park

- 1st Street and Pacific Avenue
 - 18th Street and Pacific Avenue
 - The 8th Street active transportation bridge
- d. A cultural greenspace may be established north of Pacific Avenue on lands between 13th and 14th Streets impacted by the domestic sewer force main construction.
- e. Support programs and initiatives that “green” the Downtown Plan area, such as the incredible edibles 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 13: Park activity

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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
- 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

- The Transportation Plan (Schedule B) identifies elements within the street rights-of-way and will assist the City in its capital budgets while directing current and future residents, business owners, and developers in planning for their future.
- The design of the Downtown Plan area shall prioritize the movement of alternative modes of transport including pedestrians, cyclists, and multimodal devices over vehicles. Traffic flow should direct traffic patterns to and through the CB Character Area.



Figure 14: Crosswalk on 9th Street

4.2.3 Pedestrian Movement Policies

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



Figure 15: Pedestrian activity

- c. Encourage downtown commercial street types 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

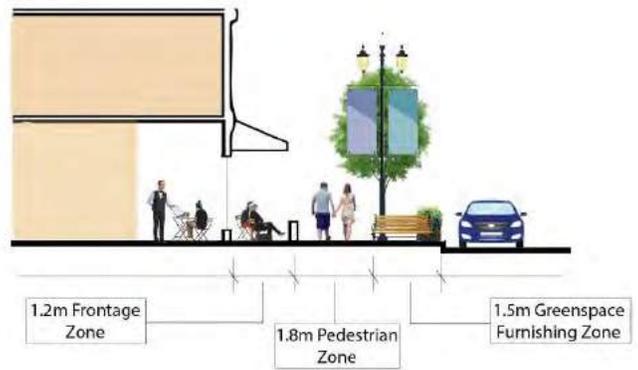


Figure 16: Street types

- 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).

4.2.4 Bicycle Movement Policies

- a. Greenspace and recreation areas in the Downtown Plan area should be linked with each other and to parks in adjacent neighborhoods through active transportation connections.
- b. Bicycle parking should be provided throughout the downtown with a focus on
 - commercial and multi-units 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.

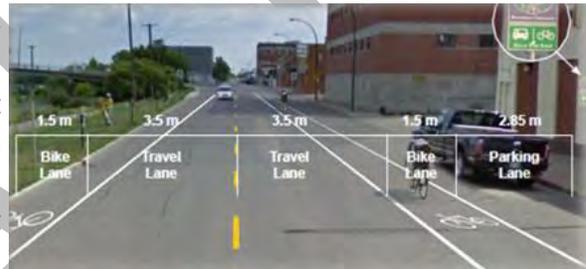


Figure 17: Pacific Avenue with Bike lane



Figure 18: Proposed 8th Street Bridge

- Lorne Avenue—Traffic calming measures to prioritize cyclists (e.g. bicycle boulevard)
- 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 from the Downtown Plan area to Stickney Avenue should be supported as a key connection between the North Hill, Riverbank, and Downtown Plan areas.



Figure 19: Bicycle Boulevard

4.2.5 Vehicle Movement Policies

- 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.
- Allow for convenient loading and waste removal access for all businesses.
- 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 (e.g. Pacific Avenue), bulb-outs and, half closures.
- Encourage shared parking for adjacent uses with different peak time parking demands.
- Implement the downtown parking assessment (Appendix E) by evaluating
 - additional angled parking along 7th, 10th, and 11th Streets
 - time limits and fees 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



Figure 20: Princess Street



Figure 21: One-way Street with angled parking on both sides

4.2.6 Transit Policies

- Transit stops with higher ridership should provide benches and waste disposal and recycling facilities.



Figure 22: Vehicle movement

- 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 transit terminal to make it a “place for people” through public art, landscaping, lighting, and programming.



Figure 23: Transit Station

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4.3 SERVICING

To achieve the Downtown Plan’s vision, water, domestic sewer and stormwater 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 stormwater services are replaced and upgraded, consider the potential for additional intensity and density of uses as shown on Reference Map #1.
- b. In the medium term (3-10 years), 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 main on 13th Street between Louise and Pacific Avenues
 - a main on 3rd Street between Park and Pacific Avenues
- e. 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 stormwater system. All combined wastewater services within existing buildings or developments may be separated at the time of redevelopment. Construct the missing stormwater connections concurrently with street reconstruction.
- g. Downtown sites are generally fully built out with impervious services. The City encourages any stormwater retention (public or private lands) through low impact design (e.g. bioretention, rainwater harvesting, green roofs, box planters).
- h. The development of sites north of Pacific Avenue shall not increase drainage discharge rates into the adjacent CP railway 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 expand the Downtown Plan area as the destination for employers

4.4.2 Partnership Policies

- Undertake initiatives and partnerships to establish the Downtown Plan area as a tourist destination.
- Encourage and facilitate partnerships among business groups, non-profit organizations, the Brandon Downtown Development Corporation, and other economic development organizations to implement the downtown vision.
- Explore the potential to establish a downtown business organization with a focus on marketing the Downtown Plan area as a destination, improving the streetscape and filing vacant retail space in the Downtown Plan area.
- Explore opportunities to partner with Downtown Plan area businesses and organizations to market the CB Character Area as a shopping destination.
- Encourage, partner, and support post-secondary institutions to locate in the Downtown Plan area, with a focus on the CB Character Area.
- 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 (e.g. Cruise Nights, Food Truck Warz, Music in the Parks, street vendors, buskers)



Figure 24: Fire Hall before renovations



Figure 25: Prairie Firehouse

4.4.3 Incentive Policies

- a. 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
 - Redeveloping vacant upper storeys in existing buildings
 - Market housing
 - Urban design and architectural assistance
- c. Establish business plans for priority development areas as shown on Reference Map #5 to identify and bridge barriers to investment.
- d. 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 26: 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 9th and 11th Streets).
- 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 27: 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 place. 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 a range of housing types, price ranges, and tenures in all areas of the downtown.
- Focus grant programs and incentives on creating a housing mix of market and affordable units in the Downtown Plan area.
- 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 student housing to locate in the Downtown Plan area.



Figure 28: Multifamily housing example



Figure 29: Mixed use example



Figure 30: Housing example

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, including heritage buildings. Preserving and celebrating our heritage resources and growing cultural services 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

- a. 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
- b. Promote and increase investment in heritage restoration in the Downtown Plan area, with a focus on the heritage streetscapes, by encouraging the designation of Municipal Heritage Sites so owners may access funding opportunities through the Heritage Incentive By-law.

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 be to the benefit of 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

4.7.2 Policies

- Support social service providers in the provision of services (e.g. emergency and transitional housing, food banks, health access centres) that meet the needs of vulnerable populations in the Downtown Plan area.
- 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)
 - ending homelessness
 - supporting housing options
 - encouraging the development of a vibrant downtown
 - supporting social enterprise development
- Support and encourage policing and downtown watch programs to improve personal safety and security in the Downtown Plan area.



Figure 31: Kristopher Campbell Memorial Skate Plaza



Figure 32: Incredible Edibles garden



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 than the rest of the city
- To create an urban environment that draws people in, makes them feel safe and encourages human interaction and vibrancy
- 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.
- Encourage opportunities to incorporate public art into building design as an architectural element or feature.
- Encourage public art that serves multiple purposes, such as bicycle parking, refuse bins, utility cabinets, mailboxes, and crosswalk markings.
- Public art shall not include commercial advertising.
- Public art should be high quality, durable, graffiti resistant, and weather resistant.



Figure 34: Back alley art



Figure 35: Public Art

5.2.2 Street Furniture Policies

- Encourage street furniture, including functional and decorative elements, such as benches, refuse bins, bike racks, pedestrian lighting, banners, and wayfinding signage.
- The placement of street furniture should allow for building and street maintenance and not obstruct pedestrian or vehicular movement.
- Establish a downtown street furniture program to coordinate maintenance and improvements.
- Locate benches close to trees for thermal comfort, and close to lighting for user safety.
- Bike racks should be located at well lit, highly visible key destinations, such as major transit stops, commercial nodes, and park entrances.
- Encourage streetscape pageantry (e.g. banners, flags) that promote festivals or public events.
- 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: Creative street furniture

5.2.3 Lighting Policies

- Locate lighting to illuminate areas used by pedestrians at night, including surface parking lots, building entrances, lanes, and sidewalks.
- Accentuate building entrances through exterior lighting to provide a safe pedestrian environment and to assist with wayfinding.
- Encourage building lighting and sign lighting to directly light the intended area of illumination and limit off-site glare impacts on adjacent properties or buildings.
- New street lighting should be consistent with the existing lighting styles on the same street or block.



Figure 38: Lighting

5.2.4 Landscaping and Fencing Policies

- Encourage raised planter beds along buildings facing a street.
- In accordance with the City of Brandon Urban & Landscape Design Standards Manual, all parking areas should include edge landscaping and landscaped islands.
- Boulevard trees should be located along all streets in accordance with the City of Brandon Urban & Landscape Design Standards.



Figure 39: Landscaping

- 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.



Figure 40: Landscaping

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.
- 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).
- 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.
- h. Where a proposed building is taller than adjacent buildings, a transition in building height should be considered to ensure the podium of the building is consistent with the established buildings.

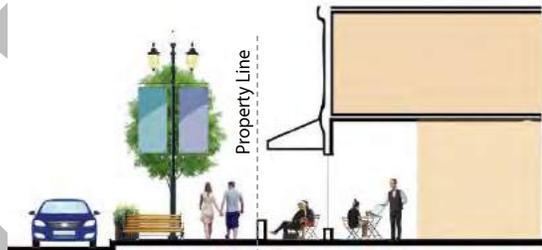


Figure 41: Patio facing the street



Figure 42: Corner building



Figure 43: Street wall

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, the following:
 - Setting the wall back slightly to provide space for evergreen plants to provide year round screening
 - Incorporating murals, mosaic, relief sculpture, and other type of public art
 - Installing faux windows or tinted windows
 - Using quality materials with different textures and colours
 - 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.
- d. Architectural details from the front façade should be carried around the building where side façades are exposed to 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 be allowed to project into the public right-of-way, where
 - the projection does not obstruct pedestrian or vehicle movement
 - the owner of the building enters into an encroachment agreement with the City of Brandon



Figure 44: Blank wall options



Figure 45: Building articulation



Figure 46: Building projections

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”.
- c. Solid or residential type door styles are discouraged in storefront doors

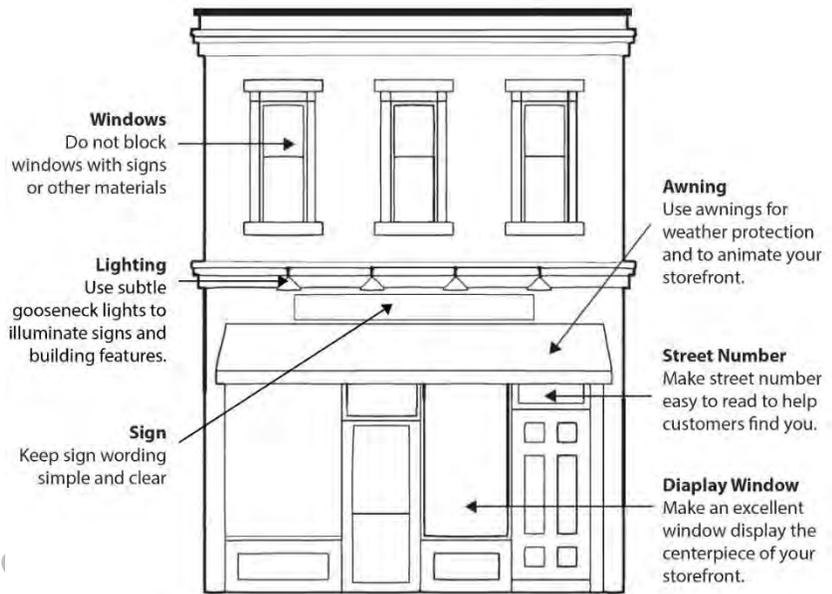


Figure 47: Building articulation options

5.3.4 Awning Policies

- a. The installation of awnings or canopies is encouraged to provide weather protection and to animate storefronts.
- b. Awnings on the same building should have a consistent pattern of size, shape and placement.
- c. Retractable awnings are recommended, as they can accommodate different seasons and weather patterns.

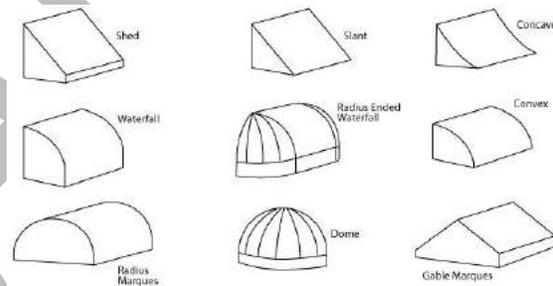


Figure 48: Awning

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. Neon signs and backlit box signs should not be allowed.

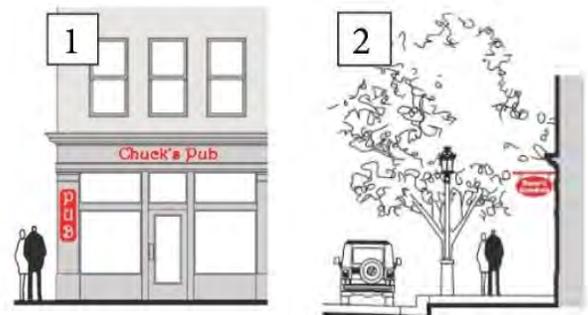


Figure 49: Signage examples

- 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.

5.3.6 Material Policies

- a. Incorporate visual interest and character into all buildings by varying construction materials and through building articulation.
- b. Variation in façade treatment, building materials, and colours shall be sought along the street edge to create an appealing and interesting streetscape.
- c. High quality, durable, and easily maintained materials such as brick, stone, and glass are recommended for buildings exteriors facing a street.

examples

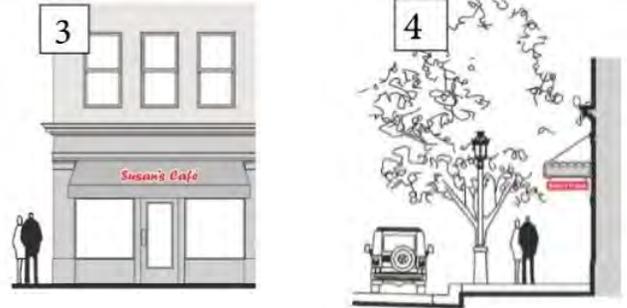


Figure 50: Signage



Figure 51: Material variation

6.0 CHARACTER AREAS

The Downtown Plan is divided into three 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 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, personal services, and offices.
- b. Commercial uses that generate pedestrian activity and street vibrancy (e.g. specialty retail, restaurants, personal services) are encouraged along the commercial streets (e.g. Rosser Avenue and 10th Street).
- c. Residential uses shall locate above the first storey, with a focus on occupying vacant upper storeys of existing buildings.
- d. Parking shall not be required for any development in this area.
- e. The development of new surface parking lots in this 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 through 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. Building height shall be a minimum of two functional storeys for new developments and major redevelopments.
- h. Storefront signs, including fascia signs, projecting signs, and awning signs are encouraged. Freestanding pylon signs are discouraged.
- i. Materials such as corrugated metal, vinyl, stucco, plywood, fiberglass, and plastic panel should not be used on a building façade facing a street.

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.
- 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.
- 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.



Figure 52: Integration with heritage streetscapes



Figure 53: Integration with heritage

- e. Development along heritage streetscapes should consider the Standards and Guidelines for the Conservation of Historic Places in Canada.
- f. Uses of heritage or architecturally significant buildings that require minimal interventions are encouraged.

Existing Building Facade



Possible Upgrades

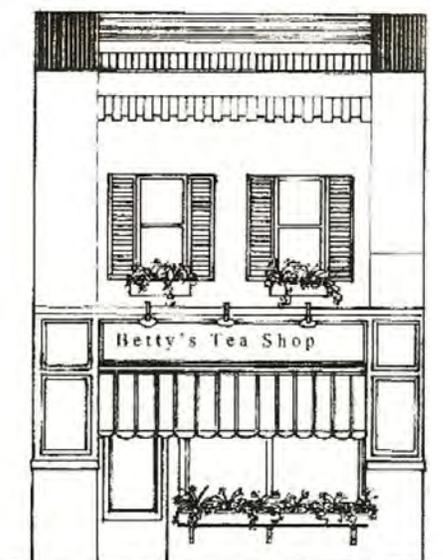


Figure 54: Building upgrade

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 mixed-use developments should locate along the commercial corridors.

- b. Standalone residential developments may be appropriate along a commercial corridor where the use is compatible with the context of the area and is the highest and best use to further the Downtown Plan’s vision.
- 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 to the north of Pacific Avenue.
- e. Warehouses and storage facilities use should be allowed for any basement area.
- f. Parking shall not be required for all non-residential uses.
- g. Parking shall be provided for all residential dwelling units in new buildings. However, this requirement may be relaxed to accommodate developments of affordable housing as defined by the City’s Affordable Housing Strategy.
- h. 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.
- i. Where permitted, accessory on-site parking should be located underground, beside or behind buildings.



Figure 55: Mixed use



Figure 56: Parking beside buildings



Figure 57: Two storey residential

6.2.3 Urban Design Policies

- a. Additional design emphasis is required for buildings located along the Rosser Avenue and Princess Avenue corridors through façade treatments, architectural elements and materials selections appropriate for these locations.
- b. Gateways into the Downtown Plan area shall be identified as visually and functionally unique through building placement or use, architectural details, and landscaping to provide a “sense of arrival”.
- c. All new standalone residential developments and redevelopments or additions shall have a minimum of two functional storeys.
- d. All non-residential developments are encouraged to have a minimum of two functional storeys.

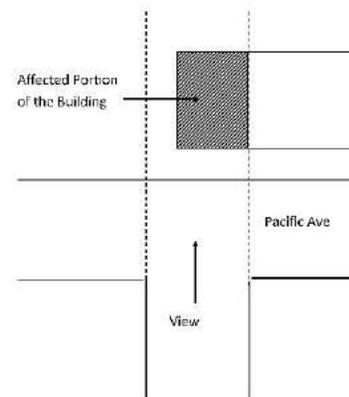


Figure 58: Preserve views

- e. Materials such as corrugated metal, vinyl, stucco, plywood, fiberglass, and plastic panel should not be used on a building façade facing commercial corridors.
- f. Redevelopments adjacent to the Downtown Transit Terminal are encouraged to include entrances and building frontages facing the terminal as well as the primary street.
- g. Views towards and beyond Pacific Avenue should be preserved by limiting the affected portion of a building north of Pacific Avenue.
- h. Residential developments shall not be adjacent to the CP railway. The railway setback for new commercial developments may be reduced to 3.0m from the common site line pending the construction of safety barriers (e.g. berms, crush berms, and crush walls) to provide equivalent protection.
- i. Prepare a streetscape or public realm plan for Pacific Avenue to identify streetscape improvements (e.g. active transportation connections, street trees, sidewalks) for completion in coordination with any servicing or transportation improvements.

6.3 TRANSITIONAL CHARACTER AREA

The Transitional Character Area includes lands on the eastern (1st Street) and western (18th Street) edges of the downtown. The Transitional Character Area was originally developed for light industrial uses, and includes both industrial and automotive service uses. The Transitional Character Area allows for a greater variety of land uses while maintaining an enhanced standard of building and site design.

6.3.1 OBJECTIVES

- To increase the number of residents to support business growth and promote the safety of residents and visitors (natural surveillance)
- To respect existing uses, while allowing the area to transition to residential and downtown commercial (e.g. retail, office, personal service) uses
- To ensure new development contributes to a high quality streetscape and pedestrian environment

6.3.2 Land Use Policies

- a. Allow a greater diversity of lower intensity commercial uses, including vehicle oriented uses (e.g. gas stations, vehicle repair shops).
- b. Parking shall not be required for all non-residential uses except automotive service uses (e.g. gas stations, vehicle repair shops, vehicle sales or rental).
- c. Parking shall be provided for all residential dwelling units. However, this requirement may be relaxed to accommodate affordable housing developments as defined by the City's Affordable Housing Strategy .
- d. Allow the development of new surface parking lots in this area as accessory or principal uses.
- e. Warehouses and storage facilities use should be allowed for any basement area.

6.3.3 Urban Design Policies

- a. All new standalone residential developments and redevelopments or additions shall have a minimum of two functional storeys.
- b. All non-residential developments are encouraged to have a minimum of two functional storeys.
- c. Gateway buildings and sites into the downtown shall be identified as visually and functionally unique through building placement or use, architectural details, and landscaping, to provide a “sense of arrival”.

DRAFT

6.4 DOWNTOWN EXPANSION AREA

The Downtown Expansion Area is 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 with the potential for intensified commercial development fronting Princess Avenue.

6.4.1 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

6.4.2 Policies

- a. Sites fronting Princess Avenue should be supported for mixed use zoning in the Downtown Plan area with the potential for commercial or residential development.
- 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 lot coverage.
- d. Sites rezoned to a higher-density residential zone shall comply with urban design standards and policies for standalone residential developments in the MU Character Area.
- e. Support reducing parking requirements to one space for each dwelling unit in the area.
- f. Commercial conversions of existing dwellings along Princess Avenue are encouraged.
- g. 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 partnership 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 in order to work together towards a common vision for the Downtown Plan area
- To build trust with the community through meaningful consultation and updates on implementation progress

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 stormwater servicing capacity to accommodate development in the Downtown Plan area
 - Regulation Actions—actions to update regulatory documents (e.g. Zoning By-law, Development Plan) to align with the vision in the Downtown Plan
- 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 Neighborhood 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 30-year capital budget.
- d. Review and update the implementation actions yearly to ensure they are relevant.
- e. A public event (e.g. downtown forum) should be held at least every two years to check in with the downtown businesses, residents and stakeholders to review progress and evaluate actions and priorities.

7.2 PRIORITY AREAS

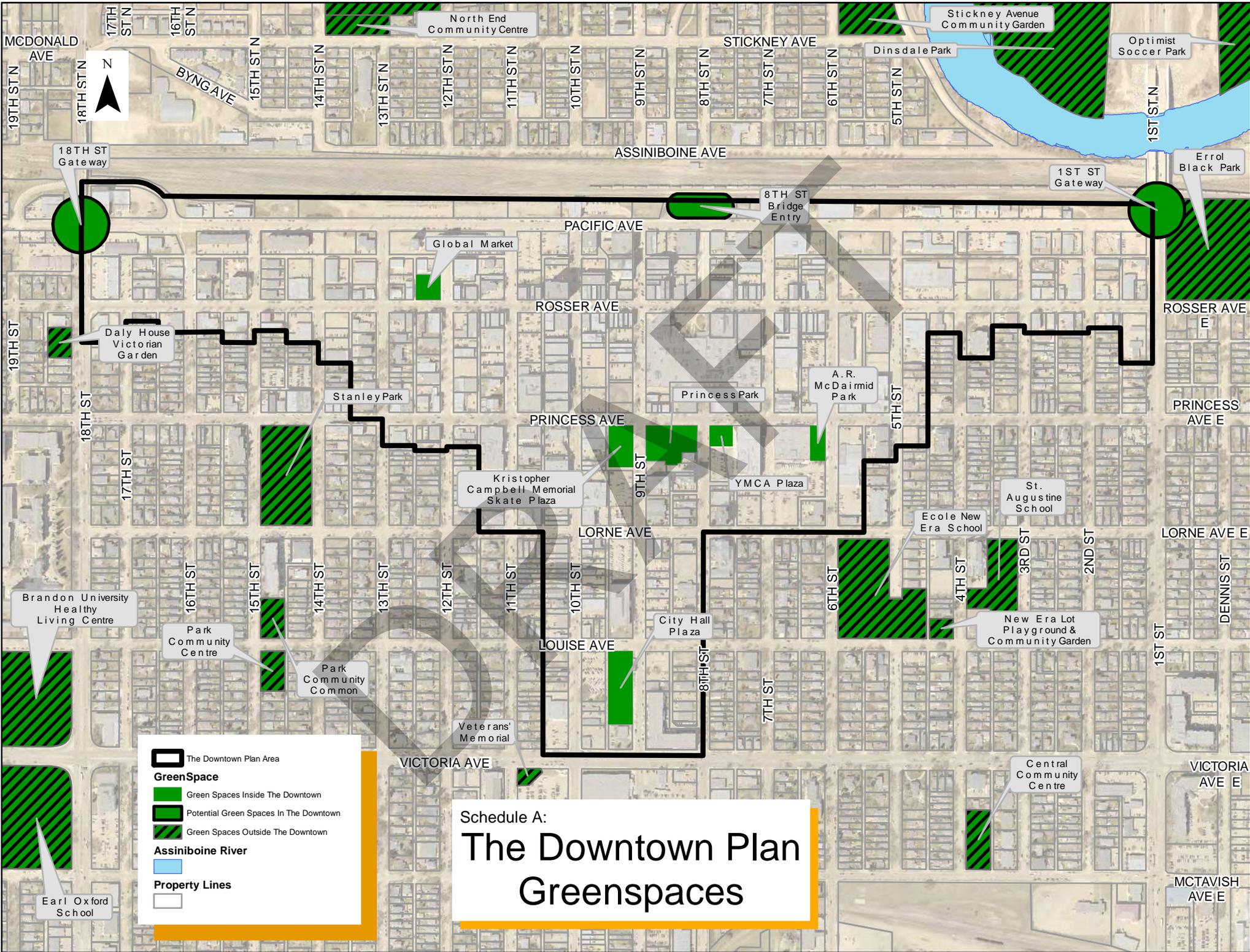
The Downtown Plan area is a large geographic area. To spur development and create positive momentum, public and private investment must focus on specific areas and sites. The priority areas on Reference Map #5 should be the focus of public investment, grant programs and incentives to further the downtown 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 area in Reference Map #5 when reviewing public expenditures and incentive programs to implement the Downtown Plan.
- b. Priority areas are ranked from 1 (highest) to 5 (lowest) as follows:
 1. Includes lands located in the CB Character Area 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.
 3. Includes the Rosser and Princess Avenues, as well as 9th and 10th Streets commercial corridors 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

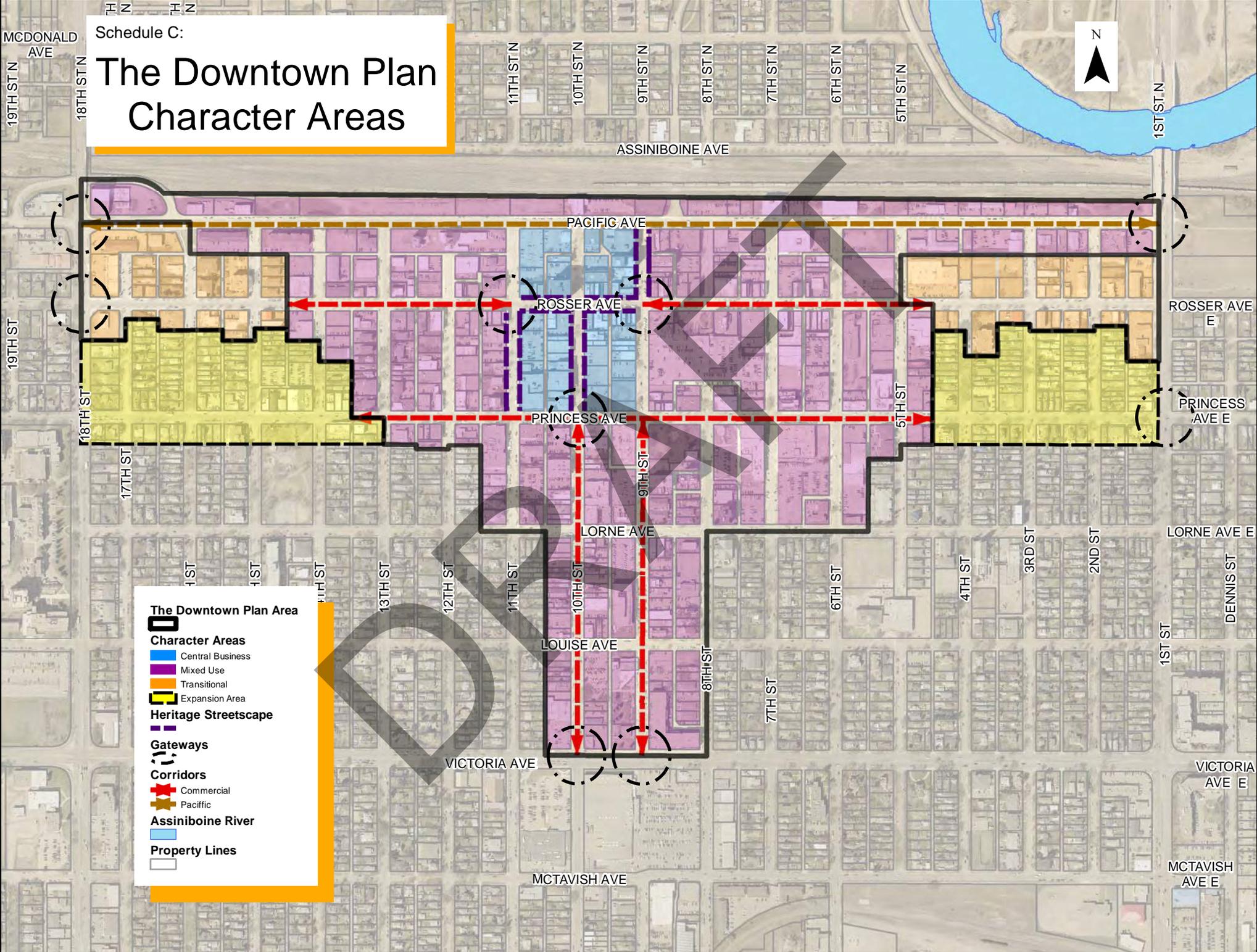
- Green Spaces Inside The Downtown
- Potential Green Spaces In The Downtown
- Green Spaces Outside The Downtown

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, Mctavish Ave E, 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. McDaimid Park, Kristopher Campbell Memorial Skate Plaza, YMCA Plaza, St. Augustine School, Ecole New Era School, New Era Lot Playground & Community Garden, City Hall Plaza, Veterans' Memorial, Park Community Centre, Park Community Common, Daly House Victorian Garden, Brandon University Healthy Living Centre, Earl Oxford School, Global Market, 18th St Gateway, 8th St Bridge Entry, 1st St Gateway, Errol Black Park, Princess Ave E, Lorne Ave E, Dennis St, Victoria Ave E, Mctavish Ave E.



Schedule C:

The Downtown Plan Character Areas

The Downtown Plan Area

Character Areas

- Central Business
- Mixed Use
- Transitional
- Expansion Area

Heritage Streetscape

Gateways

Corridors

- Commercial
- Pacific

Assiniboine River

Property Lines

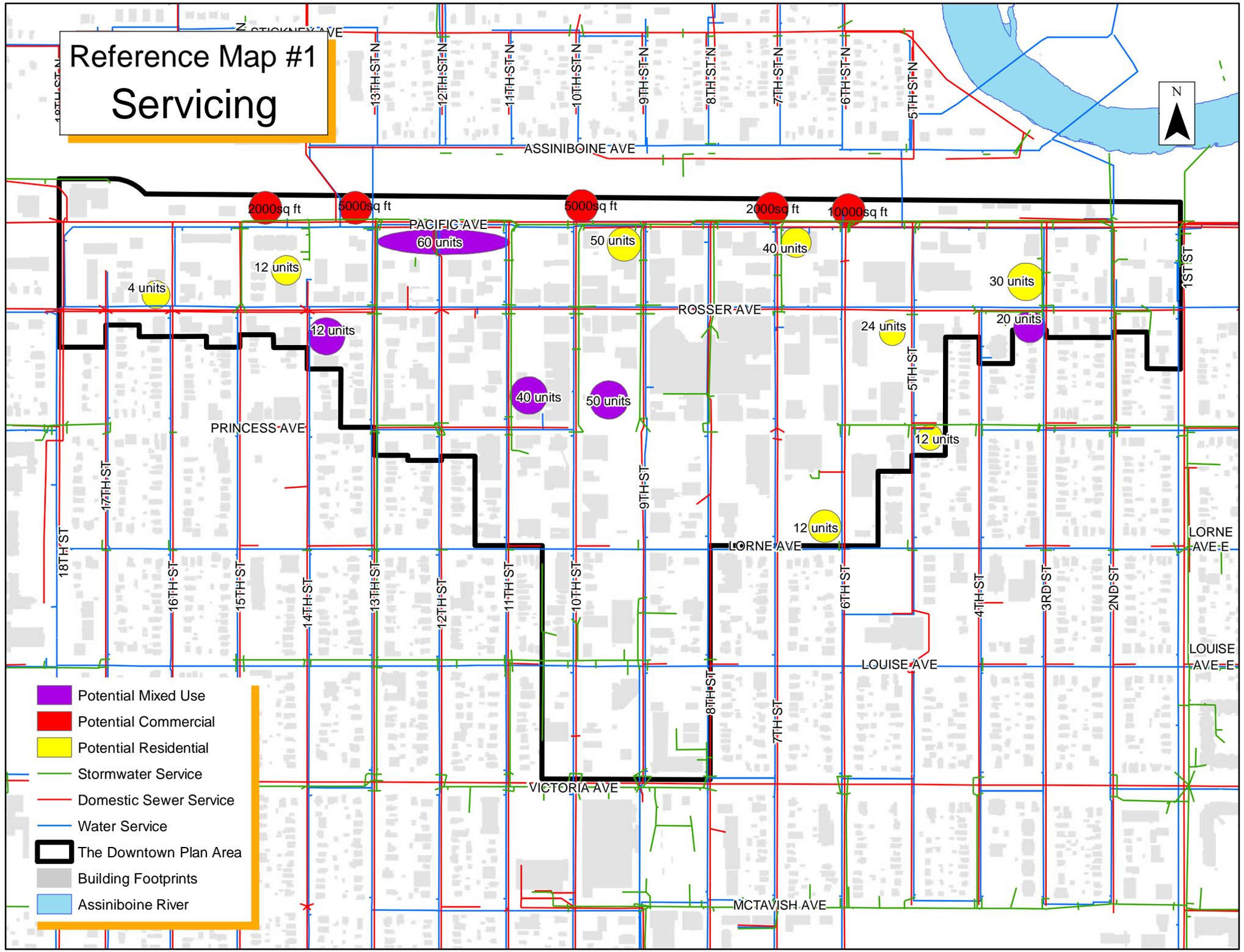
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5TH ST N
1ST ST N

ASSINIBOINE AVE
PACIFIC AVE
ROSSER AVE
PRINCESS AVE
LORNE AVE
LOUISE AVE
VICTORIA AVE
MCTAVISH AVE

ROSSER AVE E
PRINCESS AVE E
LORNE AVE E
DENNIS ST
1ST ST
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

2000sq ft 5000sq ft 5000sq ft 2000sq ft 10000sq ft

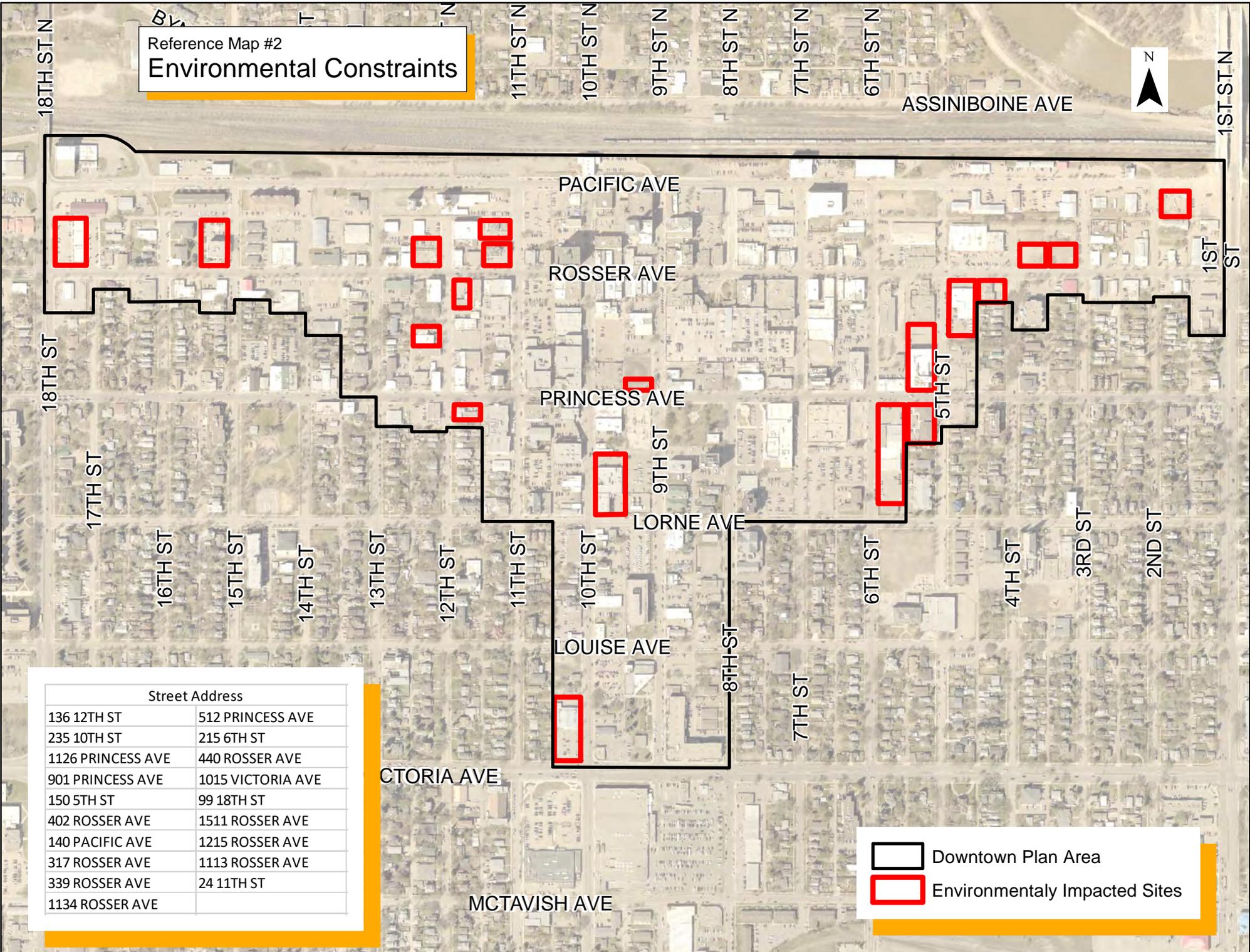
18TH ST, 17TH ST, 16TH ST, 15TH ST, 14TH ST, 13TH ST, 12TH ST, 11TH ST, 10TH ST, 9TH ST, 8TH ST, 7TH ST, 6TH ST, 5TH ST, 4TH ST, 3RD ST, 2ND ST, 1ST ST

PACIFIC AVE, ROSSER AVE, PRINCESS AVE, LORNE AVE, LOUISE AVE, VICTORIA AVE, MCTAVISH AVE, ASSINIBOINE AVE

4 units, 12 units, 12 units, 20 units, 30 units, 40 units, 50 units, 50 units, 24 units, 12 units, 12 units

60 units, 40 units, 20 units

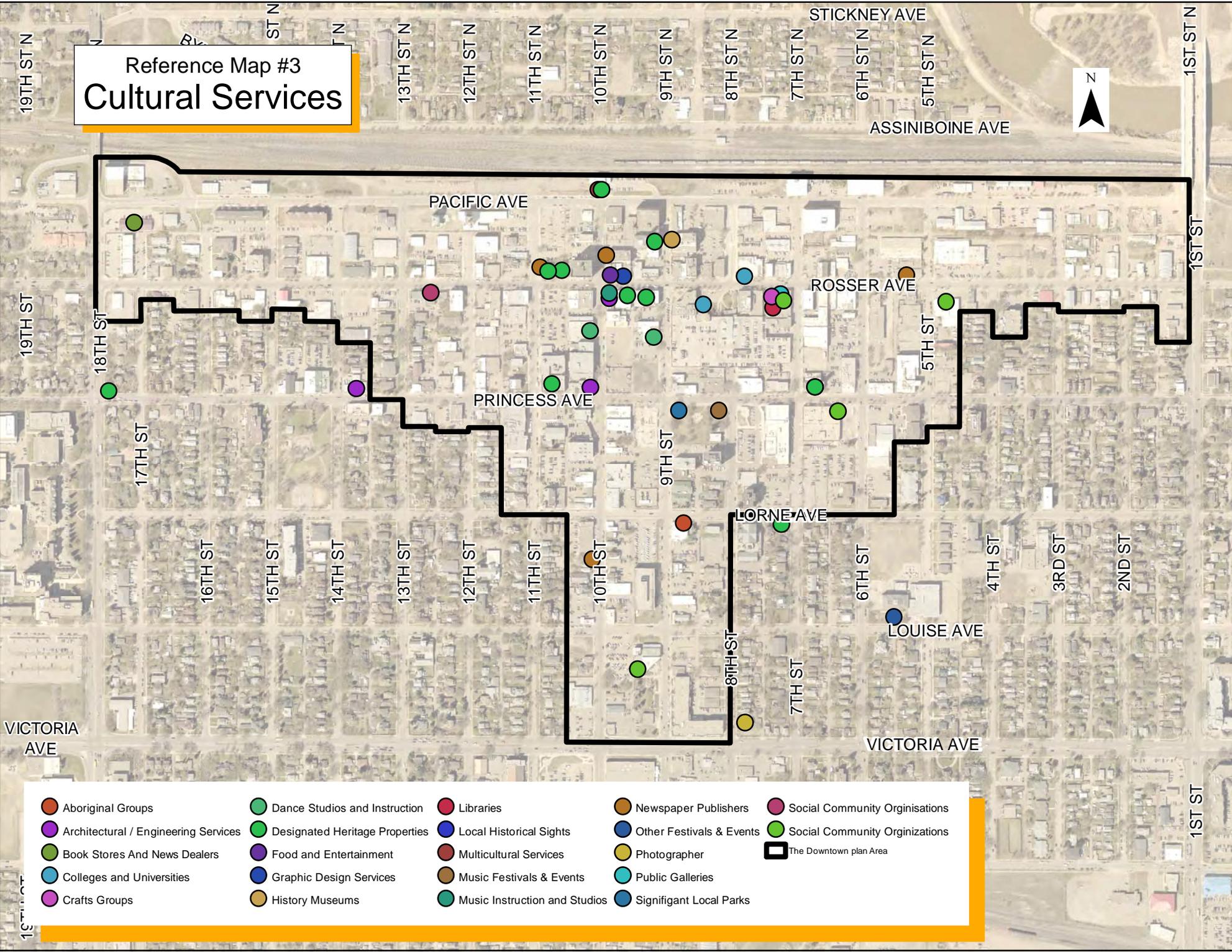
Reference Map #2
Environmental Constraints



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	

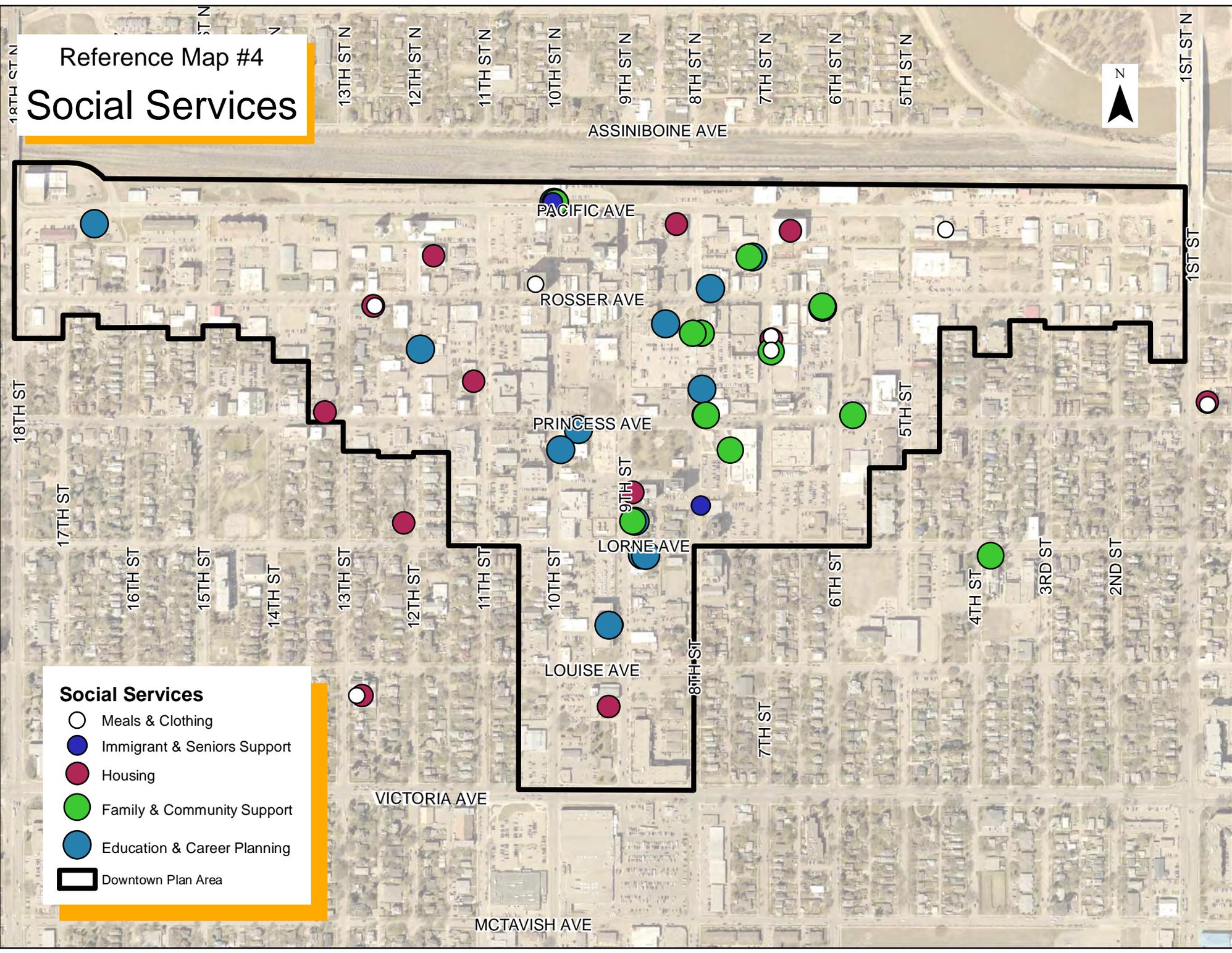
 Downtown Plan Area
 Environmentally Impacted Sites

Reference Map #3 Cultural Services



- | | | | | |
|--------------------------------------|--------------------------------|-------------------------------|--------------------------|--------------------------------|
| Aboriginal Groups | Dance Studios and Instruction | Libraries | Newspaper Publishers | Social Community Organisations |
| Architectural / Engineering Services | Designated Heritage Properties | Local Historical Sights | 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

