

APPENDIX A: IMPLEMENTATION—ACTIONS

The City of Brandon, in collaboration with private and public sector partners and stakeholders, identified action items to implement the Downtown Brandon Secondary Plan (the Downtown Plan). Successful implementation of the action items requires private and public sector partners and stakeholders to work together towards achieving the vision of the Downtown Plan. Timeframes for implementing the action items are

- Short Term (0-2)
- Medium Term (3-5 years)
- Long Term (6 + years)
- Ongoing

Public Realm

Policy Reference	Actions	Responsibility		Timeframe	Notes
		Lead	Support		
4.1.2 Greenspace Policies	<ol style="list-style-type: none"> Princess Park amenities: <ul style="list-style-type: none"> Public washroom Diagonal path through the park from intersection of Princess Avenue and 8th Street to the southwest corner of the park and connecting with the plaza; Interpretive signs regarding history of downtown Gateway greenspace <ul style="list-style-type: none"> Explore the way to establish gateway greenspace at 1st Street and Pacific Avenue access 	<ul style="list-style-type: none"> Community Services(Parks) 	<ul style="list-style-type: none"> Planning & Buildings Engineering & Water Resources 	<ul style="list-style-type: none"> Short Term/Medium Term 	<ul style="list-style-type: none"> Implement the amenity recommendations in the Greenspace Master Plan regarding Princess Park and Skate Plaza
4.1.2 Greenspace Policies	<ol style="list-style-type: none"> Explore and encourage innovative ways to increase greenspace/landscaping in downtown: <ul style="list-style-type: none"> Pop-up parks Community gardens Incredible Edibles project 	<ul style="list-style-type: none"> Various community groups Brandon Neighbourhood Renewal Corporation (BNRC) 	<ul style="list-style-type: none"> Community Services Planning & Buildings Brandon Downtown Development Corporation (BDDC) 	<ul style="list-style-type: none"> Short Term/Medium Term 	<ul style="list-style-type: none"> BNRC is leading the Incredible Edible Brandon project with support from both public and private sectors
4.1.2 Greenspace Policies	<ol style="list-style-type: none"> Coordinate the creation of Pacific Avenue Greenspaces with applicable infrastructure project <ul style="list-style-type: none"> 8th Street Active Transportation Link/Corridor 1st Street Gateway 18th Street Gateway 	<ul style="list-style-type: none"> Community Services (Parks) Planning & Buildings Department 	<ul style="list-style-type: none"> Engineering & Water Resources BDDC Economic Development 	<ul style="list-style-type: none"> 1st Street— Short Term 8th & 18th Streets— Medium Term 	<ul style="list-style-type: none"> Prepare greenspace designs at time when infrastructure projects proceed
4.6.2 Cultural Policies	<ol style="list-style-type: none"> Work with stakeholders to implement the City of Brandon Culture Plan: <ul style="list-style-type: none"> Create a public art policy 	<ul style="list-style-type: none"> Community Services 	<ul style="list-style-type: none"> Cultural organizations Business community 	<ul style="list-style-type: none"> Medium Term 	

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	<ul style="list-style-type: none"> Investigate the feasibility for a new mid-sized performance/multipurpose arts and cultural facility in the downtown Improve signage for cultural assets such as museums, heritage areas, and special attractions 		<ul style="list-style-type: none"> BDDC Planning & Buildings 		
4.7.2 Social Services Policies	1. Increase the police and citizen patrol activities in downtown, especially in identified designated areas near the parks and rear lanes	<ul style="list-style-type: none"> Police Service Community Services BNRC 	<ul style="list-style-type: none"> City Council Brandon Bear Clan BNRC 	<ul style="list-style-type: none"> Short Term 	<ul style="list-style-type: none"> BNRC has implemented a pilot Downtown Ambassador Program to support community engagement, safety and social planning in downtown. That program is expected to continue with the budget approved by City Council
5.0 Urban Design	1. Create a downtown streetscape strategy to provide clarity on the placement, type, and maintenance of streetscape elements downtown, including public art, benches, and lighting.	<ul style="list-style-type: none"> Public Works Planning & Buildings 	<ul style="list-style-type: none"> Engineering & Water Resources Community Services (Parks) BDDC 	<ul style="list-style-type: none"> Medium Term 	<ul style="list-style-type: none"> Planning & Buildings to facilitate the creation of the strategy Public Works and Engineering & Water resources to lead implementation
5.2.1 Public Art Policies	1. Research policies for innovative pedestrian crosswalks, including colourful painting	<ul style="list-style-type: none"> BDDC 	<ul style="list-style-type: none"> Public Works Engineering & Water Resources Brandon University 	<ul style="list-style-type: none"> Medium Term 	<ul style="list-style-type: none"> Explore expanding the pilot project to other major downtown intersections Current TAC guidelines only recommend white and yellow colour for crosswalk painting
5.2.1 Public Art Policies	1. Continue to support Downtown Public Art and Mural Program	<ul style="list-style-type: none"> BNRC 	<ul style="list-style-type: none"> Art Gallery of Southwestern Manitoba BDDC Private businesses Planning & Buildings 	<ul style="list-style-type: none"> Short Term 	<ul style="list-style-type: none"> Support the Downtown Public Art and Murals Committee to promote public art and murals throughout downtown in appropriate locations Explore the potential to select utility box for pilot in Downtown Public Art and Mural Program
5.2.3 Lighting	1. Address rear lane safety concerns in high pedestrian traffic areas	<ul style="list-style-type: none"> Engineering & Water Resources 	<ul style="list-style-type: none"> Public Works Planning & Buildings Police Service BDDC 	<ul style="list-style-type: none"> Long Term 	<ul style="list-style-type: none"> The Public Works Division and Engineering & Water Resources Department are developing a comprehensive city wide Rear Lane Strategy Explore off-grid (solar power) lighting options in rear lanes

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Transportation

Policy Reference	Actions	Responsibility		Timeframe	Notes
		Lead	Support		
4.2.3 Pedestrian Movement Policies	1. Complete and implement a downtown accessibility assessment	<ul style="list-style-type: none"> Engineering & Water Resources 	<ul style="list-style-type: none"> Planning & Buildings BDDC 	<ul style="list-style-type: none"> Medium/Long Term 	<ul style="list-style-type: none"> Age-friendly assessment already completed by U of M and ACC students The accessibility standards on built environment should be developed to provide criteria for assessment Accessibility standards (built environment) may include sidewalk width, pedestrian crossings, tactile surfaces and ramps, traffic signal cycles, pedestrian lighting, street furniture, etc.
4.2.4 Bicycle Movement Policies	1. Support 8 th Street Bridge construction	<ul style="list-style-type: none"> Engineering & Water Resources 	<ul style="list-style-type: none"> Public Works Planning & Buildings BDDC 	<ul style="list-style-type: none"> Medium term 	<ul style="list-style-type: none"> Pending on multiple funding to enable the project
4.2.4 Bicycle Movement Policies	1. Explore ways to expand active transportation network <ul style="list-style-type: none"> Traffic calming measures on Lorne Avenue (e.g. bicycle boulevard) Active transportation connections between Lorne and Pacific Avenues Pacific Avenue active transportation connection to 1st Street and 18th Street 	<ul style="list-style-type: none"> Engineering & Water Resources 	<ul style="list-style-type: none"> Public Works Planning & Buildings BDDC 	<ul style="list-style-type: none"> Pacific Avenue (Short/Medium) Lorne Avenue and North/South Connection (Long Term) 	
4.2.5 Vehicle Movement Policies	1. Implement recommendations from Downtown Parking Assessment, including <ul style="list-style-type: none"> Expanding angled parking on 7th, 10th, and 11th Streets Imposing time limits for parking meters on Rosser and Princess Corridors Expanding metered parking areas to some locations, e.g. Pacific Avenue Conducting a pilot project for parking meter kiosks Implementing and monitoring downtown parking model (supply/demand) of parking district. Research and determine the strategic locations for installing wayfinding parking signage for public parking spot 	<ul style="list-style-type: none"> Engineering & Water Resources Planning & Buildings 	<ul style="list-style-type: none"> Public Works Downtown Parking Committee Finance BDDC 	<ul style="list-style-type: none"> Short Term/Medium Term 	
4.2.3, 4.2.4, & 4.2.5 Pedestrian, Bicycle, and Vehicle Movement Policies	1. Pacific Avenue “Complete Streets” Streetscape plan to provide a long-term vision for streetscape improvements for Pacific Avenue (vehicles, bicycles, and pedestrians) from 1 st Street to 18 th Street	<ul style="list-style-type: none"> Engineering & Water Resources Planning & Buildings 	<ul style="list-style-type: none"> BDDC Public Works Economic Development 	<ul style="list-style-type: none"> Short Term 	<ul style="list-style-type: none"> Include vision for “gateway” greenspaces at 1st and 18th Street entrances Align potential streetscape improvements with replacement of domestic sewer line on Pacific Avenue

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4.2.5 Vehicle Movement Policies	1. Complete traffic impact study for downtown area, including the impact of Pacific Avenue on vehicle movements on Rosser and Princess Avenues. Potentially explore options for updates to Rosser and Princess based on traffic study results, including angled parking or two-way vehicle movement.	<ul style="list-style-type: none"> • Engineering & Water Resources • Planning & Buildings 	<ul style="list-style-type: none"> • Downtown Parking Committee • Public Works • BDDC 	<ul style="list-style-type: none"> • Medium Term 	<ul style="list-style-type: none"> • Traffic impact assessment was previously completed and recommended two-way vehicle movement on Rosser and Princess Avenues. Study did not consider changing traffic volumes on Pacific Avenue.
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Economic Development and Housing

Policy	Actions	Responsibility		Timeframe	Notes
		Lead	Support		
4.4.2 Partnership Policies	1. Explore the potential to establish a downtown business organization	<ul style="list-style-type: none"> BDDC 	<ul style="list-style-type: none"> Economic Development Downtown business owners 	<ul style="list-style-type: none"> Long Term 	<ul style="list-style-type: none"> Focus of the downtown business organization is on marketing the downtown as a destination, improving streetscape, and filling vacant retail spaces
4.4.2 Partnership Policies	1. Continue to encourage and support temporarily closure of downtown streets for special events.	<ul style="list-style-type: none"> Event organizers 	<ul style="list-style-type: none"> BDDC Engineering & Water Resources (Property) Fire & Emergency Services Finance (Licensing) Police Service 	<ul style="list-style-type: none"> Ongoing 	<ul style="list-style-type: none"> Food Truck Warz—Princess Avenue between 8th Street and 10th Street, 8th Street between Rosser Avenue and Lorne Avenue Oktoberfest—Princess Avenue between 6th Street and 7th Street The Art Gallery of Southwestern Manitoba—Rosser Avenue between 7th Street and 8th Street
4.4.2 Partnership Policies	1. Establish patio furniture (patio fencing, tables, chairs and flower pots) pilot project and guide to promote downtown street appeal	<ul style="list-style-type: none"> BDDC or Downtown BIA (if the BIA exists) 	<ul style="list-style-type: none"> Business owners Engineering & Water Resources(Property) 	<ul style="list-style-type: none"> Medium Term 	<ul style="list-style-type: none"> Downtown restaurants to borrow patio furniture for one summer at no cost to test configuration, size, and overall viability of a patio
4.4.3 Incentive Policies	1. Review current incentive and grant programs to evaluate the effectiveness. Explore more incentive and grant opportunities to stimulate downtown economic development	<ul style="list-style-type: none"> Economic Development BDDC 	<ul style="list-style-type: none"> Finance Planning & Buildings 	<ul style="list-style-type: none"> Short term 	<ul style="list-style-type: none"> Prioritize incentives <ul style="list-style-type: none"> new incentive for high-quality market housing development new incentive for high-quality commercial development new incentive to offset design and engineering costs new incentive for uses that promote downtown as a shopping and tourist destination (e.g. microbrewery, spa, specialty retail) review incentives for adaptive re-use of existing buildings into residential
4.4.3 Incentive Policies	1. Create business plans for priority areas and sites to attract tenants and identify and bridge gaps for investment	<ul style="list-style-type: none"> BDDC 	<ul style="list-style-type: none"> Economic Development Subject property owners 	<ul style="list-style-type: none"> Ongoing 	<ul style="list-style-type: none"> Focus initially on Central Business Character Area
4.4.4 Land Use Policies	1. Encourage street vendors at strategic locations in downtown area	<ul style="list-style-type: none"> BDDC Economic Development 	<ul style="list-style-type: none"> Finance (Licensing) Engineering & Water Resources (Property) Planning & Buildings 	<ul style="list-style-type: none"> Ongoing 	

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Regulations

Policy	Actions	Responsibility		Timeframe	Notes
		LEAD	SUPPORT		
2.2 Urban Design Review	1. Solicit advisory committee or design professionals to provide recommendations on design proposals of developments and redevelopments in Central Business Area and Corridors	<ul style="list-style-type: none"> • Planning & Buildings 	<ul style="list-style-type: none"> • City Council • Finance (Procurement) • Municipal Heritage Advisory Committee • BDDC 	<ul style="list-style-type: none"> • Short Term 	
7.1.2 Implementation	1. Establish downtown task force to coordinate implementation of the downtown vision and action items	<ul style="list-style-type: none"> • Planning & Buildings 	<ul style="list-style-type: none"> • Economic Development • BDDC 	<ul style="list-style-type: none"> • Short Term 	

APPENDIX B: INCENTIVES & GRANTS PROGRAMS

The Downtown Brandon Secondary Plan (the Downtown Plan) intends to increase private investment and business growth in the Downtown Plan area.

The following is a list incentives and grants that are available to either property owners, business owners, or commercial space tenants to stimulate investment to achieve the Downtown Plan’s vision. The eligibility criteria for the following incentives and grants are not thorough lists. Please refer to the Contact and Link column for further details on eligibility.

Available Government Programs (including funding from not-for-profit organization)

Incentive/Grant	Eligibility Criteria	Administrator	Contact and Link
Redevelopment Grant Program	<ul style="list-style-type: none"> • Fund up to 25% of professional fees and project costs, up to a maximum of \$175,000 • Project must be located within Downtown Brandon Secondary Plan area, and complement development priorities in downtown • Project must start within 90 days of receiving approval, be in continuous development, and be completed within two years 	Brandon Downtown Development Corporation	Brandon Downtown Development Corporation Elisabeth Saftiuk, Executive Director Email: downtowndevelopment@brandon.ca Phone: 204-720-0342 2 nd Floor, 410 – 9 th Street, Brandon MB R7A 6A2 https://brandondowntowndevelopment.ca/wp-content/uploads/2018/03/Redevelopment-Grant-Program-Application-2018.pdf

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Incentive/Grant	Eligibility Criteria	Administrator	Contact and Link
Rent Abatement Program	<ul style="list-style-type: none"> • Fund one month's rent per year over the length of a lease agreement • Business owner must make a minimum two-year commitment to remain in the space 	Brandon Downtown Development Corporation	<p>Brandon Downtown Development Corporation</p> <p>Elisabeth Saftiuk, Executive Director</p> <p>Email: downtowndevelopment@brandon.ca</p> <p>Tel: 204-720-0342</p> <p>2nd Floor, 410 – 9th Street, Brandon MB R7A 6A2</p> <p>https://brandondowntowndevelopment.ca/wp-content/uploads/2018/03/Rent-Abatement-Program-Application-2018.pdf</p>
Façade and Storefront Improvement Program	<ul style="list-style-type: none"> • Applicant must be either property owner or main floor commercial tenant. Tenant applicant must have at least three years' lease • Property must be within the Downtown Plan area • Fund a maximum 50% eligible costs, up to \$15,000, and up to 50% of conceptual design work that is prepared by a design professional 	Brandon Downtown Development Corporation	<p>Brandon Downtown Development Corporation</p> <p>Elisabeth Saftiuk, Executive Director</p> <p>Email: downtowndevelopment@brandon.ca</p> <p>Phone: 204-720-0342</p> <p>2nd Floor, 410 – 9th Street, Brandon MB R7A 6A2</p>

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Incentive/Grant	Eligibility Criteria	Administrator	Contact and Link
Brownfield Financial Assistance Program	<ul style="list-style-type: none"> Property is listed by the Government of Manitoba as a contaminated or impacted site Property must have a remediation plan approved by the Province Property must have a completed Phase II Environmental Site Assessment 	City of Brandon	<p>City of Brandon</p> <p>Lindsay Hargreaves, Environmental Initiatives Coordinator</p> <p>Email: l.hargreaves@brandon.ca</p> <p>Phone: 204-729-2171</p> <p>2020 McGregor Avenue, Brandon, MB R7B 4B5</p> <p>http://www.brandon.ca/images/Brownfield Financial Assistance Program Bylaw No. 7187.pdf</p> <p>Application form is attached to the by-law</p>
Municipal Heritage Site Incentive Program	<ul style="list-style-type: none"> Applicant shall be owner of a Municipal Heritage Site The site shall not have outstanding utility charges and property tax arrears Minimum \$5,000 in total project costs for heritage conservation work on the Municipal Heritage Site (including professional fees) Municipal portion of property taxes abated for up to ten years 	City of Brandon	<p>City of Brandon, Planning & Buildings Department</p> <p>Andrew Mok, Senior Planner</p> <p>Email: heritage@brandon.ca</p> <p>Phone: 204-729-2115</p> <p>638 Princess Avenue, Brandon, MB R7A 0P3</p> <p>http://www.heritagebrandon.ca/heritage-designation/programs/municipal-heritage-incentive-program</p>

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Incentive/Grant	Eligibility Criteria	Administrator	Contact and Link
Renaissance District Tax Credit Program	<ul style="list-style-type: none"> • Properties must be within the Renaissance District and be developed as commercial, commercial/residential, or residential uses • Properties would be eligible for a municipal property tax credit for a period of ten years commencing in the year following the base year • Buildings must be at least 80 years of age 	City of Brandon	<p>City of Brandon, Finance Department Phone: 204-729-2229 or 204-729-2226 1st Floor, 410 – 9th Street, Brandon MB R7A 6A2</p> <p>http://www.brandon.ca/images/pdf/Bylaws/6814.C.Renaissance.pdf</p> <p>Application form is attached to the by-law</p>
Municipal Tax Increment Financing Program	<ul style="list-style-type: none"> • Properties must be developed as commercial, commercial/residential mix, or residential uses in the Downtown Secondary Plan area • Funding for each eligible property will be available for a maximum of eight years • Eligible projects include new development and exterior and interior upgrade work 	City of Brandon	<p>City of Brandon, Economic Development Department Sandy Trudel, Director of Economic Development Email: econdev@brandon.ca Phone: 204-729-2132</p> <p>http://www.brandon.ca/images/pdf/Bylaws/7008.pdf</p> <p>Application form is attached to the by-law</p>

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Incentive/Grant	Eligibility Criteria	Administrator	Contact and Link
Multi-Family Affordable Housing Program	<ul style="list-style-type: none"> • Applicant must be property owner • Project must be new construction with three or more rental units. Each eligible unit shall have a minimum of one bedroom • Monthly rent of eligible unit must not exceed the median Brandon market rent, inclusive of all utilities • Gross annual household income of the tenant shall not exceed the current upper limit second quintile established by Statistics Canada 	City of Brandon	<p>City of Brandon, Economic Development Department</p> <p>Sandy Trudel, Director of Economic Development</p> <p>Email: econdev@brandon.ca</p> <p>Phone: 204-729-2132</p> <p>http://www.brandon.ca/images/pdf/bylaws/6917.pdf</p> <p>Application form is attached to the by-law</p>

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A Vision for Downtown Brandon

Presented to: Renaissance District
Brandon, Manitoba

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“Dull, inert cities, it is true, do contain the seeds of their own destruction and little else. But lively, diverse, intense cities contain the seeds of their own regeneration, with energy enough to carry over for problems and needs outside themselves.”

Jane Jacobs

Background

On April 4th, 2007 more than 150 people attended the Downtown Summit meeting held at the Town Centre to discuss the future of downtown Brandon.

As a result of this Summit, on May 14, 2007 the Brandon City Council voted to establish a task force to assess the need for an organization that could guide the redevelopment of downtown Brandon.

The Downtown Task Force commenced work and gathered information, reviewed the Summit recommendations and in turn made recommendations to Brandon City Council. The primary recommendation of the Task Force was to create a Board to develop a strategy that would focus on the priorities as determined at the Downtown Summit. The Task Force further proposed that Council grant a mandate to this Board allowing the creation of a new development corporation for downtown to be called the Brandon Downtown Development Corporation.

Renaissance Brandon

Renaissance Brandon, as the downtown development corporation has become known, was granted authority

from the City of Brandon to conduct activities related to downtown business development such as the ownership of property, granting of loans, the establishment of incentive programs and retention of proceeds from investments. Moving forward, the organization is to create unique partnerships between the public and private sectors that bring renewal and energy to downtown.

The Heart of the City

The Renaissance District, as defined by Renaissance Brandon, is that area of downtown Brandon between 6th Street westward to 13th Street & Pacific Avenue southward to Lorne Avenue. This area contains a cornucopia of buildings from the newly built and renovated to those nearing the point of no return. The Renaissance District is the heart of the city: a mix of light industrial, retail, service centers and both low and high income residential areas.

Establishing a Foundation

In 2008, Renaissance Brandon created a Downtown Economic Development Strategy that utilized The Main Street Approach in establishing a vision, mission, guiding

principles, strategic goals and a plan of action.

In the summer of 2009, a part-time Development Specialist was hired to facilitate the organization's operations on a more consistent basis. In April 2010, the Downtown Development Specialist position became full-time.

A Plan to Move Forward

In late 2009 and early 2010 Renaissance Brandon conducted two internal planning sessions that identified three central issues: Communication, Finances, and Reinventing the Destination Neighbourhood. Renaissance Brandon created time-line goals of one year to complete branding and logo development and a secondary land use plan for the district. An RFP was issued by staff to hire consultants to conduct a visioning workshop to develop a vision plan for the district, which would guide the branding/logo development and secondary land use plan. This document is the formal definition of the Vision Plan as articulated by the Renaissance Brandon Board.

Introduction

Why Create a Vision Plan?

Central to the goal of rejuvenating and redeveloping the “Heart of the City” is the articulation of a Vision; a dream that stretches the idea of what Downtown Brandon can be and a future that inspires the imagination, motivating key stakeholders into support and action.

Why is Vision important? In the words of Calvin Coolidge:

“No enterprise can exist for itself alone. It ministers to some great need, it performs some great service, not for itself, but for others; or failing therein, it ceases to be profitable and ceases to exist.”

The Board has acknowledged that without a healthy core, a healthy “heart”, the greater urban identity is at risk. The health of the City Center serves as a general barometer for outside investment as well as for civic pride and as such deserves a special place in the minds of the citizenry. The great service the Renaissance District provides is to keep the pulse of the city strong and by extension, the greater Westman area.

What is a Vision Plan?

Developing a Vision is the first step towards creating a community that is future-seeking. To do this, the community must first be able to imagine and decide what they want their future to be and second, they must decide how they propose to make this desired future a reality.

A vision plan brings focus to the leadership effort: to the process that brings people together to think about the future, to create the shared vision and to make the future happen. The primary function of leadership is to make things happen through determination, community teamwork, and disciplined actions that would otherwise not happen naturally and, in some cases, prevent things from happening that might occur otherwise.

A Blueprint for Change

This is a document recording what board members and invitees to the Visioning sessions think; it is a broad blueprint for positive change that defines a vision and key outcomes

that must occur to attain this vision. Moreover, it is a framework for getting people to work together to achieve common goals and aspirations and to transform visions into reality.

A Plan to Implement

Detailed implementation efforts and plans such as a comprehensive land use plan, financial plan, development and redevelopment plans, and economic development plans are policy and decision making tools that assist the community, Renaissance Brandon Board, and administration in achieving the vision.

Together, the long-range and strategic leadership perspective and plan are intended to challenge and stretch the community's imagination in defining what is possible and test its will to commit to a great and exciting, rather than "good enough", future. The plan will forge and sustain the critical partnerships and relationships required to translate the vision into a reality as well as act as a compass to test new ideas and initiatives against to overall direction of the collective will.

Continually Renewed

Ultimately this Vision Plan describes a dynamic and continuous process defined by how our community sees, thinks about, and creates. Through decisive and resolute leadership and management commitment and actions, we achieve the future the community desires. It focuses not only on the Renaissance Brandon Board but the entire community. The community is given a voice and everyone has a role to play and a stake in the successful implementation of the vision and plan.

A community's Vision Plan should be reviewed and updated at least every five years to ensure its ongoing relevance and the continued involvement of the entire community in defining and achieving the Renaissance District's future. It also is a time to celebrate the many accomplishments made during the previous years.

Executive Summary: The Vision Plan for the Renaissance District of Brandon

On April 12, 2010 the Renaissance Brandon Board convened to share their thoughts and ideas about what downtown will look like in the years to come.

During this session and the two planning sessions that preceded it, Board Members offered thoughtful insight and inspired opinions about the area. The purpose of this document is to summarize the Board's input and articulate the shared vision of this dedicated and passionate group.

'The Renaissance District': Telling a Tale of the Heart

The phrase "Heart of the City" is almost universally applied for a reason: every city has one. And to the extent its heart is healthy, so is the city. The Renaissance Brandon Board recognizes that for greater Brandon to thrive so must the Downtown Core. But what values make Brandon's heart beat just a little faster, with just a little more pride? What ideas can the heart hold on to as meaningful?

Core Values

The Board agreed that for Downtown Brandon to thrive, it must embrace these three values:

Diversity | The Downtown Core 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 | Experiences that are found downtown, the merchants, activities, and promotions are unique to downtown and need to be capitalized on. 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 of where we've come from and the values upon which the City was built.

Organizing Themes

How will these values be represented in the Vision? By taking action and making decisions that are aligned with the values of Diversity, Uniqueness and Character, the future reality will unfold with the purpose intended. The Board identified 6 broad themes under which to organize action.

I. People on Display

People rarely sit and gaze out onto an empty street. A vibrant community requires people to be interacting. The district will be an inviting place where people feel welcome to socialize and connect with other people. Having people on display through storefront windows and on sidewalks will attract others to join the experience.

II. Mixed Use Development

The District will celebrate diversity in both experience and people. It will blend a mix of income levels into a neighborhood where it is a short walk to a pub, office, store, dentist, friend, school or park.

III. Pedestrian Friendly

While vehicle traffic is a reality, the District will work to dampen traffic to allow for foot and bike traffic to flourish. However, in order for the District to be walkable, there must be a reason for people to make the walk; the streetscape must be visually appealing.

IV. Active and Engaged Merchants

There must be an active and thriving merchant community to give people reasons to live, work and play downtown. Civic leadership must be actively involved in helping merchants succeed downtown.

V. Life After Dark

The District will be open after 5 pm. This will be largely because of an active resident community that will demand services and provide merchants with a reason to stay open late. This demand will be augmented by visitors who come to understand that something is always going on in the District.

Executive Summary: The Vision Plan for the Renaissance District of Brandon cont.

VI. Building Blocks

Future development must leverage the beauty and character of the historic building stock and be consistent with a coherent urban design vision. The community must also be able to thrive online. Wireless hotspots are an attractive benefit to students, young professionals and families.

Summary

The rest of this document expands on the 6 themes that make up the Vision of the Renaissance District and address some key areas of action that follow naturally and should be used as anchors to create a comprehensive list of development ideas to revitalizing the downtown core.

Organizing Themes

The Renaissance District

What will the ‘Renaissance District’ look like in 10 years time? What needs to occur in order for the District to be known as a destination neighborhood? The themes expressed by the Board, were:

I. People on Display

While this might seem self-evident, urban areas across North America have lost sight of this obvious fact.

Successful places exist because people frequent them. Efforts to create a rejuvenated downtown must start with this principle and provide an environment for people to engage in the pastime of “people-watching”.

The idea of “energized crowding” evolved quickly from the Board with comments like:

“Tons of people socializing, relaxing and enjoying themselves.”

“Plenty of activities for kids and families.”

“People from all over Brandon and surrounding area providing comments and stories about visiting and experiencing downtown.”

“Place to gather.”

“Place to be outside and sit.”

“Lots of people at all hours.”

“People of all ages milling about.”

Organizing Themes cont.

“There will be lots of people moving around downtown both day and night.”

“Hustle and bustle of people down every street sidewalk.”

“Sidewalk cafes.”

These comments summarize the purpose of the entire endeavor: it's all about people! However, “build it and they will come” only works in the make-believe world of Hollywood. The Board recognizes that in order for the people to embrace downtown, they must understand that there are spaces of character and quality in the Renaissance District worth caring about and those spaces are there for them to enjoy.

The quotes above are representative of a broad understanding that downtown Brandon must be about a mixed-use community. It is more than a business district. It is more than commercial activity. It's about commerce in the broader context of an extensive network of social interactions; it is a place to be a citizen, to be proud to be from Brandon - a place where suburban Brandonites bring their out-of-town guests to show them the “real” Brandon.

II. Mixed Use Development

There will be special places on every block, an eclectic mix of shops, restaurants and boutiques unique to downtown.

There will be professional services and other key residential services like grocers to serve a well-established resident base. People will visit because areas within the District will feel like outdoor living rooms and places to go because it is pleasurable to do so.

The Board quickly identified that to be a “destination neighborhood” there must be a) destinations worth attending and b) a community of neighbors. This was expressed in a number of ways:

“Upscale housing with amenities.”

“Mixed housing with restaurants, shops.”

“Younger and older people accommodated.”

“People will reside in the downtown in a wide variety of ‘upper end’ to ‘affordable housing’.”

One of the consistent themes that emerged was the notion of a downtown that has a mix of residential and commercial developments that would capitalize on the potential diversity of downtown. The redevelopment of the McKenzie Seeds building into residential units is a great example of the synergy possible in the downtown area.

There was great optimism for the idea that new Canadians would embrace downtown living and celebrate their cultural heritage in ways both big and small, which would in turn draw other socio-economic groups into the area.

A greater concentration of services would allow citizens to age in place thereby connecting not only cultures, but generations as well. The community would also benefit from a mix of income levels and housing.

III. Pedestrian Friendly

There will be, if not fewer vehicles, then certainly slower moving vehicles to accommodate more citizens on the streets walking, biking and enjoying the urban experience.

The pedestrian experience will be buoyed by friendly objects that invite more than passing interest: window displays, awnings, lampposts, restaurants spilling onto the streets, planters and trees, placards and fences. These urban design elements will play an important role in defining the character of the District as well as establishing an environment that is unique.

A pedestrian friendly neighborhood is more than just changing traffic patterns; it's rethinking the urban landscape to give pedestrians a reason to enjoy a walk from 6th to 9th along Rosser. The stroll should be at least in part because of the journey and not just the destination.

"Trees with lots of lights illuminating sidewalks."

"No parking issues."

Organizing Themes cont.

"Closed section of streets to pedestrians."

"Hustle and bustle of people down every street sidewalk."

"Ease of access, transportation and parking. Free buses or shuttles. Area parking lots."

"Clean, well maintained streets & blocks."

"Mostly pedestrian transportation."

While everyone agreed that it was important to accommodate vehicles, there was considerable discussion about how to slow traffic and perhaps undermine, in subtle ways, vehicle dominance downtown.

Suggestions included minimizing surface parking, converting one-way streets into two-ways and even closing certain blocks to traffic on summer weekends as starting points to changing traffic patterns. Urban planning must acknowledge and accommodate different modes of transport including transit, pedestrian, vehicular and bicycle.

The Board recognized that, with respect to parking, accommodations must be made to both the local residents and businesses that are living and working in the area, as well as to commercial traffic that is critical to facilitating downtown activity. The area has negative parking

perceptions therefore; the board will consider alternative parking solutions and plans to balance the interests of all stakeholders. Ultimately however, to be pedestrian-friendly goes much deeper than just dealing with traffic. This idea evolved into an understanding that a walkable district was as much about the environment as it was about traffic patterns and if the area was truly a destination neighborhood, commuters would tolerate some inconvenience with respect to parking.

IV. Active and Engaged Merchants

There will be an active merchants association which understands that competition is important to the health of the Core; more merchants mean more choice which means more people. These merchants understand they are the primary drivers of a thriving downtown.

The Renaissance District is experiencing the classic chicken and egg question: what comes first? Will more merchants attract more people or will more people attract more merchants? The most critical audience in a rejuvenated downtown core is the merchants and there were many comments from the Board in this regard:

“Action means entertainment, shopping, arts, culture...”

“Happy merchants with successful businesses.”

“Restaurants are not chains; Boutiques have unique items, local products.”

“Street/sidewalk cafes.”

“Appealing storefronts.”

“Unique shops concentrated in areas.”

“The number of specialty shops and local businesses will have grown. There will be a focus on uniqueness and customers service in retails. There will be more opportunity for patios, sidewalk cafes, etc.”

“Unique shops from around the world, people from all ethnic backgrounds.”

“Businesses are scrambling to be part of the area.”

“Street vendors.”

“Multiple curio shops.”

The future of downtown Brandon pivots around existing and future merchants and those that facilitate economic development: lenders, realtors, developers and investors. The shared vision is of a downtown that is easy to do business in, with a minimum of red tape and unnecessary oversight.

Downtown is naturally positioned, because of lower costs per square foot and smaller and less homogenous rental spaces, to attract boutique, niche business concepts. A vibrant, eclectic downtown “merchant scene” will follow naturally when investors and entrepreneurs understand that it is easy to do business downtown.

Organizing Themes cont.

V. Life after Dark

The area doesn't empty out at the end of the workday. There will be a large resident population that takes pride in their neighborhood and supports local businesses.

The base of economic activity from the residents serve as a critical mass, which allows business to get through low receipt days.

A vibrant downtown nightlife is more than just bars. Local residents, who support the late night pizza place, the local coffee shop and who, by their sheer presence, serve as a natural neighborhood watch, are key components of a mixed use neighborhood. The Board expressed this idea using phrases like:

"Open outdoor concerts."

"Many people living downtown."

"Clean, well maintained streets & blocks."

"Nightlife, whatever you want to do you can do, theatre, music, dance, and social gatherings."

"Lots of people at all hours."

"Lights, all year round."

"Security."

What does it mean to stay "alive after five"? To reach the critical mass whereby shops stay open after the day traffic has left for the suburbs, there must be more than just the nightlife crowd. The tipping point will be the local residents. A purposeful and balanced mix of residential development is central to the downtown vision. Every robust downtown 24/7 neighborhood is founded first as support network for a residential neighborhood.

VI. Building Blocks

Infrastructure improvement decisions will impact many components of the vision. Primarily, the Downtown is fortunate to have a good stock of unique historical buildings with character.

These buildings not only provide visual interest and thereby contribute to the “livability” of the area, but they also ground the entire region in the past. By making history visible and by taking action to restore and honor it, citizens will participate in the present with enthusiasm and move forward into the future with confidence. Derelict buildings offer no hope for the future.

Redevelopment of Pacific Avenue, the improvement of Princess Park and other projects will serve as anchor points from which private development will occur.

In addition to “bricks and mortars” infrastructure, an active community in the 21st century is a “wireless” community. Wireless access gives citizens another reason to participate in the downtown experience and adds a dimension

of connectedness that is the hallmark of progressive communities and a virtual requirement for recent college grads, young professionals and families with children.

A Blue Print for Action

“A vision without action is just a dream. Action without vision just passes the time. A vision with action can change the world.” Nelson Mandela

Ensuring the Vision doesn't devolve into a dream requires specific actions. While the land use and other vision-facilitating plans have yet to be developed, the following principles are foundational for success:

Pick a Place and Raise a Flag

Development will likely start slowly and gain momentum, but change must be seen in order to get stakeholders to buy into the Vision.

We suggest that within the Renaissance District there is a core area, a “heart of hearts” that should be considered as ground zero for development.

Consider the block of 9th and 10th and Rosser and Princess and begin with a collection of small scale, quick and relatively affordable cosmetic improvements that will accentuate what is already there. Establish visual cues that say to people, “Look, here's something interesting”. Incorporate

the visual identity in the street signs, window displays and in downtown coop advertising. Add banners to each lamppost to mark the District.

Pick Pods to Develop

In addition to Ground Zero, two or three other areas will be identified for future concentration of re-development efforts.

Like ripples in a pond, the development will emanate outward and eventually overlap into a coherent whole. Specific ideas include:

Widen Sidewalks and allow merchants to spill onto public areas with cafes and sidewalk sales. Add planters, wrought iron railings and large trees to provide shade and windbreaks. Reduce east/west through streets to one lane each way.

Improve the quality of public gathering spaces. In particular, improve Princess Park.

Add bicycle paths and bicycle racks.

Offer tax or rebate incentives to local merchants who invest in improving their property in accordance with specific guidelines as set out by the Board.

Build gates on the east and west ends of Rosser to clearly delineate the area and to provide a sense of entering and leaving a “place”.

Merchants First

Risk takers must feel the love from the City. Development will not occur apace without the sincere commitment from the City to make it easier to do business.

Diversity infers difference therefore an overly restrictive bureaucracy which attempts to impose consistency and conformity runs counter to this goal.

Civic leaders must guard against curbing entrepreneurial enthusiasm with the word “no”; they must find reasons to say “yes” instead of saying “that’s not how it’s done”. They must look for roadblocks so they can remove them.

Residential Development

Rejuvenation begins and ends with people. Aggressive residential development integrated into the commercial core must be central to the plan.

As Urban thinker Jane Jacobs has said, “You can’t rely on bringing people downtown, you have to put them there”.

Mixed residential should also include apartments to provide flexibility for the highly mobile. High density housing and second floor residences above storefronts should be considered.

Urban Development Guidelines

Aesthetics matter. People want to live, work and play in places with beauty.

Assuming basic services are provided for people will consistently rank the community experience higher if

A Blue Print for Action cont.

the physical environment is positive. While the District has a good stock of historic buildings to leverage in this regard, there must be comprehensive urban design and development standards which are exclusive to the Renaissance District to take advantage of these “bones” and ensure that future buildings and renovations are consistent with planned aesthetics.

A Narrative Vision for the Renaissance District

Action focused in each of the preceding areas will contribute to a rejuvenated downtown district.

Detailed plans for comprehensive land use, finances, develop and redevelopment and specific economic initiatives are yet to come and will be implemented to serve the vision of what the Renaissance District can and should be.

With collaboration and focus the District will evolve once again, into the heart of the Westman region as represented in the following narrative.

A Day in the Life Of...

Fast forward to the year 2020 and imagine a graduate from the class of 2010 getting ready for work in the morning. Let's call her Branda.

Twenty-eight year old Branda, a graduate of Brandon University, full of energy, is excited to start her day. As she locks the door and walks down the stairs of her five year old, 3 story walk up apartment on the edge of downtown, she says good morning to Mrs. Smith, a retired school teacher who is on her way to tend to the community garden in the nearby park.

As Branda walks to catch her bus to take her to the coffee shop she owns with her two friends, "Bean to Brandon", she reflects on her decision to stay in Brandon after graduating and how happy she is to live and work in the "Renaissance District".

What is it about Branda's neighborhood that fills her with such energy and gives her so much hope for the future? As Branda looks out the window during her short commute, what does she see?

A Narrative Vision for the Renaissance District cont.

People on Display

As Branda looks out the window of her bus she sees a few familiar faces and many familiar places. She feels connected to the community. She nods and smiles to many of the folks on the bus. As she walks from her stop to her shop she feels embraced by her surroundings. In some way that she can't define, she takes comfort in the historic facades and faux facades that honor the past; they give her the ability to dwell in a hopeful present. She revels in the bustle of the early morning as the District awakens and strides confidently into the new day.

A Mixed Use Neighborhood

Branda smiles as her first customer of the day comes in. Jorge orders his usual dark roast for the trip to the Maple Leaf plant and tells Branda of the new restaurant his cousin's uncle just opened up on Pacific Avenue. Soon after Jorge leaves, the welcome bell begins to chime regularly as customers come and go.

Branda's good friend Dan stops in. Dan's commercial real estate office is just up the street and he reminds Branda

of the Merchant Association meeting that evening over at Clancy's.

Pedestrian Friendly

Branda is relieved by one of her partners and takes the opportunity to grab some air and a late lunch. As she heads up 10th she stops to watch a street mime performing on the cobblestone street. She notices the street performers have begun to show up on Fridays as well as Saturdays and Sundays now.

She turns onto Princess and stops at the Jewelry window display, narrowly missing the two exuberant skateboarders turning the corner. The colorful awnings and tent signs along Princess beckon her block by block until she stops for a Gyros from a Street Vendor and sits and rests on the edge of a planter under the shade of a tree.

She is rocked by a sense of *déjà vu*. Was it only 6 months ago that she sat in this very same spot with a cup of Hot Chocolate and enjoyed the twinkling lights of the Holiday season?

Active Merchants

As Branda walks to her Downtown Merchant Association Meeting, she notices that although the offices are closed for the day, the sidewalk café's are bustling. She stops for an ice cream and lingers as she watches a horse and carriage pass by. She remembers it is part of a progressive dinner promotion four of the local restaurants have joined together to run and she reminds herself to ask the organizer about it at the meeting.

Getting to the meeting a little late she quietly sneaks in and, as she listens to the agenda, feels energized by the wealth of initiatives tabled for discussion. She nods a welcome to the City's Economic Development Officer whose job it is to "live the Vision" at City Hall. First up on the Agenda is dealing with the rogue tagger who's been spraying the free bicycle rental stations.

Life after Dark

After their meeting, Branda and Dan decide to check out the local dance group performing in the park before hitting their favorite watering hole. The event is organized by the

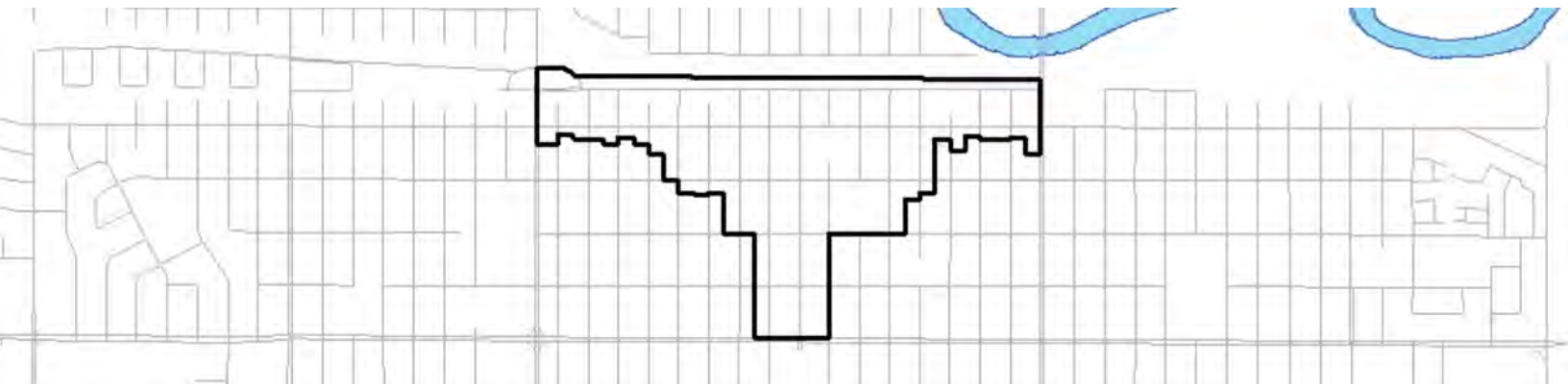
Downtown Residents Association with all proceeds going to support the homeless shelter on Pacific.

They pass the brightly lit Laundromat which is packed at 9 pm and Branda notices with chagrin that they have a little espresso bar set up inside. Oh well, she thinks, a little competition will never hurt anyone. As they walk down 10th toward the park they nod to a Cop walking the streets. The air is alive with the sounds of a Friday night.

Summary

Although it's late, it's a beautiful night and Branda decides to make the 20-minute walk home. She resists the temptation to stop in for a bowl of noodle soup and acknowledges a honking horn with a wave as one of her regulars passes by. Alone with her thoughts, she smiles at the trike that has rolled onto the sidewalk. She pushes it onto the lawn and continues on, enjoying the last of the evening and feeling a deep sense of connectedness with her 'hood' and the many kinds of people she shares it with each and every day. She stops and in the stillness of the night feels her heart beat, one among thousands beating strongly and passionately together, creating the heart of a city.

APPENDIX D: PUBLIC CONSULTATION REPORT



Public Consultation Report

DOWNTOWN BRANDON
SECONDARY PLAN

Prepared by:

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



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APPENDIX D: PUBLIC CONSULTATION REPORT

1.0 Summary

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

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

2.0 Project Overview

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

2.1 Objectives

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

2.2 Methods of Engagement

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

2.2.1 Brainstorming Session—March 15, 2018

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

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2.2.2 Downtown Business Focus Group—April 4, 2018

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

2.2.3 1st Public Consultation Event—April 24, 2018

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

2.2.4 Internal Stakeholder Meeting—October 2018

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

2.2.5 External Stakeholder Meeting—September–November 2018

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

2.2.6 Urban Design Policies Focus Group—October 22, 2018

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

2.2.7 2nd Public Consultation Event—February 7, 2019

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

APPENDIX D: PUBLIC CONSULTATION REPORT

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

2.2.8 Informal Council Session—March 7, 2019

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

3.0 What We Heard

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

3.1 Internal Stakeholders

Drainage

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

Wastewater

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

Transportation

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

APPENDIX D: PUBLIC CONSULTATION REPORT

3.2 External Stakeholders and Public Consultation Events

Incentives/Economic Development

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

Land Use

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

Urban Design

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

APPENDIX D: PUBLIC CONSULTATION REPORT

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

Implementation

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

APPENDIX D: PUBLIC CONSULTATION REPORT

Appendices

The appendices to this report are as follows:

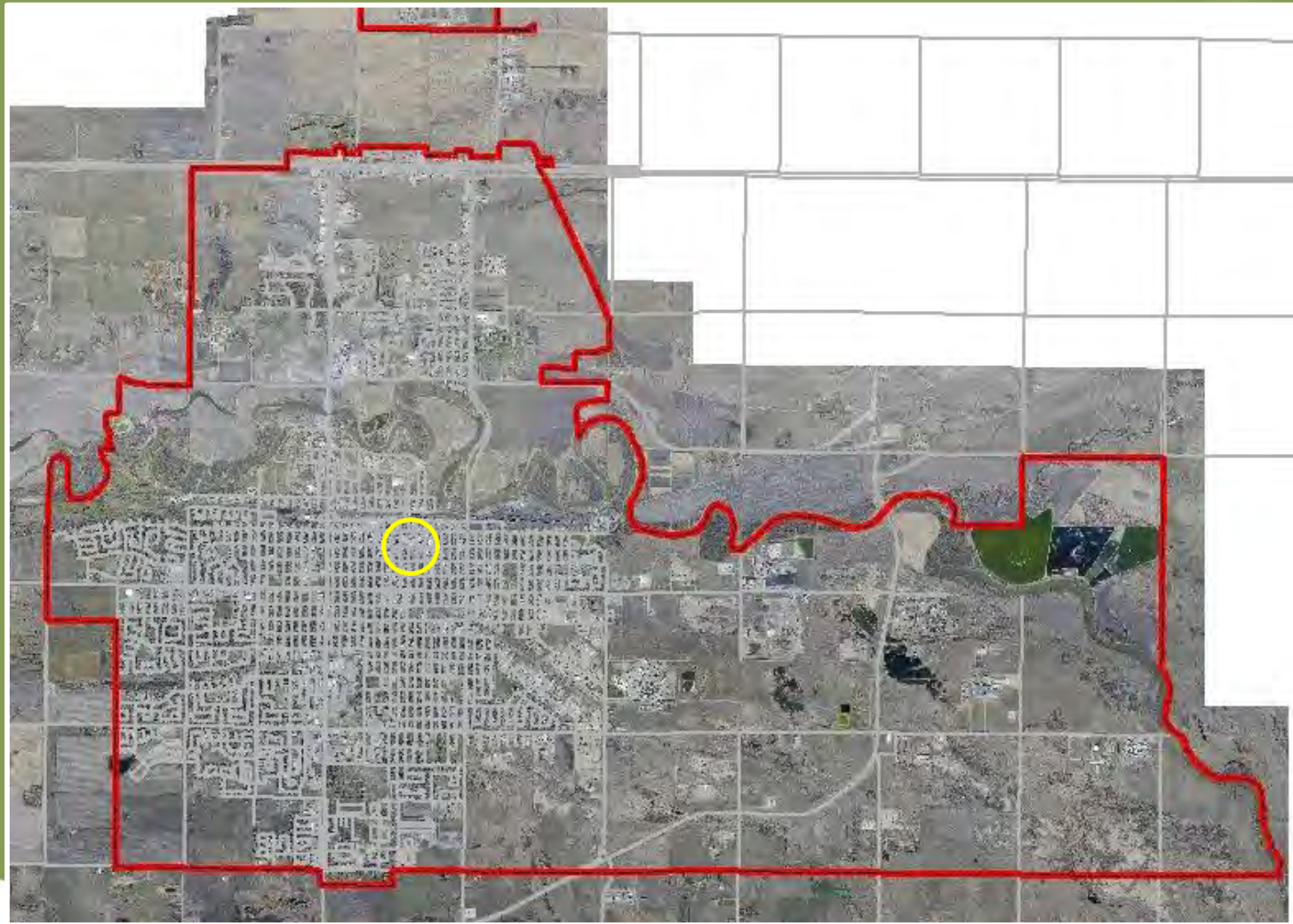
- A. Brainstorming Session Materials
 - 1. PowerPoint Presentation
 - 2. Notes from Brainstorming Session
- B. Downtown Business Focus Group Meeting
 - 1. PowerPoint Presentation
 - 2. Notes from Focus Group Meeting
- C. 1st Public Consultation Event
 - 1. Invitation
 - 2. PowerPoint Presentation
 -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

Appendix A-1

Brainstorming Session PowerPoint Presentation

Downtown HUB Secondary Plan Implementation Brainstorming Session

Context Map



Vision

“to flourish and grow into a vibrant and dynamic place, the preferred destination in the region, by offering a wide range of unique and diverse experiences and stimulating economic opportunities”

Core Values

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

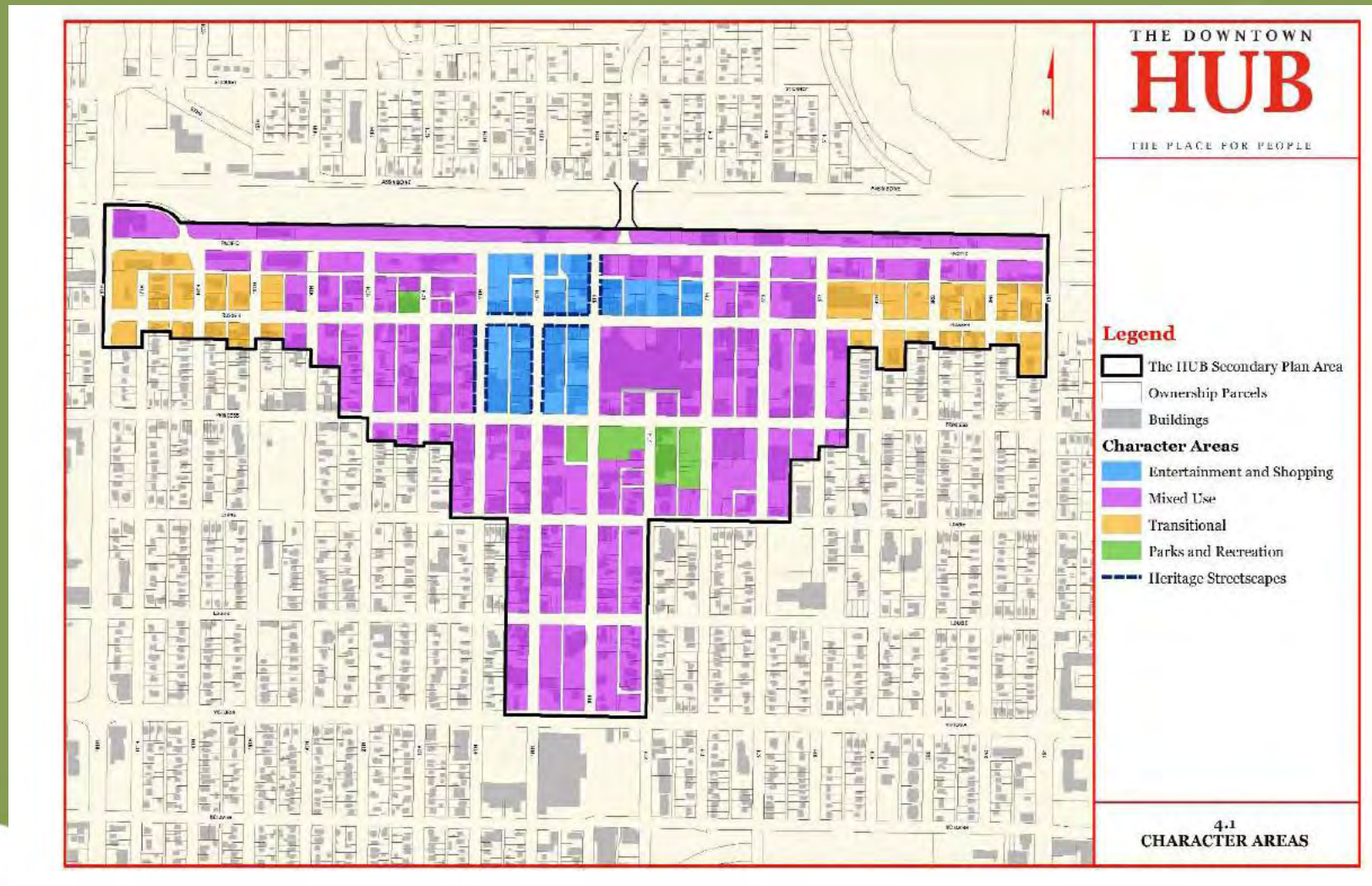
Uniqueness – The experiences, merchants, activities and promotions are unique to downtown. Elements common to suburban landscapes are conspicuously absent

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

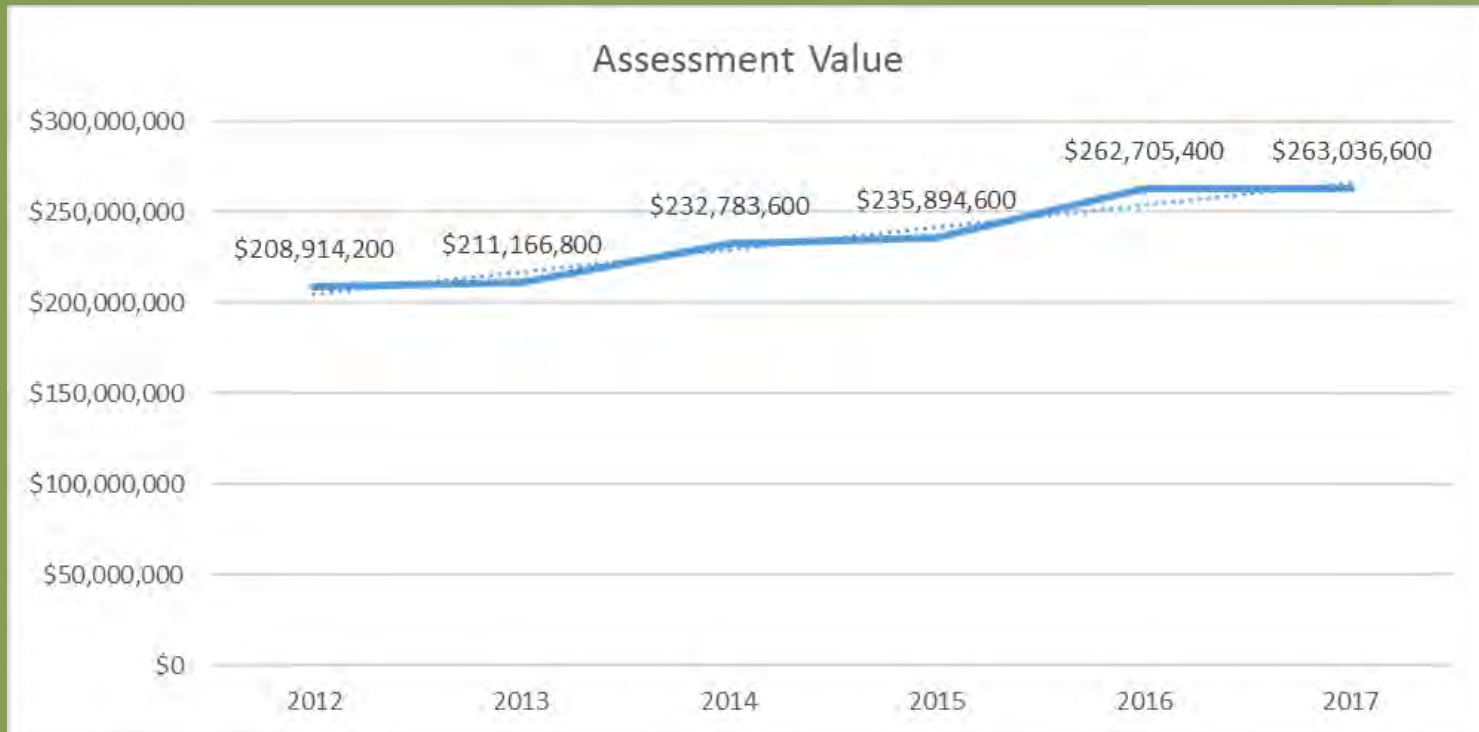
Organizing Themes

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

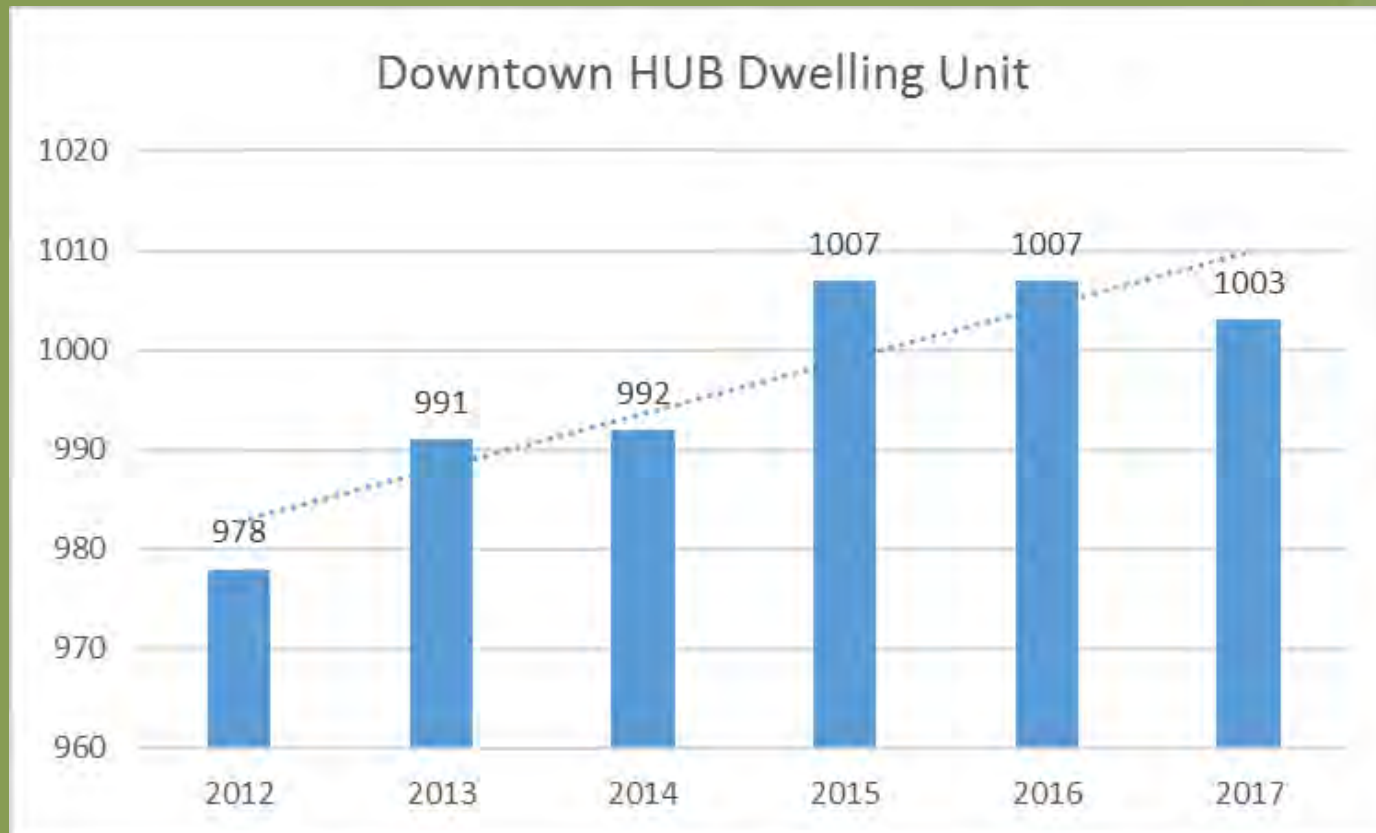
Land Use



Assessment Value



Dwelling Unit



Why Implementation Plan Update?

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

What have been achieved in Implementation Plan?

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

Incentive and Grant Program

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

Design Review

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

Document Updates

- All recommended updates in the Secondary Plan have been implemented

Parks and Recreation Actions

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

Park and Recreation Actions

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

Transportation Actions

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

Transportation Actions

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

Urban Design Actions

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

Economic Development Actions

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

Character Area Actions

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

What do you think need to update?

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

What do you think need to update?

- 7.2 Design Review

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

What do you think need to update?

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

What do you think need to update?

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

What do you think need to update?

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

What do you think need to update?

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

What do you think need to update?

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

What do you think need to update?

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

What do you think need to update?

- 7.4 Implementation Strategy
 - Character Area Actions
 - Public Washroom

What do you think need to update?

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

Other potential updates?

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

Appendix A-2

Notes from Brainstorming Session

Summary of BDDC Brainstorming Sessions

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

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

Appendix B-1

Focus Group PowerPoint Presentation

Downtown HUB Secondary Plan Implementation Focus Group

Vision

“to flourish and grow into a vibrant and dynamic place, the preferred destination in the region, by offering a wide range of unique and diverse experiences and stimulating economic opportunities”

Core Values

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

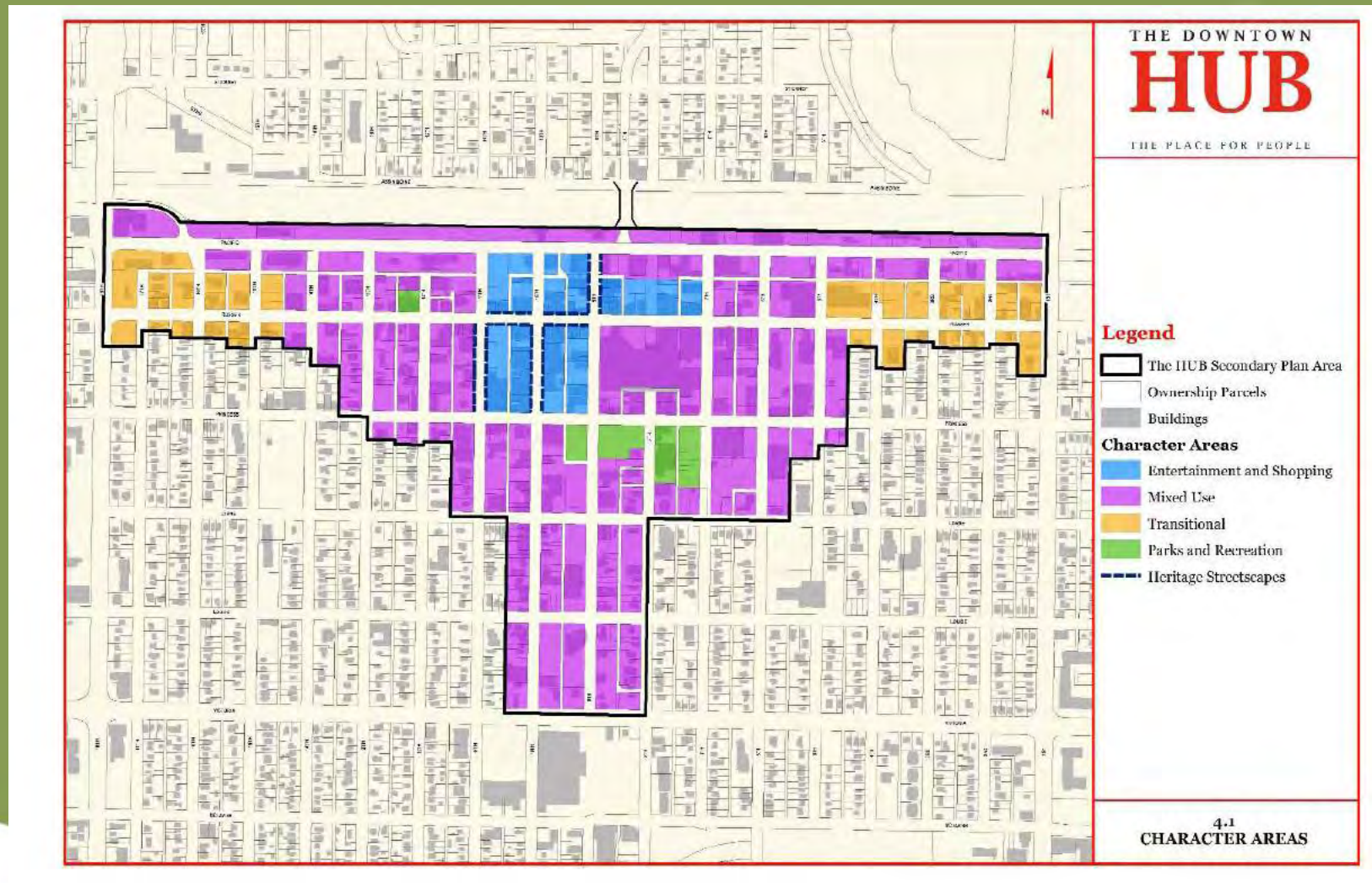
Uniqueness – The experiences, merchants, activities and promotions are unique to downtown. Elements common to suburban landscapes are conspicuously absent

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

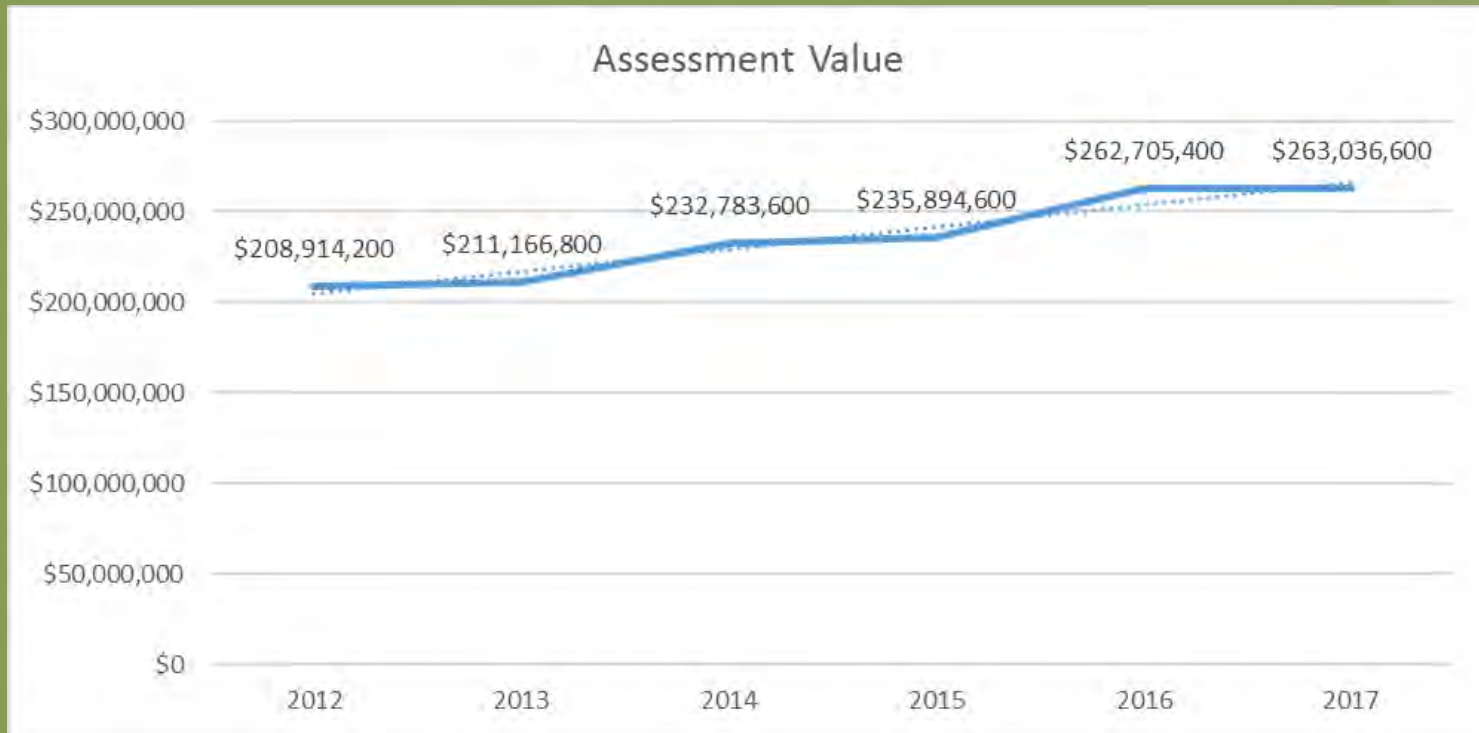
Organizing Themes

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

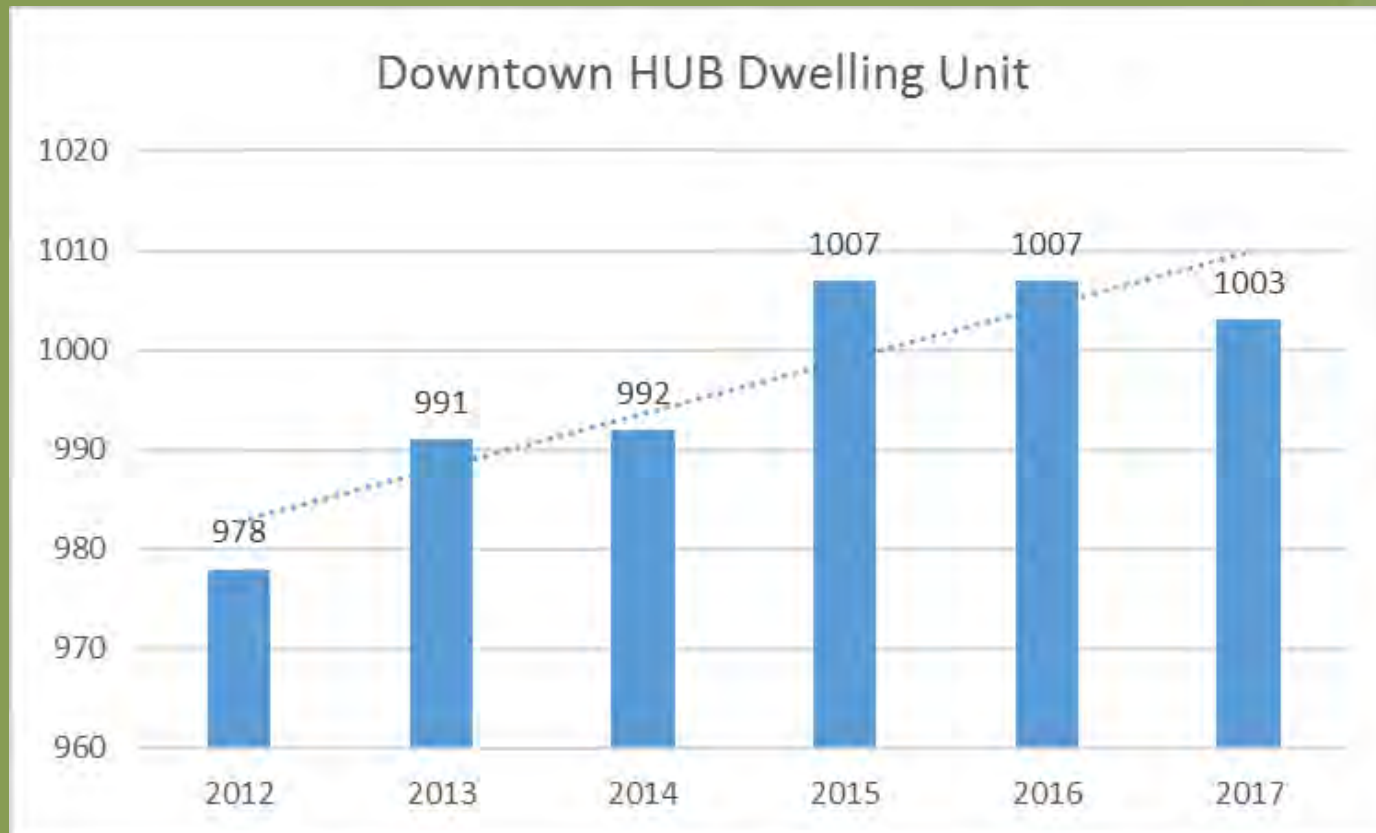
Land Use



Assessment Value



Dwelling Unit



Why Implementation Plan Update?

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

What have been achieved in Implementation Plan?

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

Parks and Recreation Actions

- Parks Creation

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

- Princess Park Redevelopment

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

Transportation Actions

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

Transportation Actions

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

Urban Design Actions

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

Economic Development Actions

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

Character Area Actions

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

What do you think need to update?

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

What do you think need to update?

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

What do you think need to update?

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

What do you think need to update?

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

What do you think need to update?

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

What do you think need to update?

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

Appendix B-2

Notes from Focus Group Meeting

Downtown Focus Group Meeting Summary

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

BDDC's roles

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

Appendix C-1

1st Public Consultation Event Invitation

Bringing the Downtown Plan to Life

Public Consultation - Tuesday April 24, 2018

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

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

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

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



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

For further information, contact Community Planner Shengxu Li at s.li@brandon.ca, 204-729-2117

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

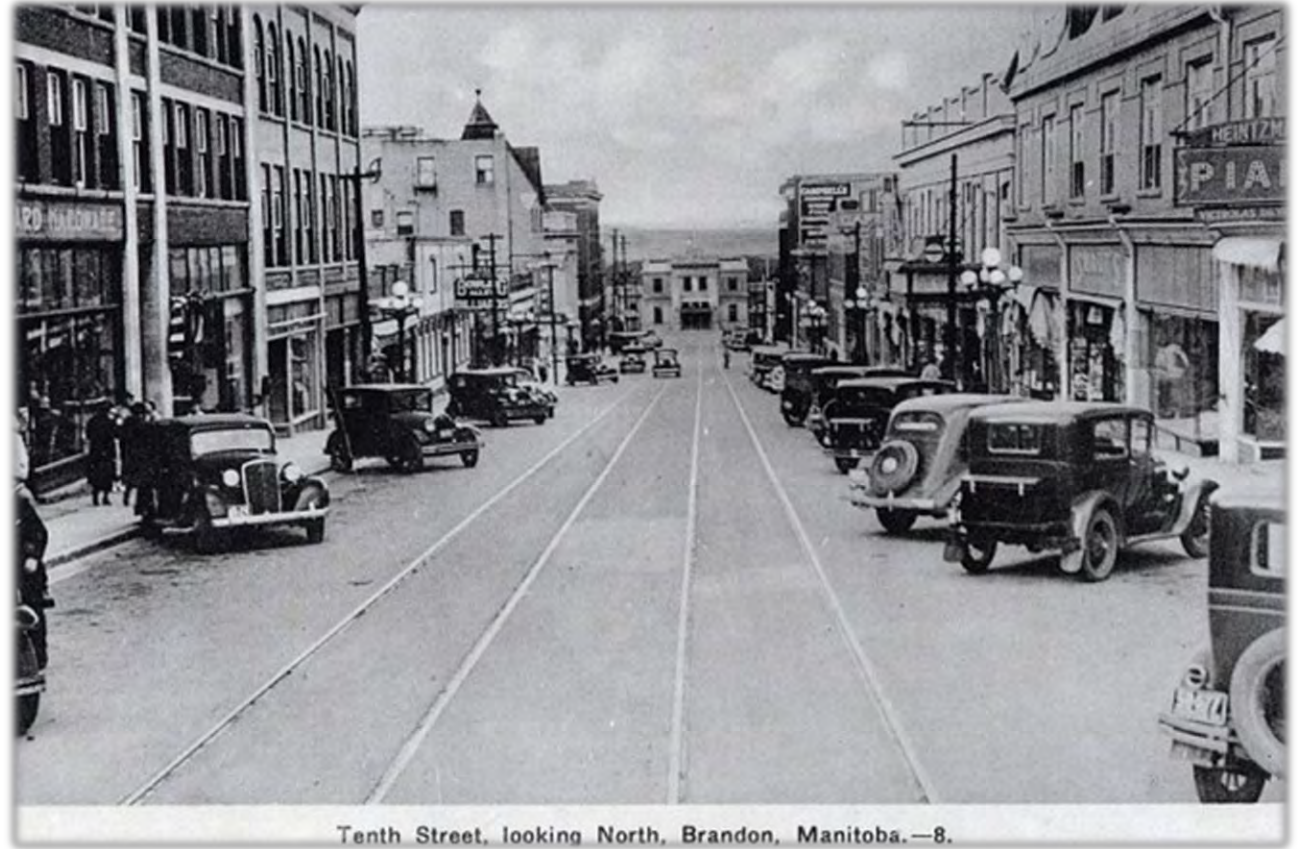
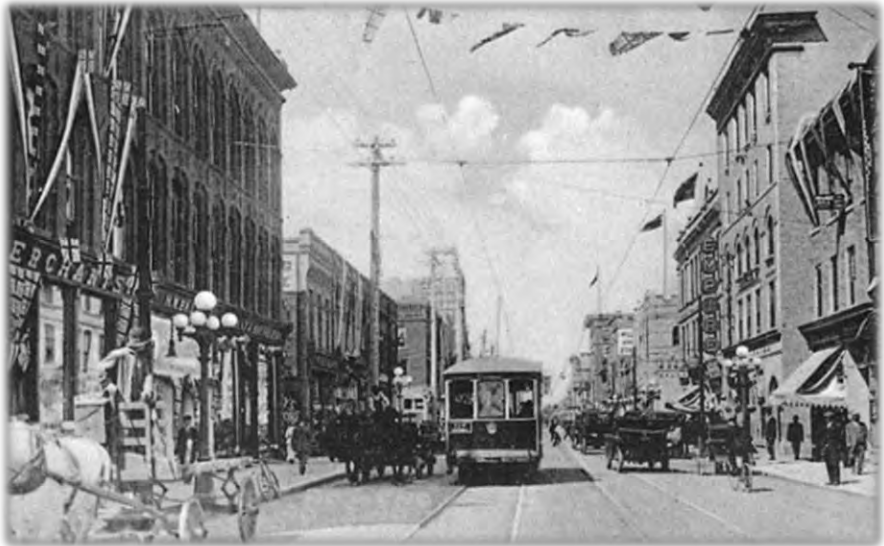
Appendix C-2

1st Public Consultation Event PowerPoint Presentation

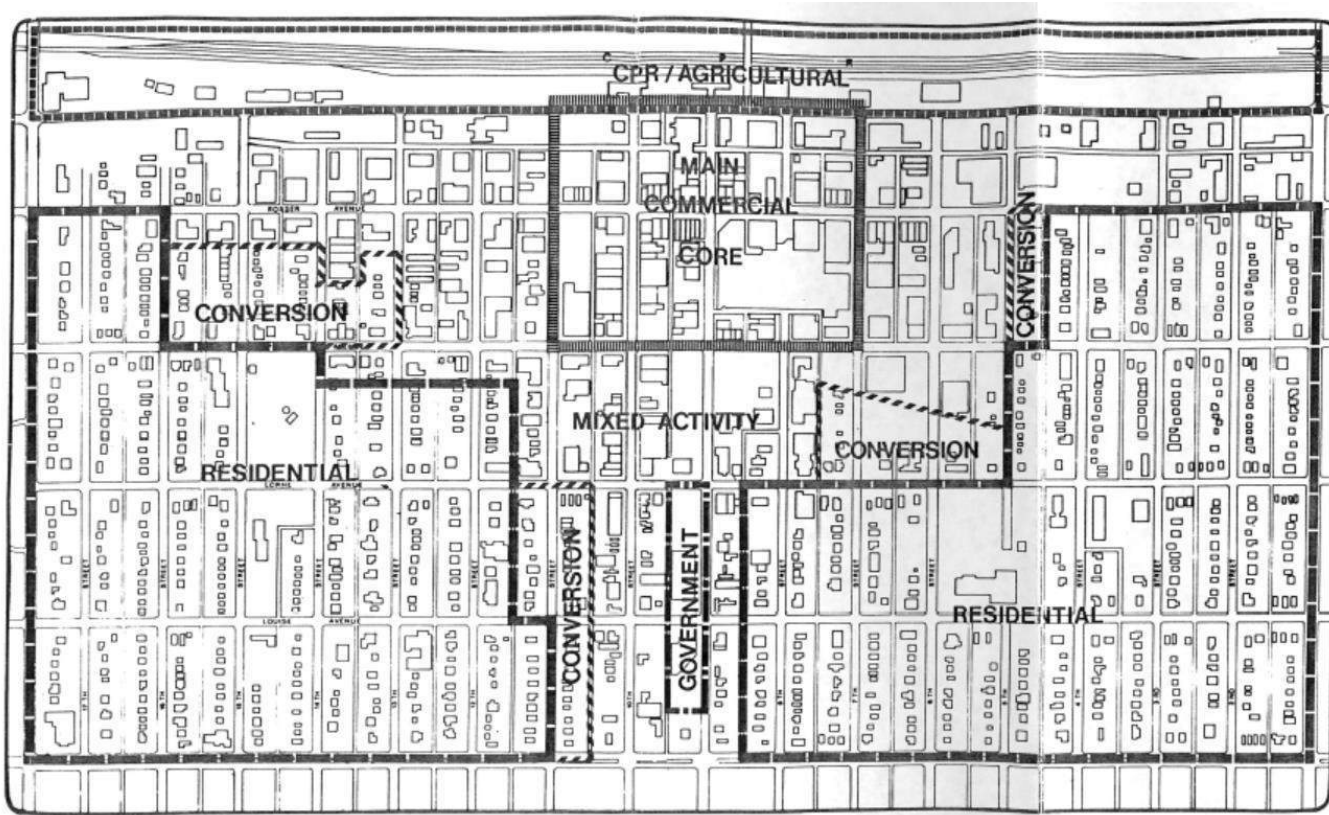
BRINGING THE DOWNTOWN PLAN TO LIFE



Building on our Past



Building on our Past



DOWNTOWN BRANDON VISION

“to flourish and grow into a vibrant and dynamic place, the preferred destination in the region, by offering a wide range of unique and diverse experiences and stimulating economic opportunities.”



Appendix C-2-4

THREE CORE VALUES & SIX ORGANIZING THEMES

Diversity

People on
Display

Mixed Use
Development

Uniqueness

Pedestrian
Friendly

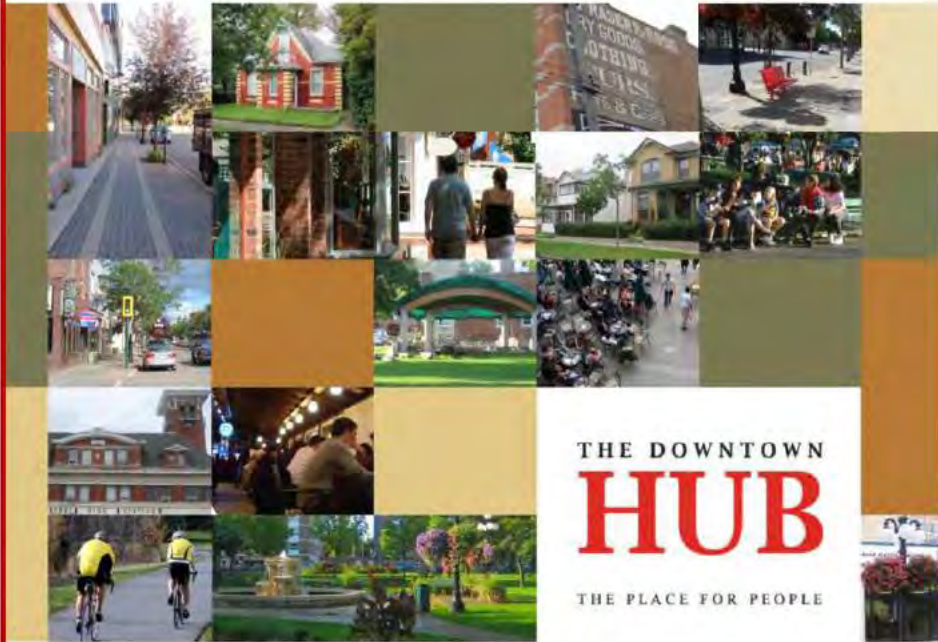
Active &
Engaged
Merchants

Appendix C-2-5

Character

Life After
Dark

Building
Blocks



THE HUB SECONDARY PLAN
APPENDIX A OF BY-LAW NO. 7010

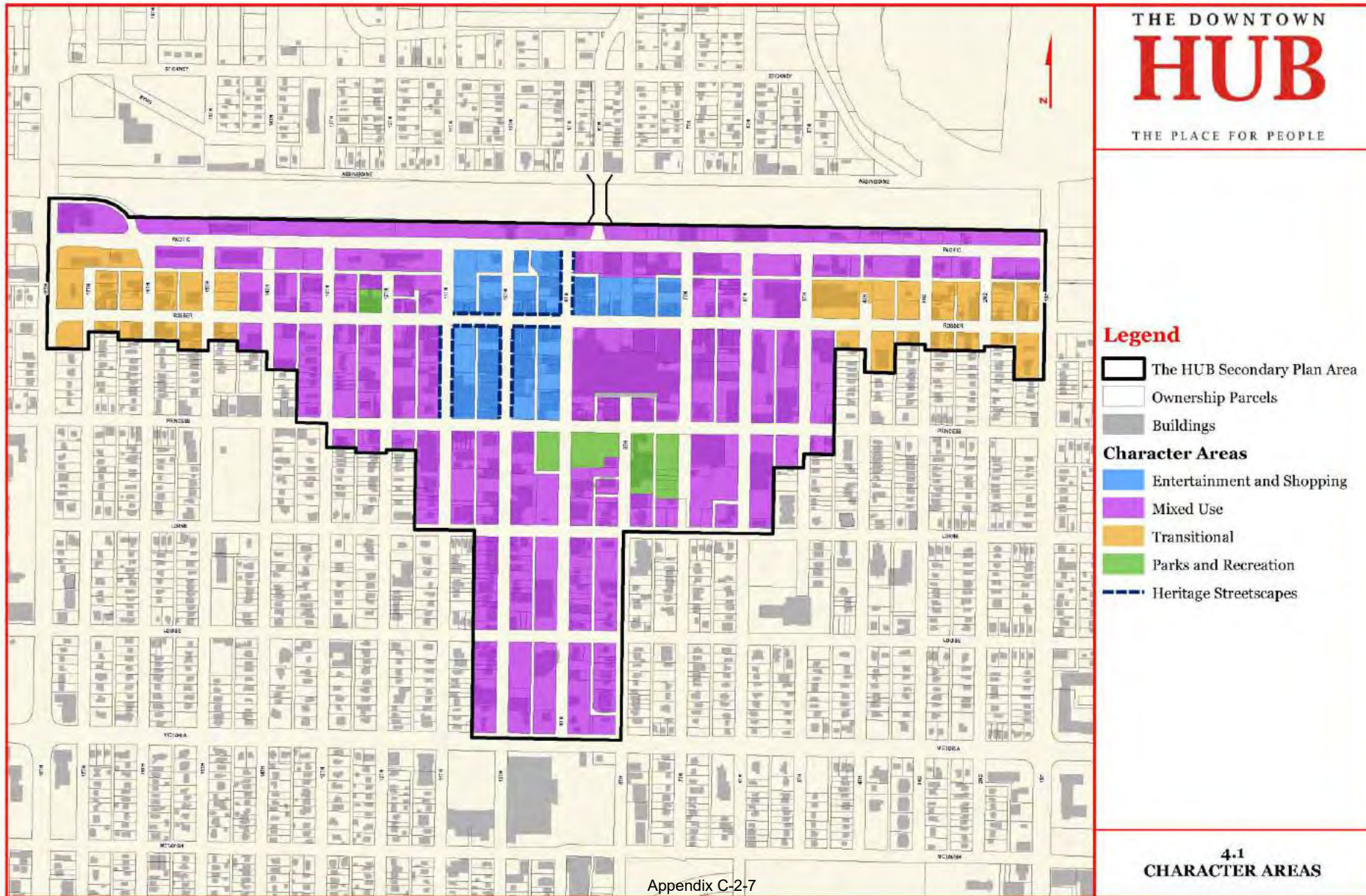
Prepared by:
The City of Brandon Planning Department

February 2012



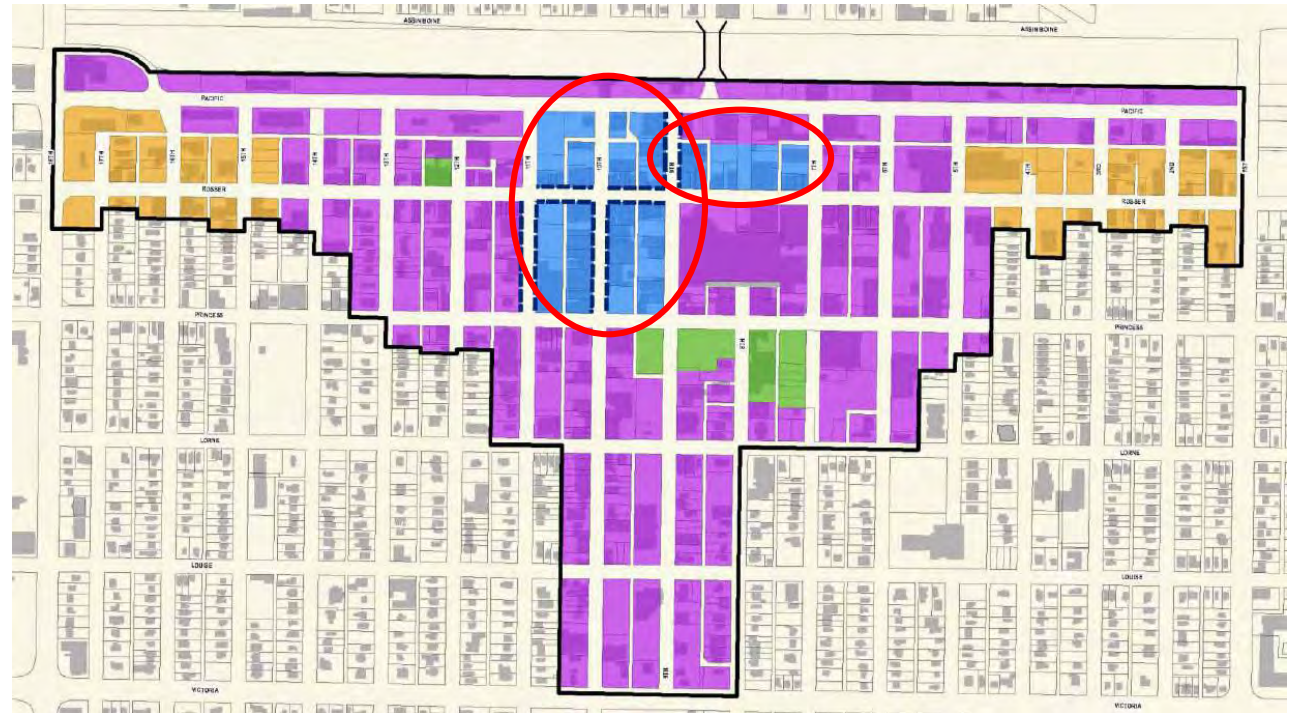
Adopted by City Council in 2012, provides the framework to begin implementing this vision for downtown Brandon.

DOWNTOWN BRANDON CHARACTER AREAS



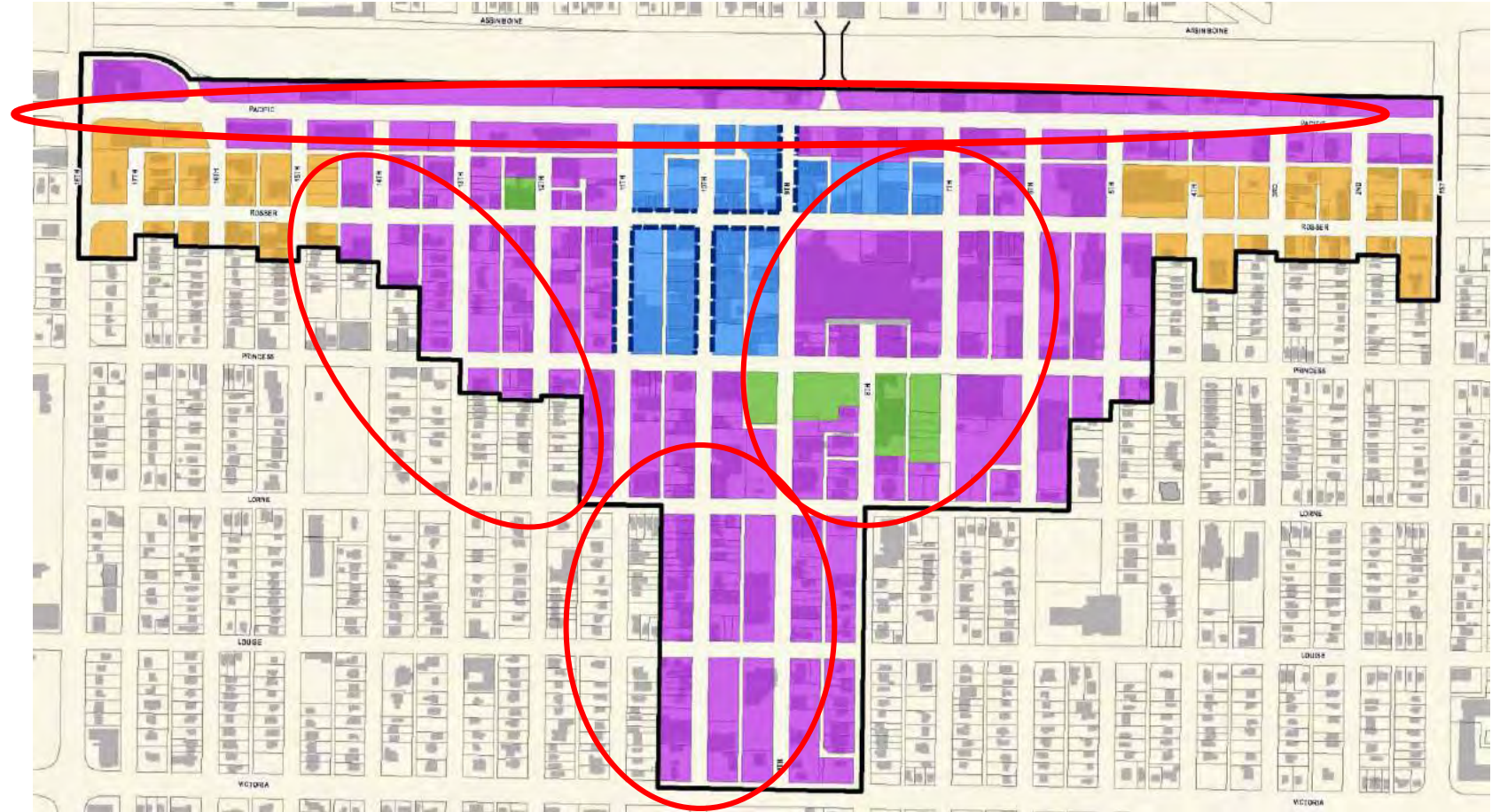
ENTERTAINMENT AND SHOPPING CHARACTER AREA

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



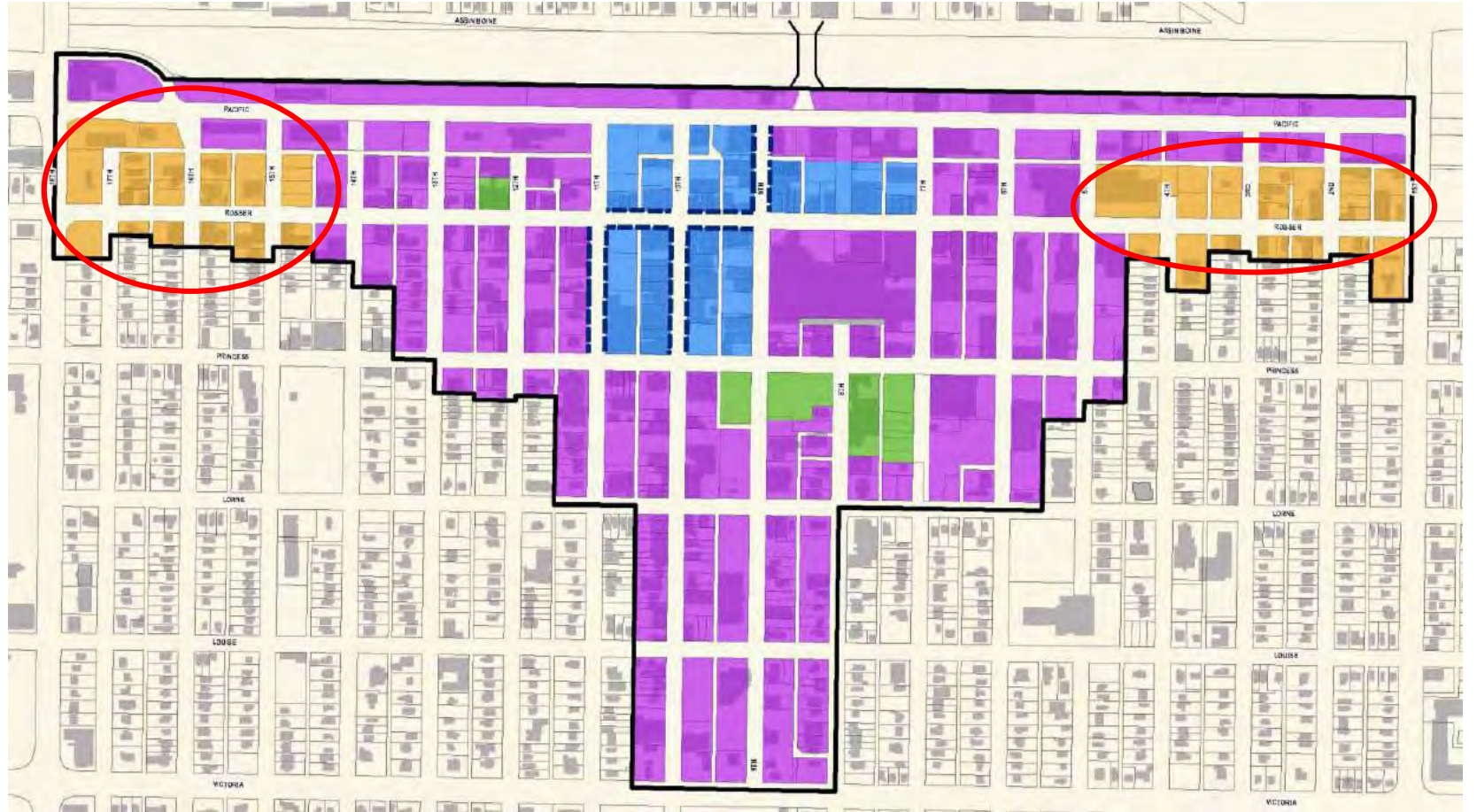
MIXED USE CHARACTER AREA

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



TRANSITIONAL CHARACTER AREA

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



URBAN DESIGN

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



GREENSPACE & RECREATION

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



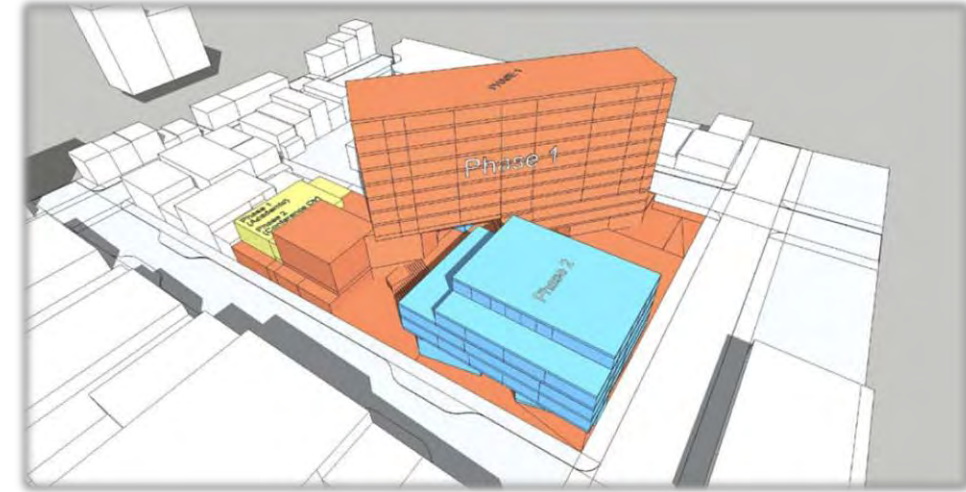
TRANSPORTATION

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



ECONOMIC DEVELOPMENT

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



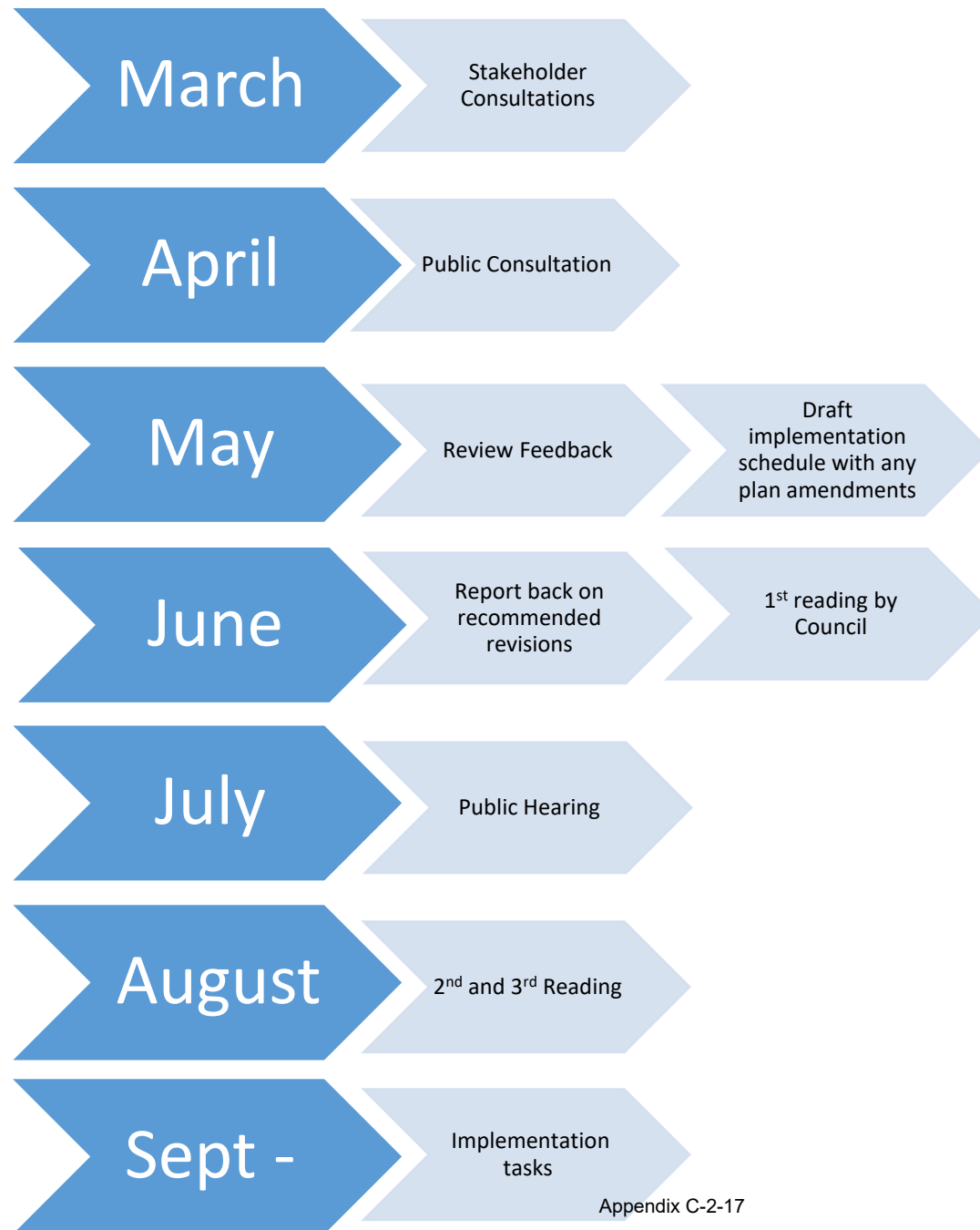
OBJECTIVES OF DOWNTOWN PLAN UPDATE

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

DISCUSSION TOPICS

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

Next Steps



Appendix C-3

1st Public Consultation Event Display Board

BUSINESS DEVELOPMENT

Business Development

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



BRING THE DOWNTOWN PLAN TO LIFE / APRIL 24, 2018

CHARACTER AREAS

ENTERTAINMENT AND SHOPPING AREA

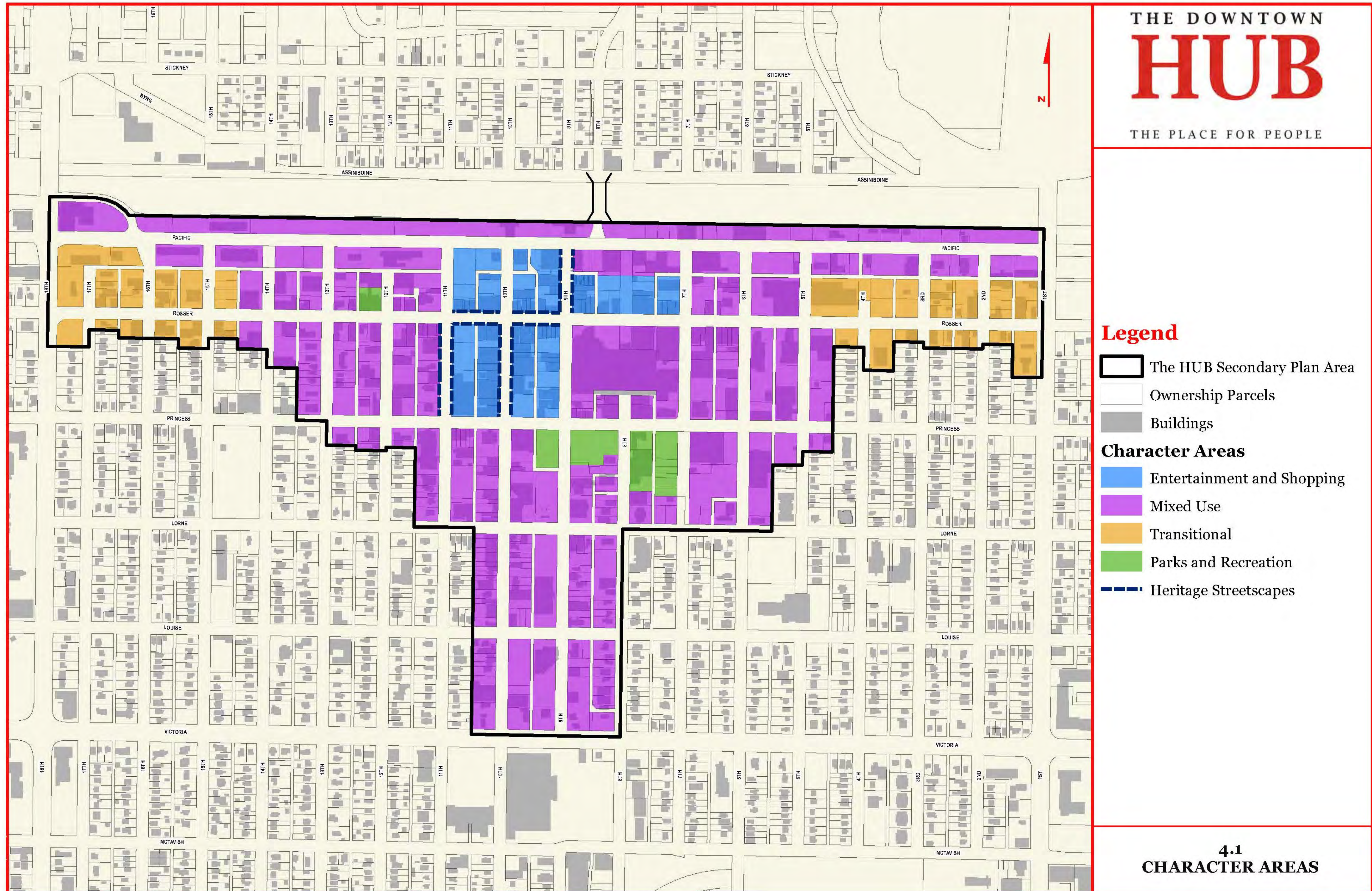
To establish a unique entertainment and shopping area that builds upon the heritage structures in the area and proposes a pedestrian friendly shopping and dining environment that facilitates and promotes a vibrant streetscape. The area's unique character and amenities will draw people to the area during and after regular business hours.

KEY FACTS:

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



CHARACTER AREAS



CHARACTER AREAS

MIXED-USE AREA

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

KEY FACTS

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

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



CHARACTER AREAS

TRANSITIONAL AREA

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

KEY FACTS

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



HOUSING DEVELOPMENT

Housing Development

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



BRING THE DOWNTOWN PLAN TO LIFE / APRIL 24, 2018

PEDESTRIAN EXPERIENCE

LANDSCAPING & GARDENS

STREET TREES



PLANTING BASKETS



COMMUNITY GARDENS



GREEN ROOFS AND WALLS



PEDESTRIAN EXPERIENCE

PARKS

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

CREATION OF GREEN SPACES



EXISTING PARKS



POCKET PARKS



PARKLETS



PEDESTRIAN EXPERIENCE

PEDESTRIAN MOVEMENT

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

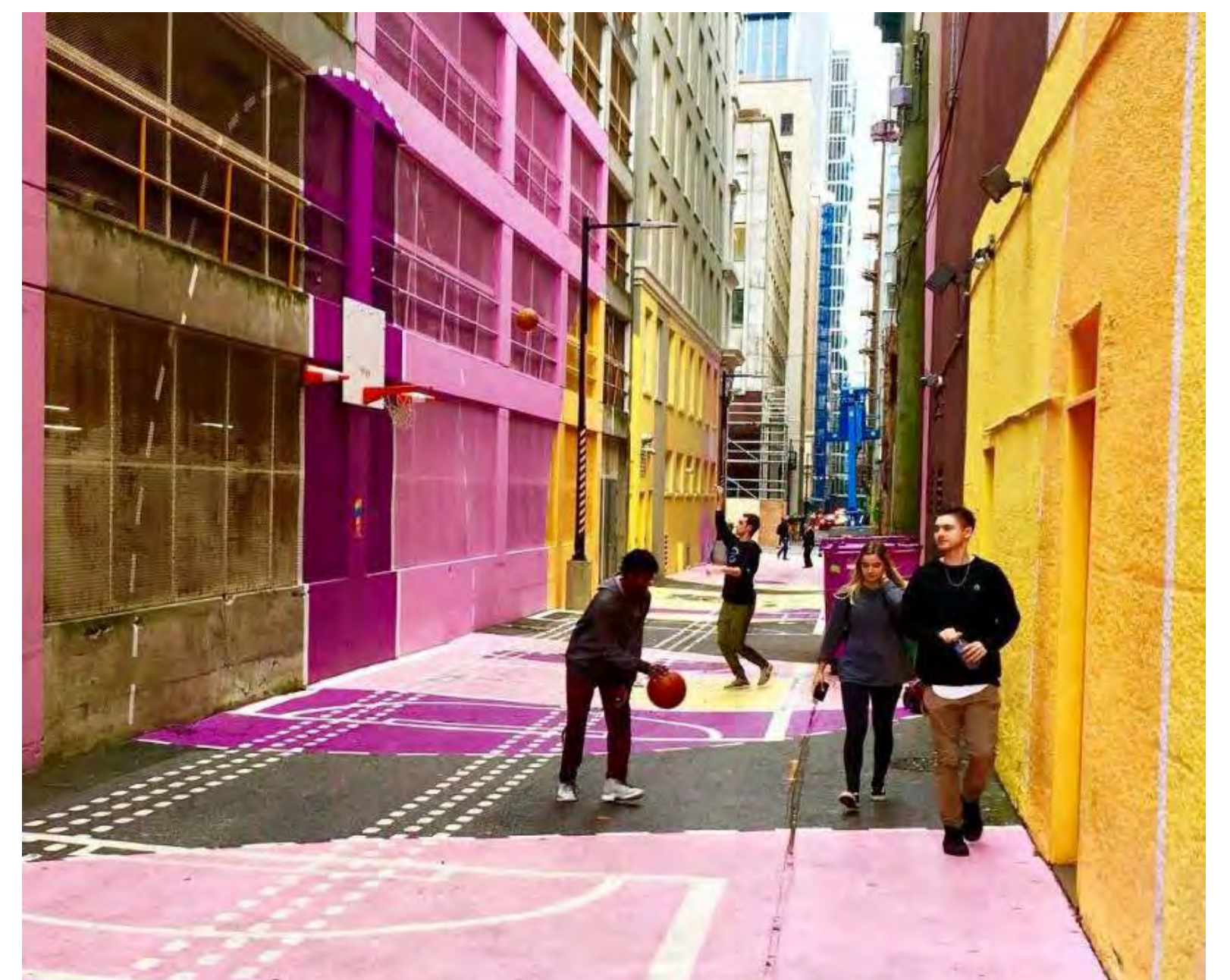
PEDESTRIAN EXPERIENCE



PEDESTRIAN STREETS



PEDESTRIAN ALLEYS



PEDESTRIAN EXPERIENCE

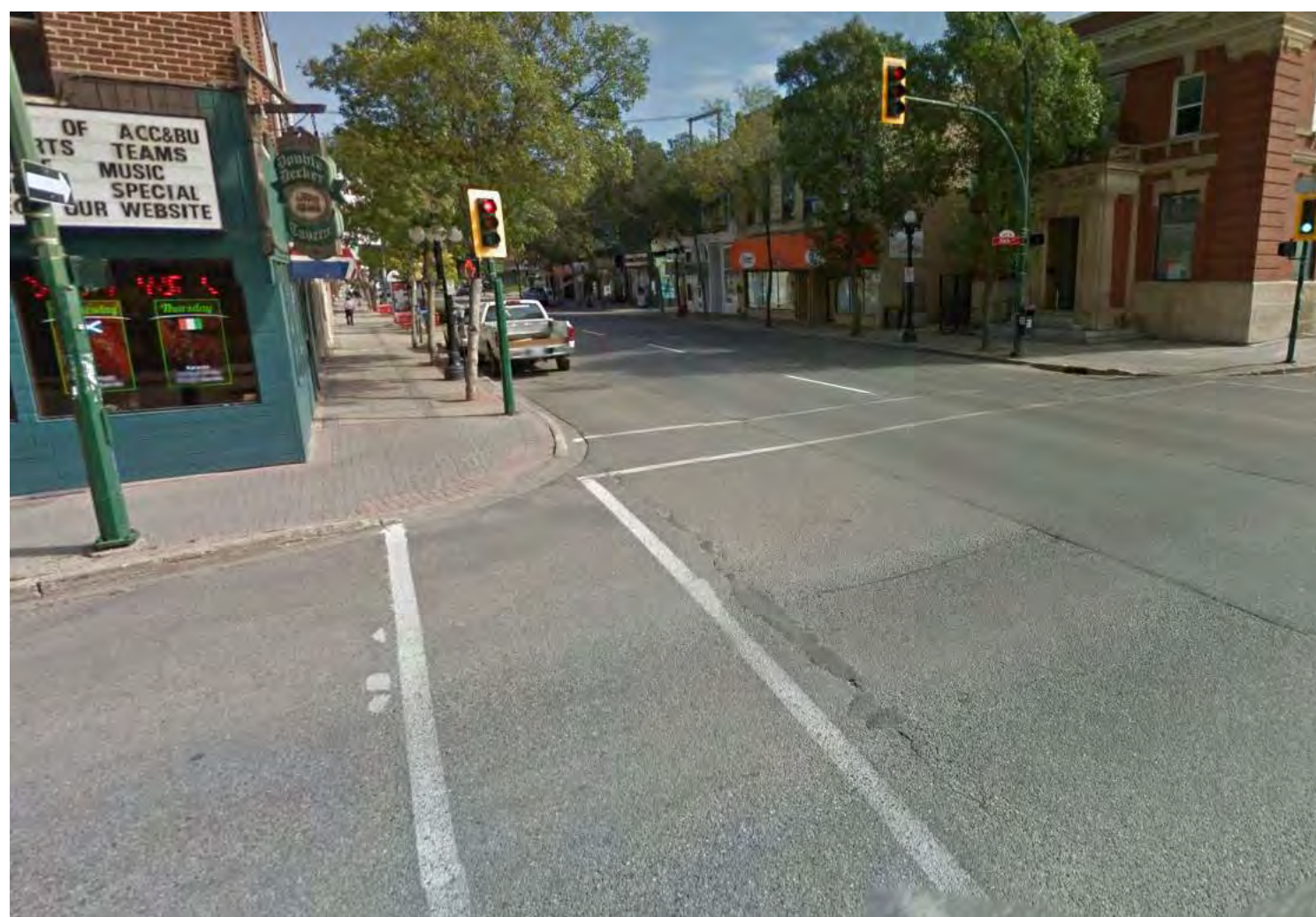
PUBLIC ART

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

MURALS



CROSSWALKS



UTILITY BOXES



BICYCLE PARKING



VISUAL EXPERIENCE

Building Design

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

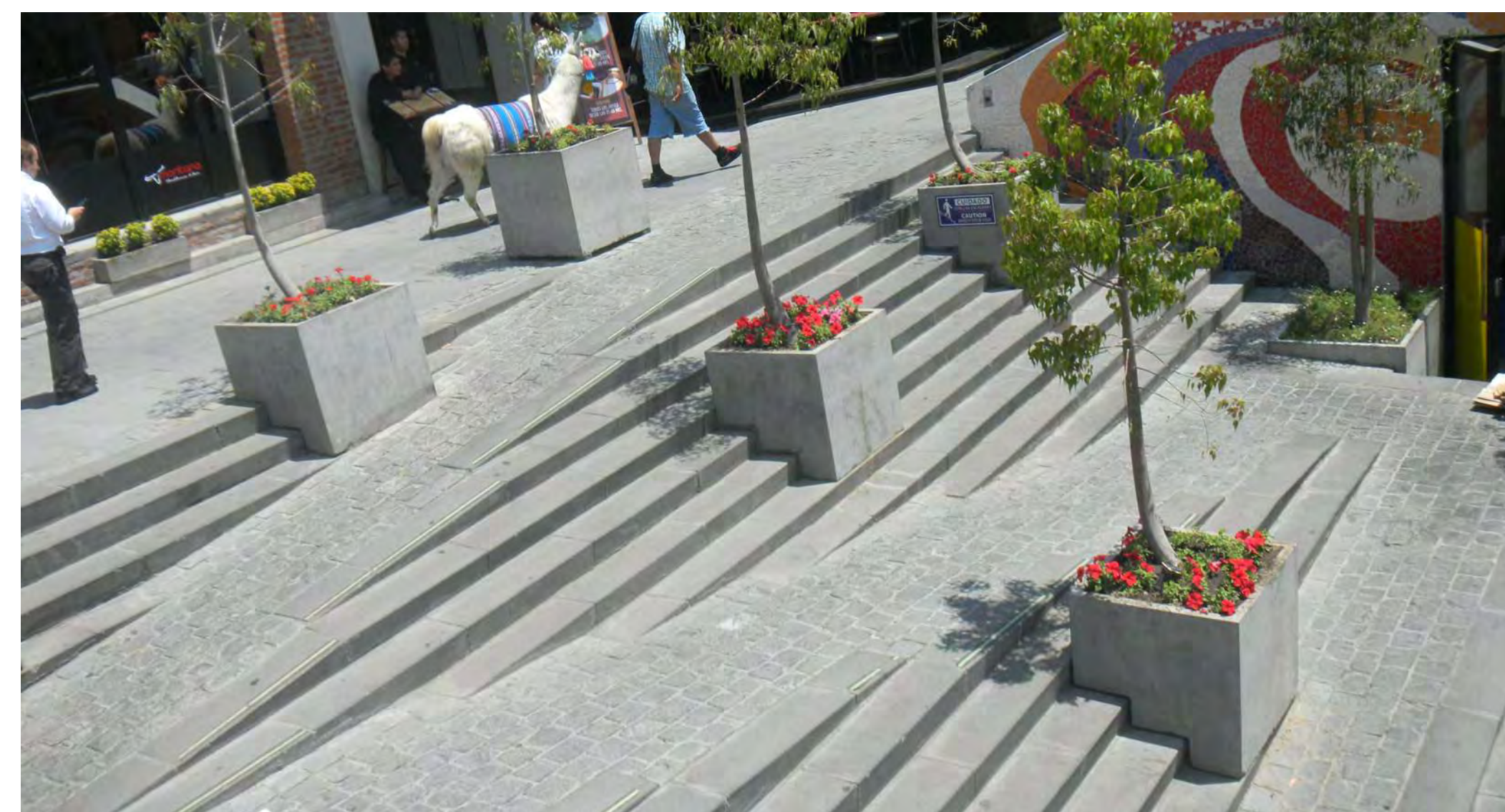


BRING THE DOWNTOWN PLAN TO LIFE / APRIL 24, 2018

VISUAL EXPERIENCE

Site Design

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



BRING THE DOWNTOWN PLAN TO LIFE / APRIL 24, 2018

VISUAL EXPERIENCE

Streetscape

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



BRING THE DOWNTOWN PLAN TO LIFE / APRIL 24, 2018

Appendix C-4

1st Public Consultation Event Handouts

Visual Experience

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

Notes:

Pedestrian Experience

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

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

Notes:

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

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

Appendix C-5

Public Consultation Survey

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

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

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

Shengxu Li, Community Planner

Email: s.li@brandon.ca

Ph: 204.729.2117 Fax: 204.728.2406

638 Princess Ave, Brandon MB R7A 0P3

Character Areas

Vision:

Entertainment & Shopping Area: To establish a unique entertainment and shopping area that builds upon the heritage structures in the area and proposes a pedestrian friendly shopping and dining environment that facilitates and promotes a vibrant streetscape. Uses in the area will focus on arts and entertainment, along with specialty retail and supportive restaurant uses. Its unique character and amenities will draw people to the area during and after regular business hours. Maximum residential is encouraged in upper storeys.

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

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

Questions:

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

Yes No
Comments:

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

Yes No

Comments:

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

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

Yes No

Comments:

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

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

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

Business Development

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

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

Questions:

1. When you think of downtown as a location to set up a business, what comes to your mind?
2. How would you describe downtown in comparison to other commercial areas of Brandon to someone looking to set up a business?
3. Think of parking in downtown Brandon, what annoys you (what are solutions) and what is a positive experience (can these items be increased)?
4. Would it be okay to lose a few parking spots during the summer in order to encourage things like food trucks & patios in downtown?
Yes No
5. What are the pros and cons of setting up a business downtown?

6. Should we be looking at incentives to attract investment downtown? If yes, for what types of businesses?
Yes No
Comments:

Should there be a focus on encouraging the development of artist live/work spaces downtown?
Yes No
Comments:

7. Are there areas of downtown that require more vehicle parking? If so, where?
Yes No
Comments:

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

Yes No

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

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

Yes No
Comments:

Housing Development

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

Questions:

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

1 2 3 4 5

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

1 2 3 4 5

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

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

Yes No
Comments:

Visual Experience

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

Questions:

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

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

Yes No
Comments:

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

Yes No
Comments:

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

Yes No
Comments:

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

1 2 3 4 5

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

Yes No
Comments:

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

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

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

Yes No
Comments:

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

Yes No
Comments:

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

Yes No
Comments:

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

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

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

1 2 3 4 5

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

Yes No
Comments:

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

Yes No
Comments:

Pedestrian Experience

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

Questions:

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

1 2 3 4 5

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

Yes No
Comments:

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

1 2 3 4 5

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

5. When you think of places you've visited that delivered a great pedestrian experience and/or a great streetscape, what elements made them great?

6. What is preventing downtown from delivering a good pedestrian experience downtown?

7. What are we / or have we done right downtown to foster a good pedestrian experience?

8. Can you identify areas of the downtown that you would identify as not being pedestrian friendly, and why?

9. Should back alleys be considered pedestrian corridors? If yes, what ideas do you have to improve the experience?

Yes

No

Comments:

10. Do you think it makes sense to explore closing off a portion of the downtown to make it pedestrian access only in the summer months? Why or why not? If yes in which area(s)?

Yes

No

Comments:

11. Are transit stops in downtown appropriate (too few, too many?)

12. The sidewalks along Rosser are aging. As repairs or replacements are required, is it important to keep the sidewalk scaping along Rosser Avenue, even if doing so is at a greater public cost?

Yes

No

Comments:

13. How important is increasing bicycle parking downtown?

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

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

Yes No

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

Yes No

Comments:

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

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

Yes No

Comments:

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

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

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

Yes No
Comments:

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

Yes No
Comments:

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

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

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

25. How can we encourage greater landscaping downtown?

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

Appendix C-6

Notes from 1st Public Consultation Event

1st Public Consultation Event Notes Summary

Pedestrian Experience

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

Visual Experience

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

Business Development

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

Housing Development

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

Character Areas

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

Appendix D

Notes from Internal Stakeholder Meetings

Downtown Servicing Policies Meeting

October 17, 2018 Marc, Ryan and Shengxu

Drainage:

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

Wastewater:

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

Water:

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

THE DOWNTOWN HUB

THE PLACE FOR PEOPLE

Legend

- The HUB Secondary Plan Area
 - Ownership Parcel
 - Building
- ### Character Areas
- Entertainment and Shopping
 - Mixed Use
 - Transitional
 - Parks and Recreation
 - Heritage Streetscape

4-1: CHARACTER AREAS



Shengxu Li

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

Good morning Sam,

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

Parking

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

Active Transportation

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

Pedestrian

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

Transit

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

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

Thank you,

Shengxu Li, MCP

Community Planner

Development Services Division

Planning & Buildings Department

638 Princess Ave.

Brandon, MB R7A 0P3

Ph. 204.729.2117



Appendix E

Notes from External Stakeholder Meetings

Shengxu Li

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

Downtown Discussion

Monday, October 22, 2018
4:47 PM

Phone Call with Carly Gasparini - Executive Director of BNRC

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

Created with Microsoft OneNote 2016.

Shengxu Li

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

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

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

Hey Glen,

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

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

Notes

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

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

Thanks,

Shengxu Li, MCP

Community Planner

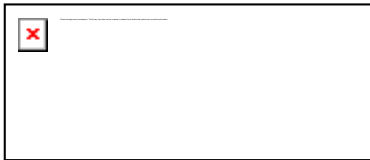
Development Services Division

Planning & Buildings Department

638 Princess Ave.

Brandon, MB R7A 0P3

Ph. 204.729.2117



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Shengxu Li

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

Correction to Michael Cox notes.

Ryan Nickel, RPP

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



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

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

Michael

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

Hey Michael,

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

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

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

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

Thanks again,

Ryan

Link to meeting notes: Downtown Design Discussion

Downtown Design Discussion

Tuesday, September 25, 2018

8:21 AM

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

Link to Outlook Item: *click here*

Invitation Message

Participants

 [Ryan Nickel](#) (Meeting Organizer)

Notes

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

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Shengxu Li

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

Notes from Mike Maendel meeting.

Ryan Nickel, RPP

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



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

Hey Mike,

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

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

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

Thanks again,

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

Downtown Discussion - Mike Maendel

Monday, September 24, 2018
9:18 AM

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

Invitation Message

Participants

 [Ryan Nickel](#) (Meeting Organizer)

 [Mike Maendel](#) (Accepted in Outlook)

Notes

The Downtown Plan

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

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

Implementation Plan

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

Working Group

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

Shengxu Li

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

Ryan,

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

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

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

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

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

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

best,

Robyn

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

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

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

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

All the best,

Ryan

Link to meeting notes: Robyn Sneath Downtown Meeting

Robyn Sneath Downtown Meeting

Monday, September 24, 2018

12:16 PM

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

Link to Outlook Item: *click here*

Invitation Message

Participants

[Ryan Nickel](#) (Meeting Organizer)

robysneath@gmail.com	
--	--

Key Takeaways

1. Design focus on central business area

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

2. Incentives/Economic Development

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

4. Land Use/Safety

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

5. Parking

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

Other

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

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--

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

Shengxu Li

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

Hey Robyn,

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

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

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

All the best,

Ryan

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

Robyn Sneath Downtown Meeting

Monday, September 24, 2018
12:16 PM

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

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

Invitation Message

Participants

 [Ryan Nickel](#) (Meeting Organizer)

 robysneath@gmail.com

Key Takeaways

1. Design focus on central business area

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

2. Incentives/Economic Development

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- City must play proactive role in working with DDC to acquire and market properties for development to achieve vision
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4. Land Use/Safety

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

5. Parking

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

Other

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

Downtown Plan Update – Stakeholder Conversation

February 11, 2019 – Steve Baker

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

Shengxu Li

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

Hey Steve,

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

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

Thanks again,

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

DT Secondary Plan Discussion

Tuesday, September 18, 2018
4:39 PM

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

Location: JandG Boardroom

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

Participants

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

Notes

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

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

Created with Microsoft OneNote 2016.

Appendix F-1

Urban Design Policies Focus Group Meeting PowerPoint Presentation

DOWNTOWN URBAN DESIGN POLICIES

October 2018 Focus Group



VISION

“to flourish and grow into a vibrant and dynamic place, the preferred destination in the region, by offering a wide range of unique and diverse experiences and stimulating economic opportunities.”



Urban Design

What is Urban Design?

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



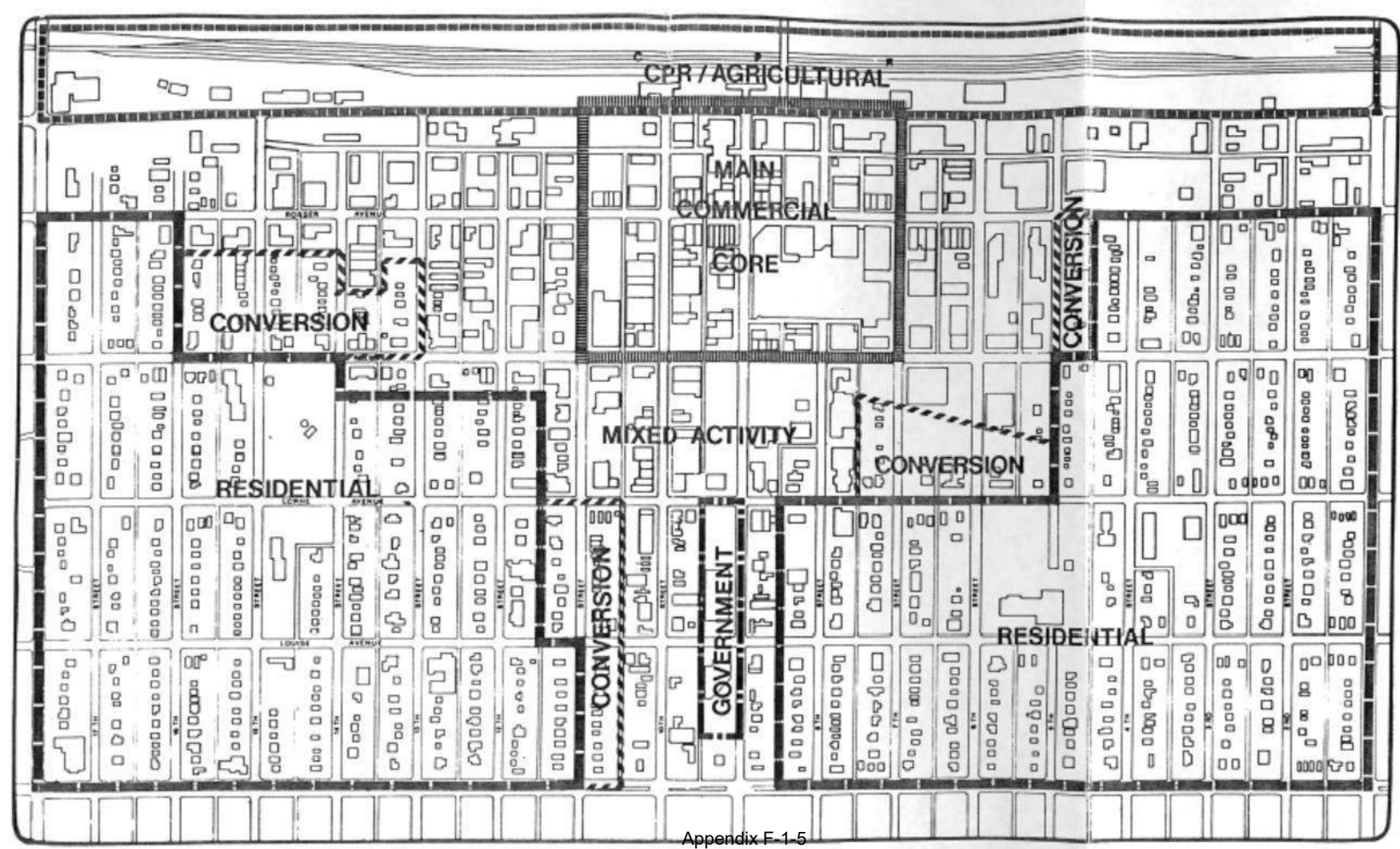
POLL EVERYWHERE

What is good Urban Design for Brandon?



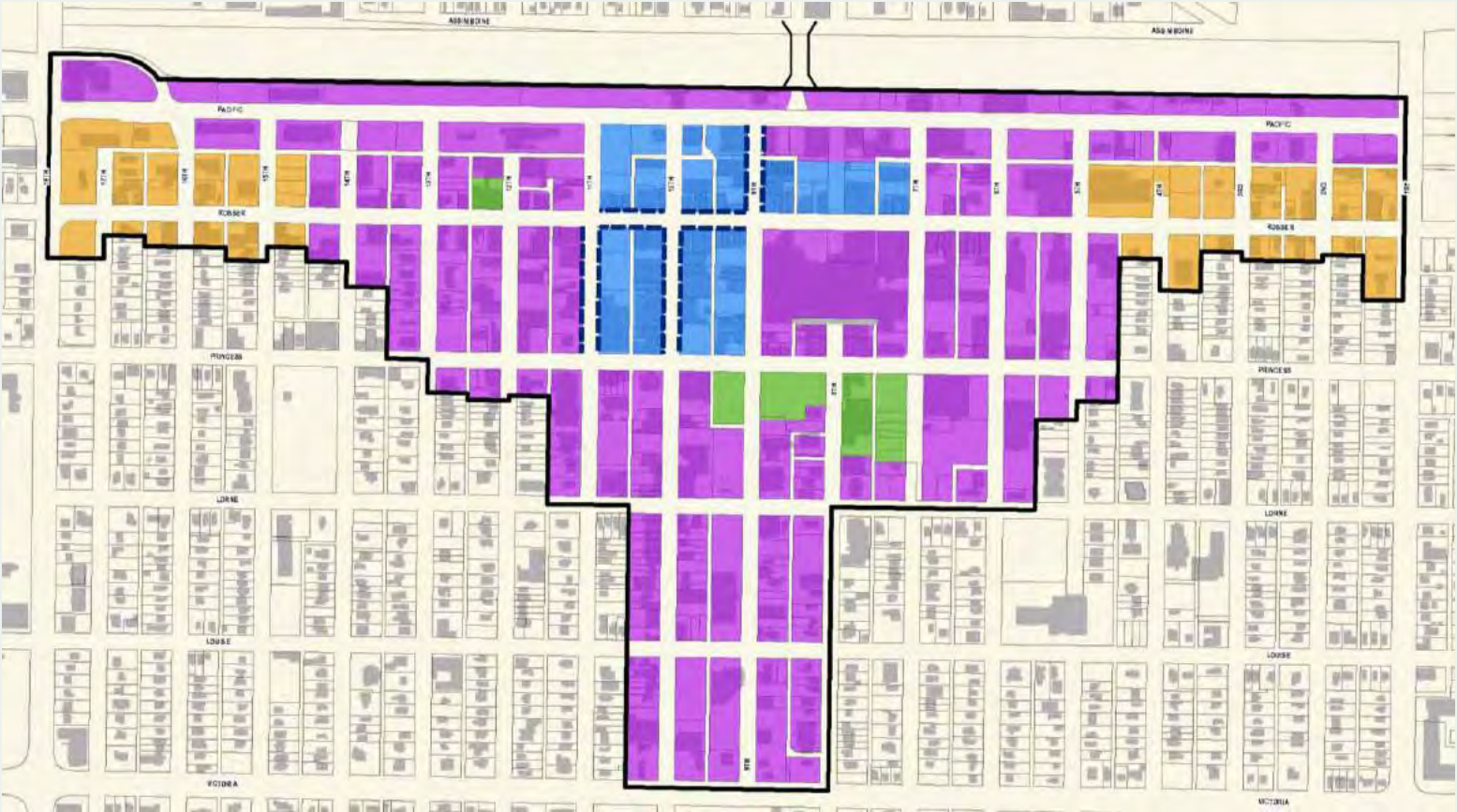
CHARACTER AREAS & CORRIDORS

What is the right land use mix?



CHARACTER AREAS & CORRIDORS

What is the right land use mix?



CHARACTER AREAS & CORRIDORS

What is the right land use mix?



OUTLINE

Urban Design Categories



Site Design



Building Design



Heritage Streetscapes

SITE DESIGN

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



BUILDING DESIGN

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



HERITAGE STREETSCAPES

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



IMPLEMENTATION

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

Downtown Urban Design Policies Focus Group Meeting

Facilitation Questions

Land Use

Entertainment and Shopping (Central Business Area) Boundaries?

Corridors – Commercial Corridors – Add/Delete

Site Design

Pedestrian / Bicycle Movements

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

Public Art

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

Street Furniture

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

Lighting

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

Landscaping and Fencing

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

Building Design

Context

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

Orientation and Entrance

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

Building Articulation

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

Storefront Elements

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

Materials

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

Heritage Streetscape

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

Implementation

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

Why Urban Design

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

What is good urban design?

Picture 1 – Euphoria (138 10th Street)

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

Picture 2 – Hairitage House Salon (629 A 10th Street)

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

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

Picture 3 – Rosser and 7th street

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

Picture 4 –

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

Picture 5 –

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

Picture 6 –

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

Picture 7 –

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

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

Other general comments:

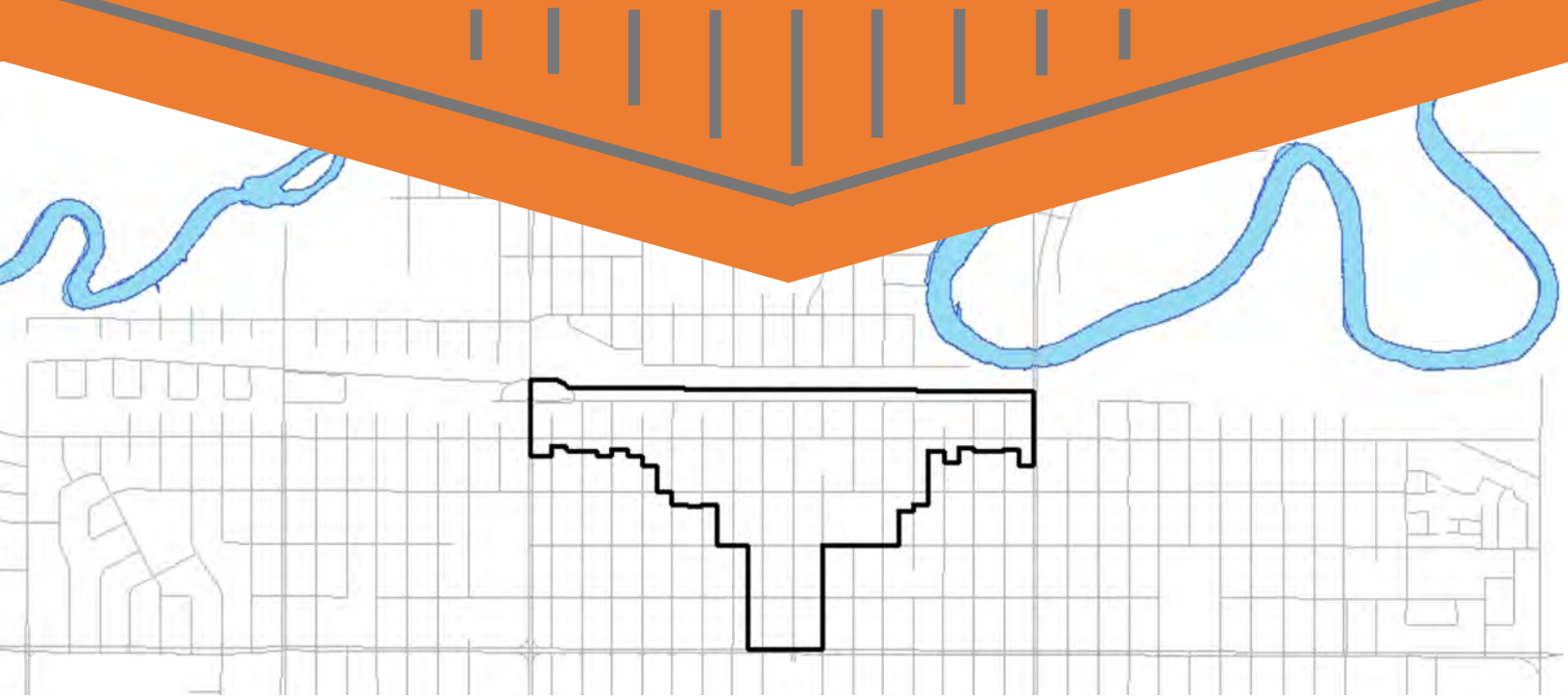
- What will the role of the design review committee be? Advisory? Approval?
- Residential development in downtown is great since the city supports density but sometimes residential units are developed only considering current state (i.e. is there currently residential surrounding it) but no thought of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

Appendix G-1

2nd Public Consultation Event Invitation

BRINGING THE DOWNTOWN PLAN TO LIFE

PUBLIC CONSULTATION EVENT - PART II



Thursday | February 7 | 5pm - 7pm

BRANDON DESIGN STUDIO, 638 PRINCESS AVE

Please use Door B (east side of the building)

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

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



Appendix G-2

2nd Public Consultation Event PowerPoint Presentation

A map of a downtown area with a grid of streets. A blue river flows through the upper portion of the map. A thick black line highlights a specific area in the center, which is roughly rectangular but has a jagged, stepped boundary on its southern side. The text 'Downtown Secondary Plan Update' is centered over the map.

Downtown Secondary Plan Update

Background information

Downtown Secondary Plan

Vision:

“To flourish and grow into a vibrant and dynamic place, the preferred destination in the region, by offering a wide range of unique and diverse experiences and stimulating economic opportunities”.



A photograph of a snowball on a snowy surface. The snowball is on the left side of the frame, casting a shadow to its right. A trail of snow leads from the snowball towards the bottom right corner of the image. The background is a vast, flat expanse of snow.

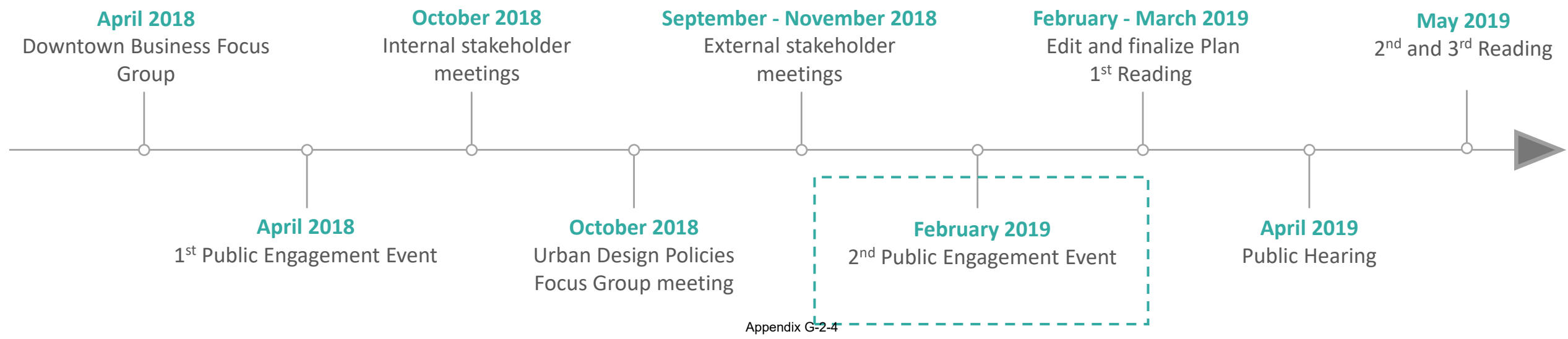
SUCCESS IS LIKE A SNOWBALL...

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

Steve Ferrante

Downtown Secondary Plan Update

Timeline and background information



Greenspace

Transportation

Servicing

Economic Development

Housing

Culture Social Services

Urban Design

Land Use

Implementation

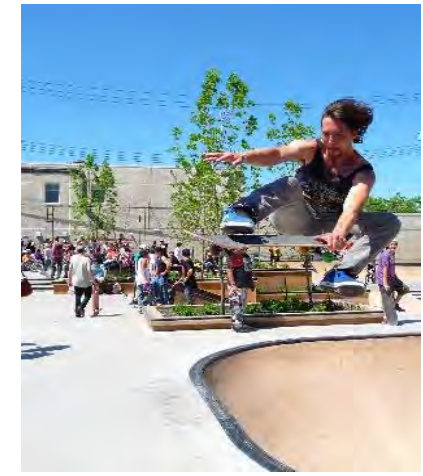
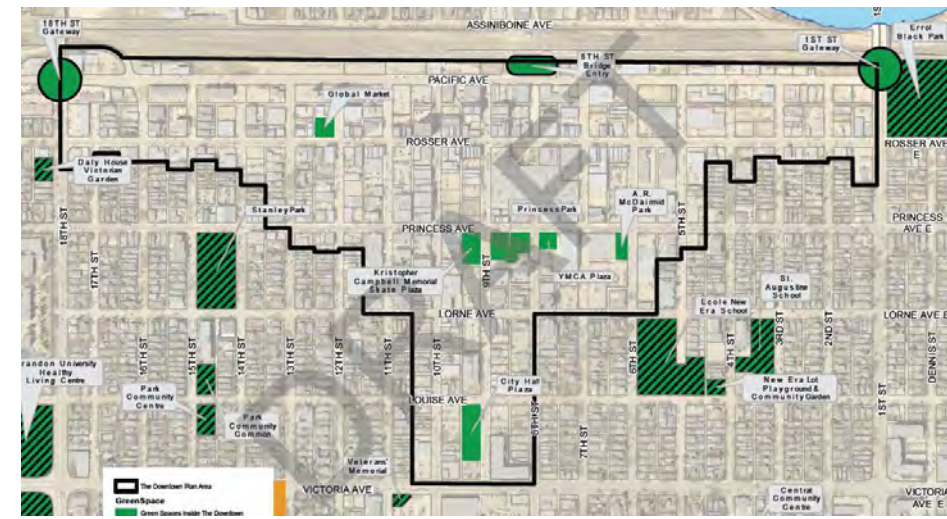
Greenspace

Objectives

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

What we heard

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



Transportation

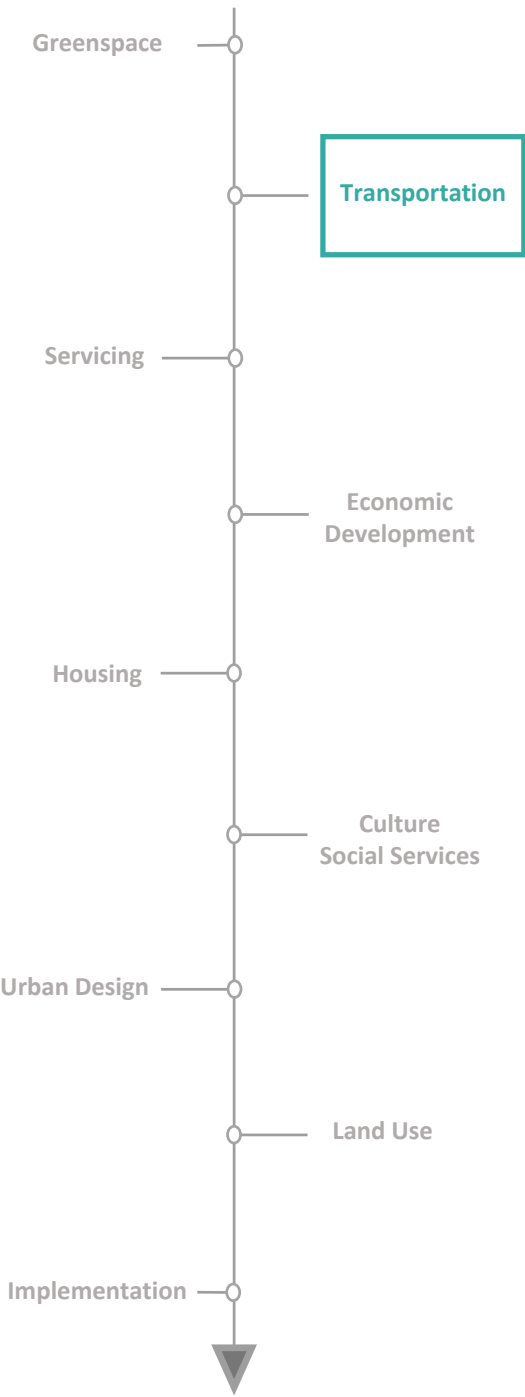
Objectives

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

What we heard

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

Appendix G-2-6



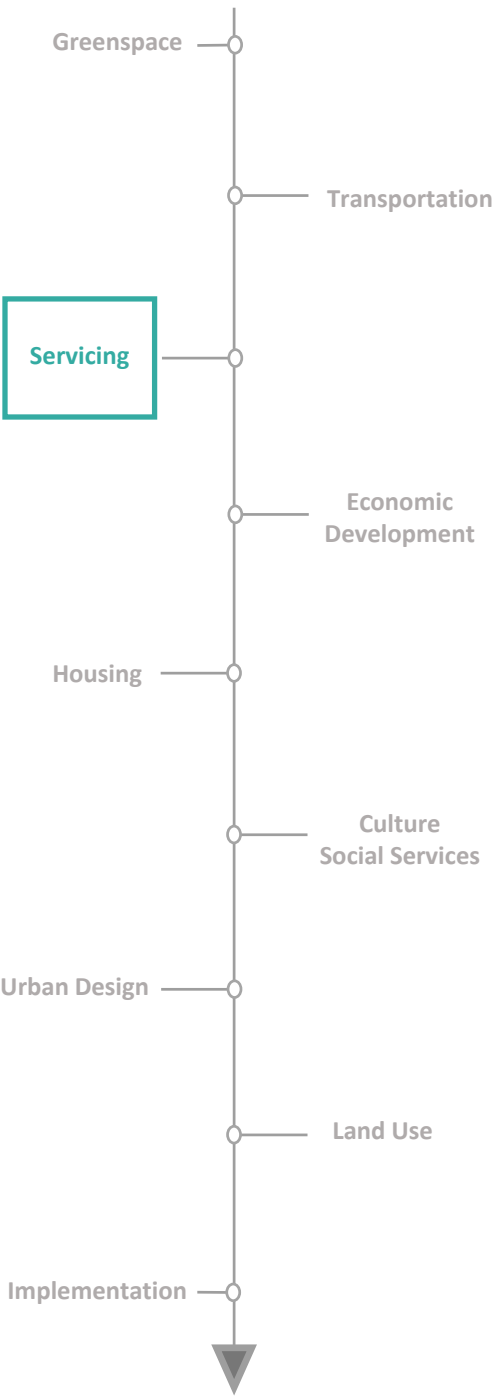
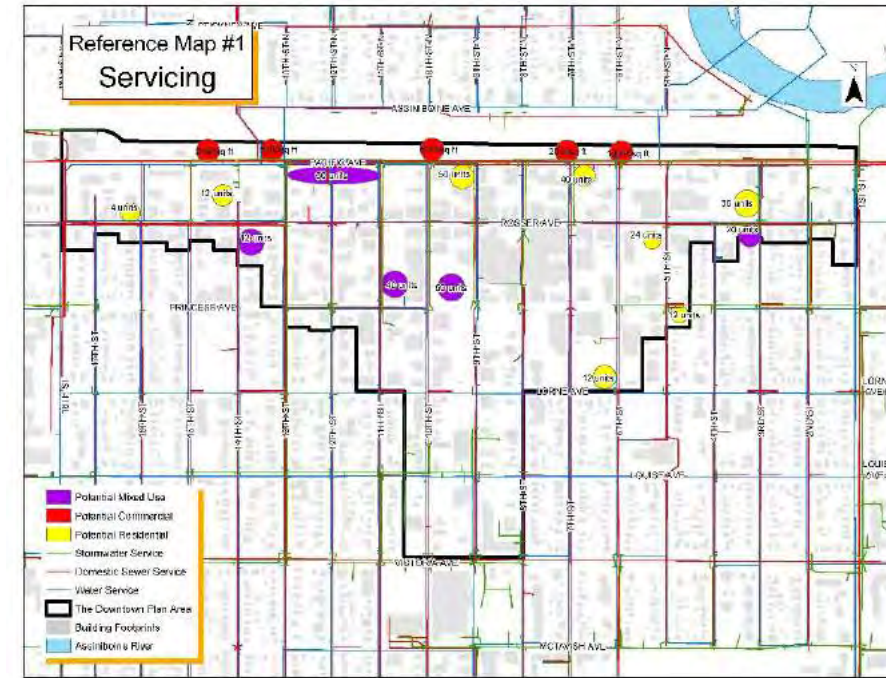
Servicing

Objectives

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

What we heard

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



Economic Development

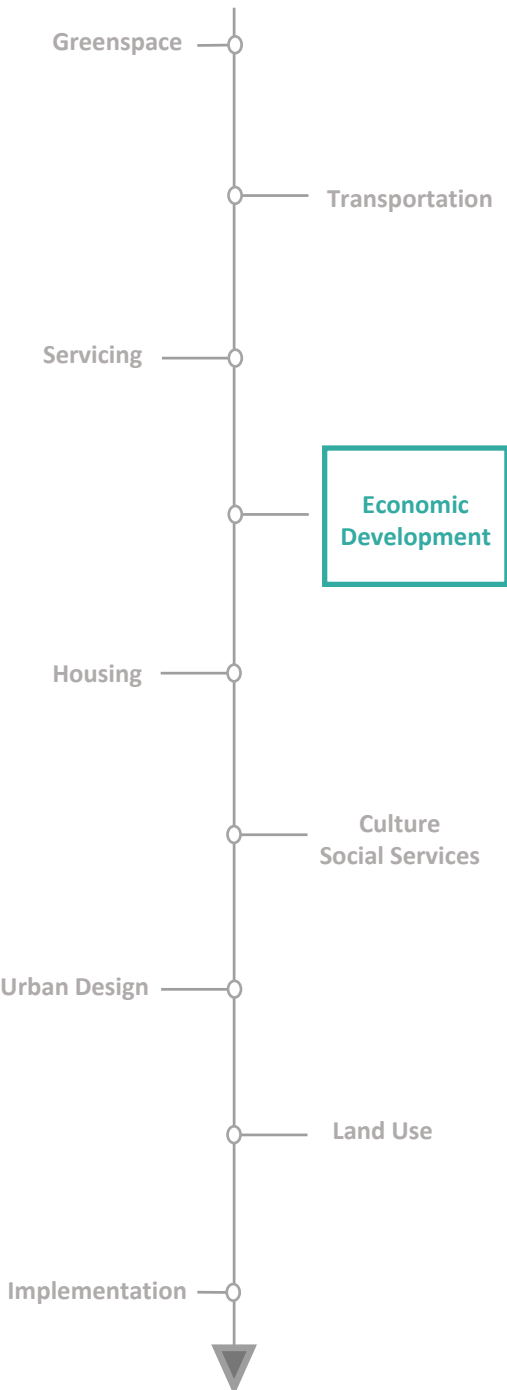
Objectives

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

What we heard

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

Appendix G-2-8



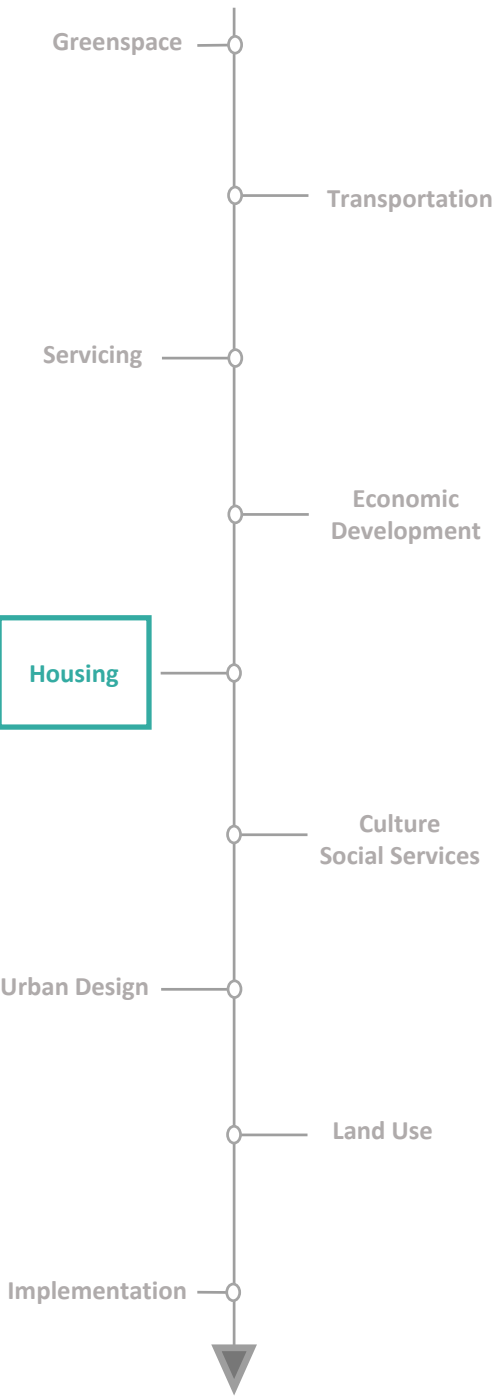
Housing

Objectives

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

What we heard

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



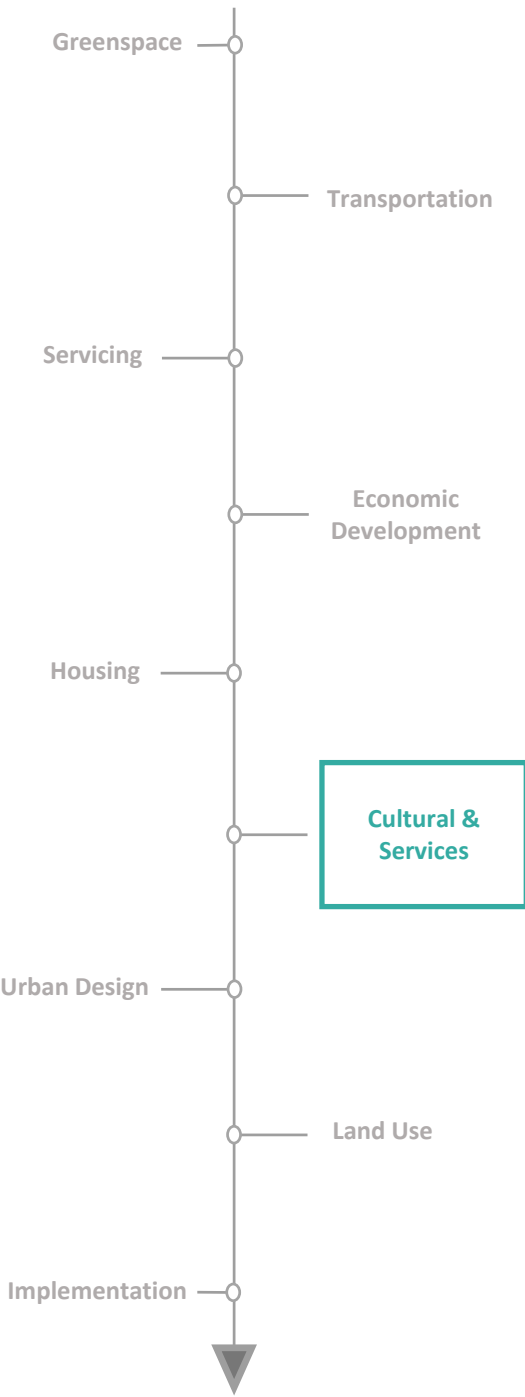
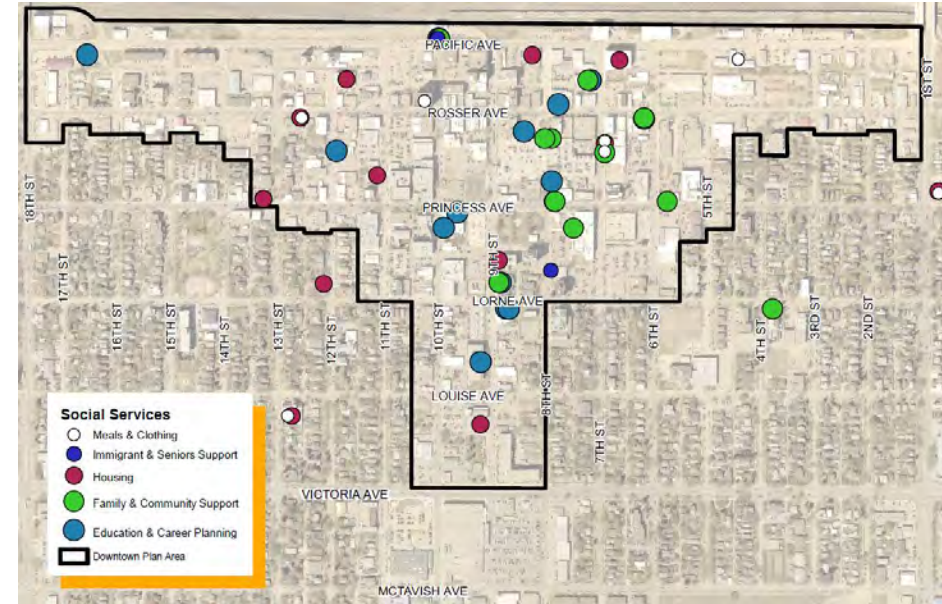
Cultural & Social Services

Objectives

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

What we heard

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



Urban Design

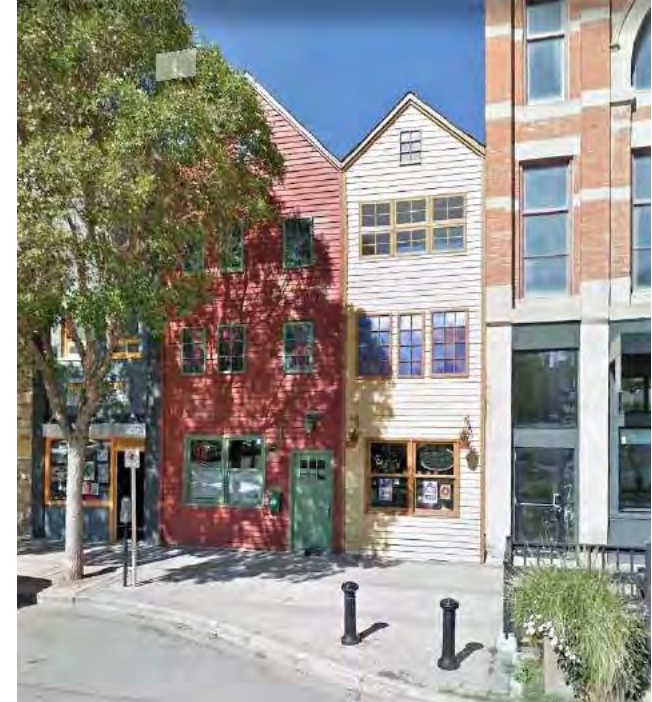
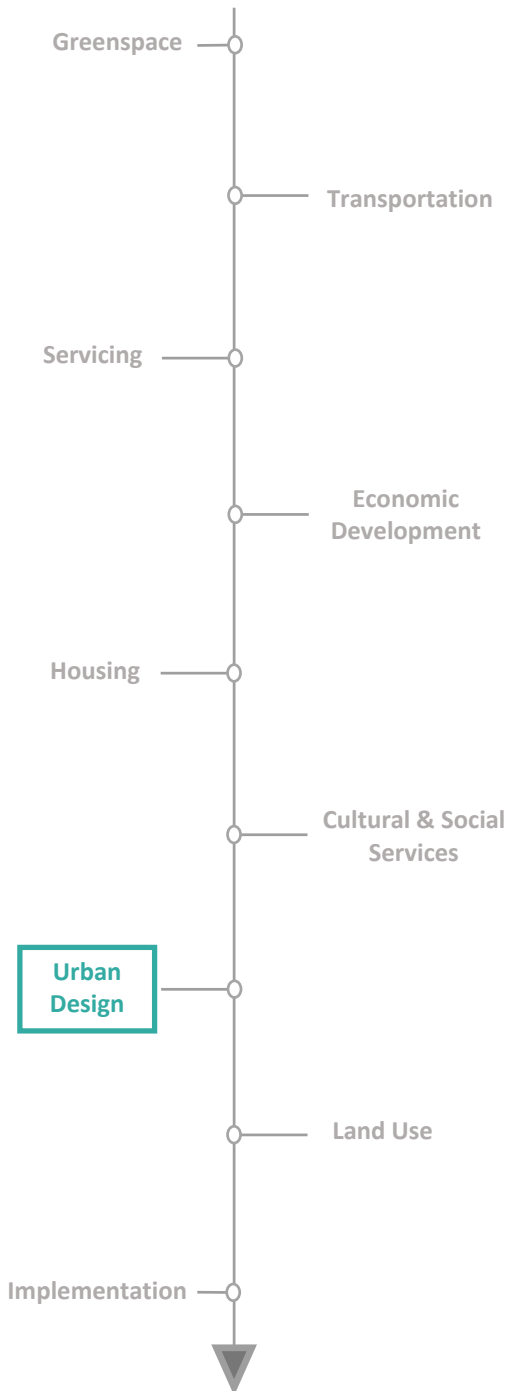
Objectives

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

What we heard

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

Appendix G-2-11



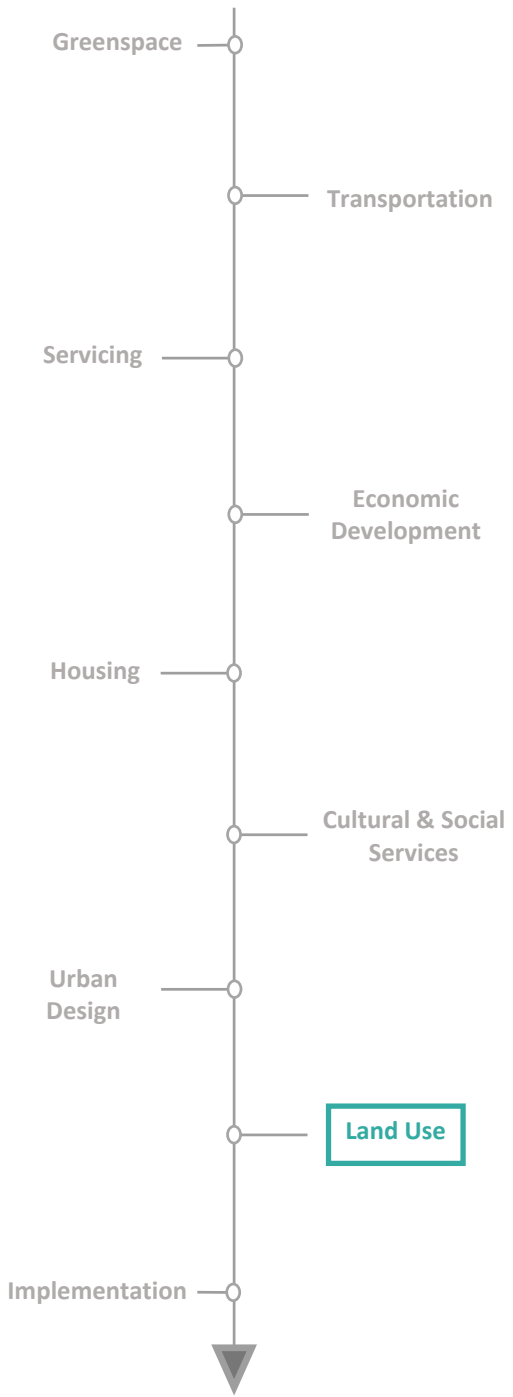
Land Use

Objectives

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

What we heard

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



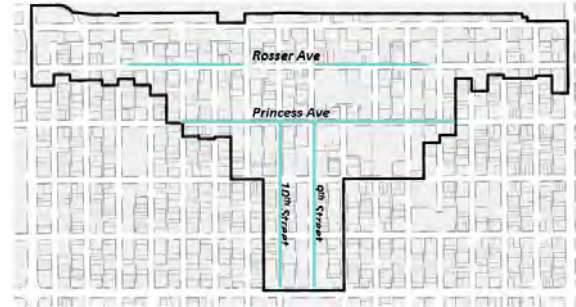
A map of a downtown area with a grid of streets. A blue river flows through the upper portion of the map. A thick black line highlights a specific area in the center of the map, which appears to be a downtown district. The text is overlaid on the lower portion of the map.

Downtown Secondary Plan Update

Implications of the new and updated policies

CONTENTS

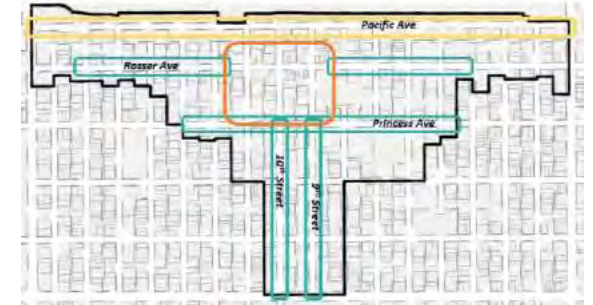
Main categories



Land Use



Urban Design



Implementation

Land Use

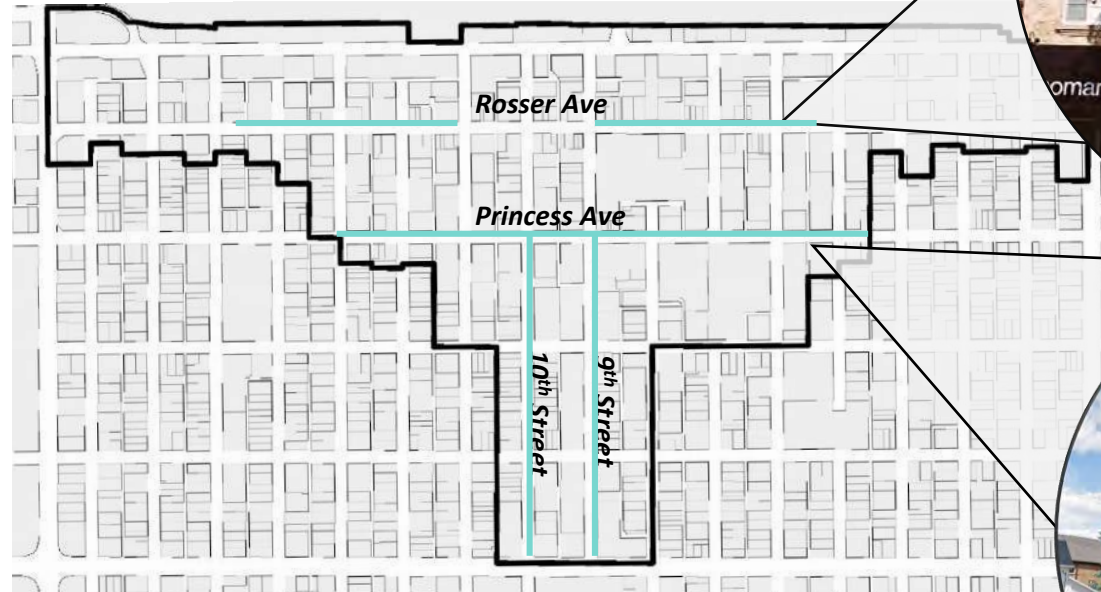
New commercial corridors along Rosser, Princess, 9th and 10th

Purpose:

Maintain and promote commercial investment

Implications:

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



Permitted



Conditional



Got it right



I can live with it



Missed the mark

Comments:

Land Use

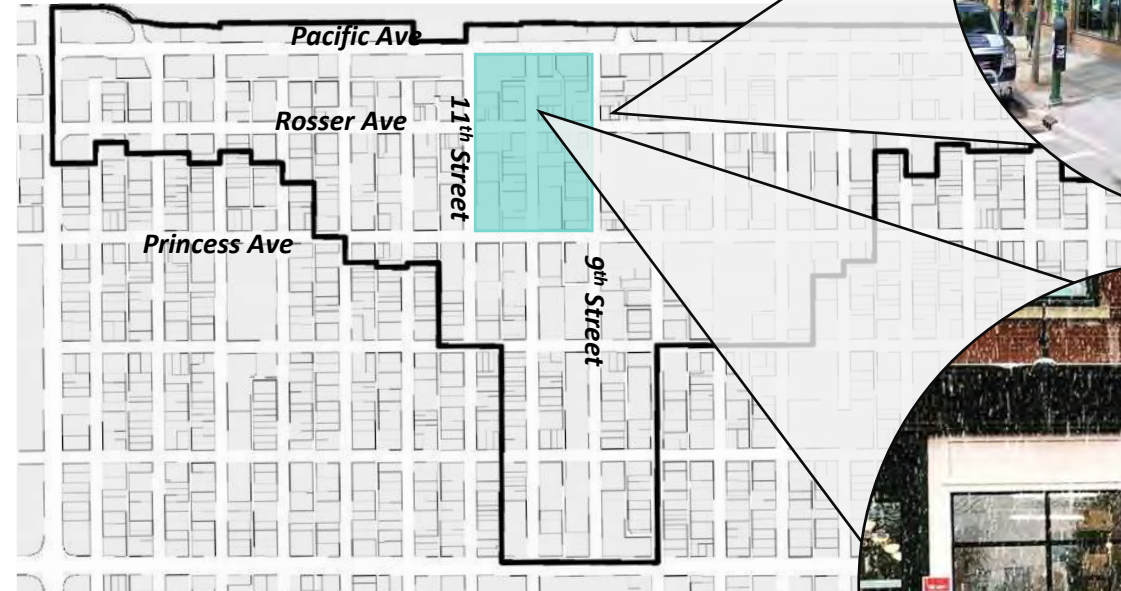
Entertainment & Shopping to Central Business (CB) Area

Purpose:

Retain commercial character and expand commercial uses on first floor

Implications:

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



○
Got it right

○
I can live with it

○
Missed the mark

Comments:

Land Use

New Downtown Expansion Area

Purpose:

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

Implications:

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



Lower density infill



Higher density residential



Revitalization of older buildings

○
Got it right

○
I can live with it

○
Missed the mark

Comments:

Land Use

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

Purpose:

Increase investment in transitional area that reflects downtown vision.

Implications:

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



Got it right



I can live with it



Missed the mark

Comments:

Urban Design

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

Purpose:

Provide flexibility to commercial investments
(no height variance required)

Implications:

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



Got it right



I can live with it



Missed the mark

Comments:

Urban Design

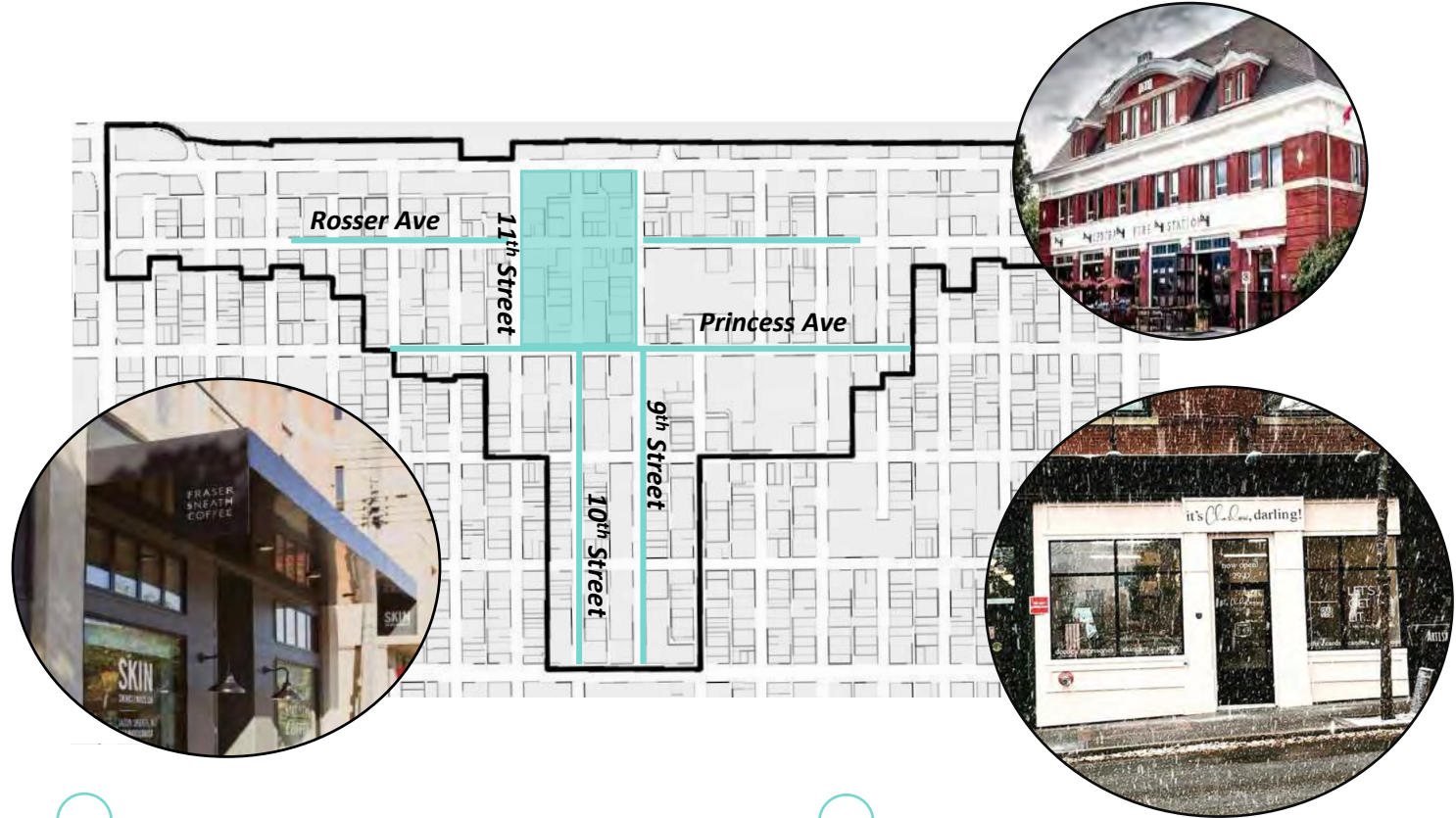
Building Materials – Some building materials are not allowed on a building facade in CB Area or facing Commercial Corridors

Purpose:

Promote high quality design in key areas of downtown

Implications:

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



○
Got it right

○
I can live with it

○
Missed the mark

Comments:

Urban Design

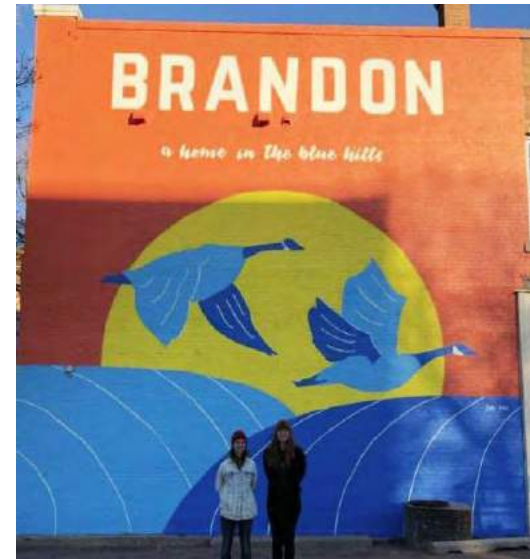
Building Articulation – No blank wall policy applies to the entire Downtown Plan area

Purpose:

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

Implications:

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



Got it right



I can live with it



Missed the mark

Comments:

Implementation

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

Purpose:

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

Implications:

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



Got it right



I can live with it



Missed the mark

Comments:

Implementation

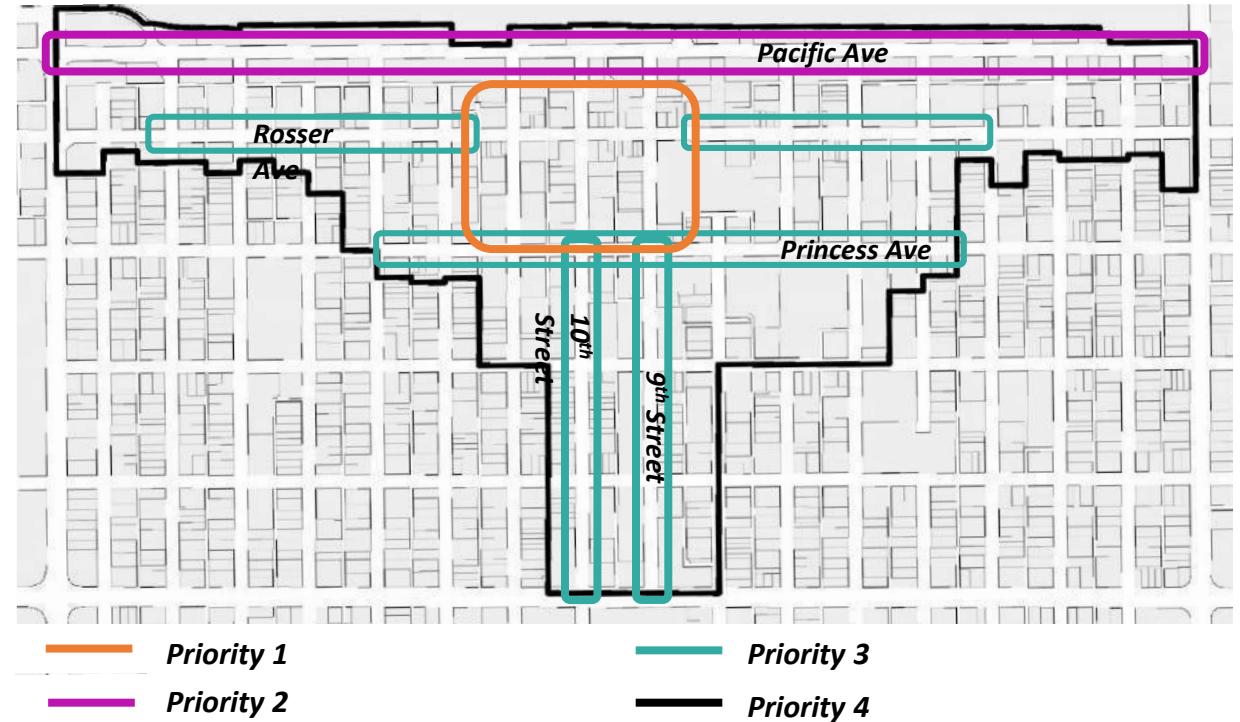
Priority Areas: Prioritize areas of focus in downtown

Purpose:

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

Implications:

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



Got it right



I can live with it



Missed the mark

Comments:

Next Steps

Downtown task force working together to implement the downtown plan

Public Realm Actions:

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

Transportation:

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

Economic Development & Housing:

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

Regulations

- Urban design review
- By-law Updates



Got it right



I can live with it



Missed the mark

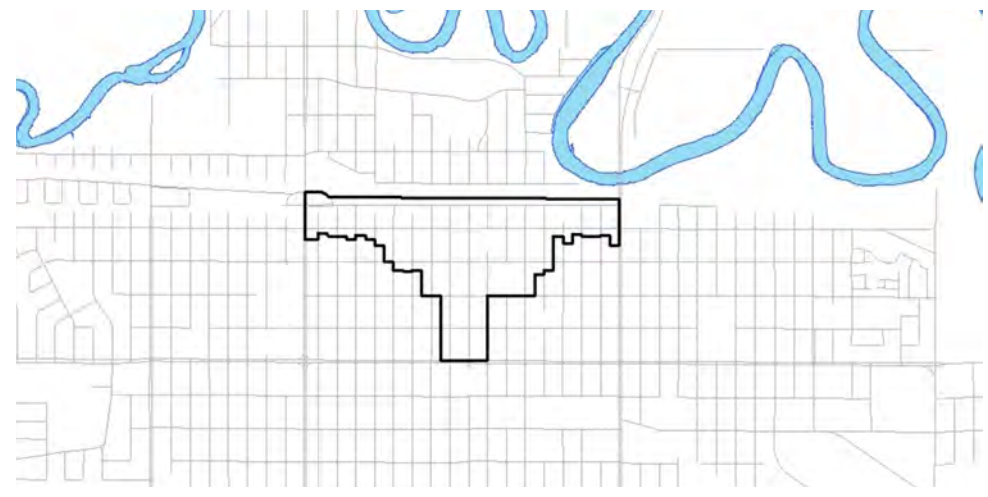
Comments:

QUESTIONS?

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

Appendix G-3

2nd Public Consultation Event Display Board



WELCOME

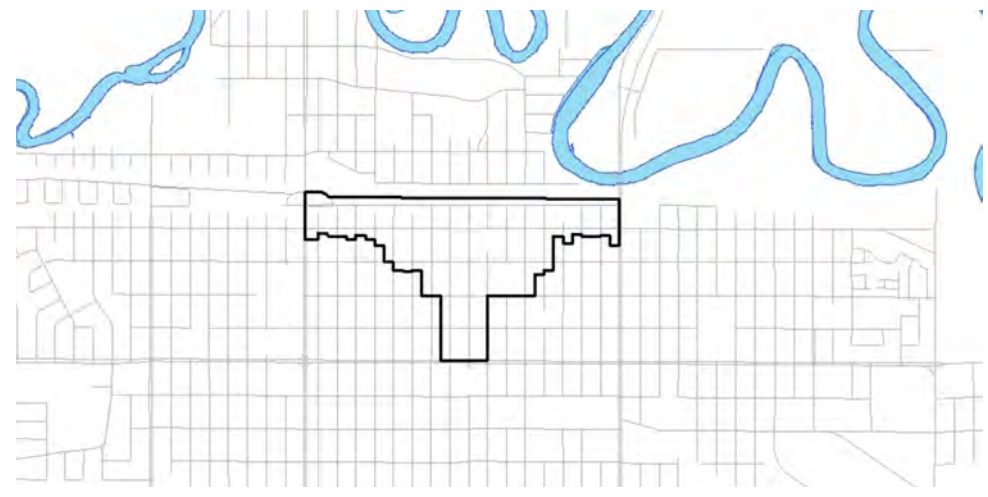
What is tonight's objective?

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

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

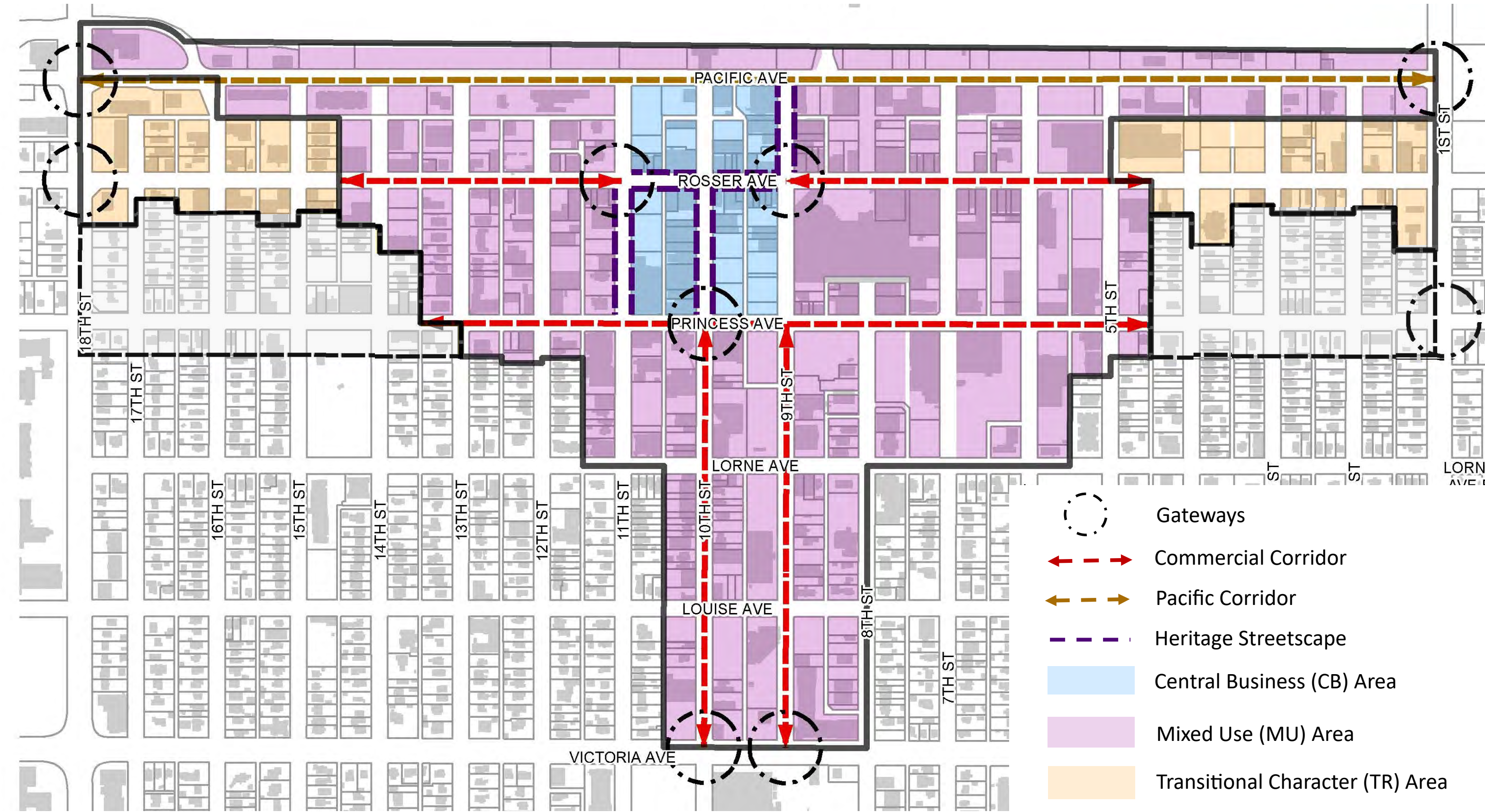
Your input is valuable to us!





CHARACTER AREAS

Character areas and commercial corridors form basis for policy development



Purpose

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

Key Policies

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

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

DOWNTOWN ORGANIZING THEMES

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



People on Display

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



Mixed-use development

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



Pedestrian Friendly

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



Active and Engaged Merchants

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



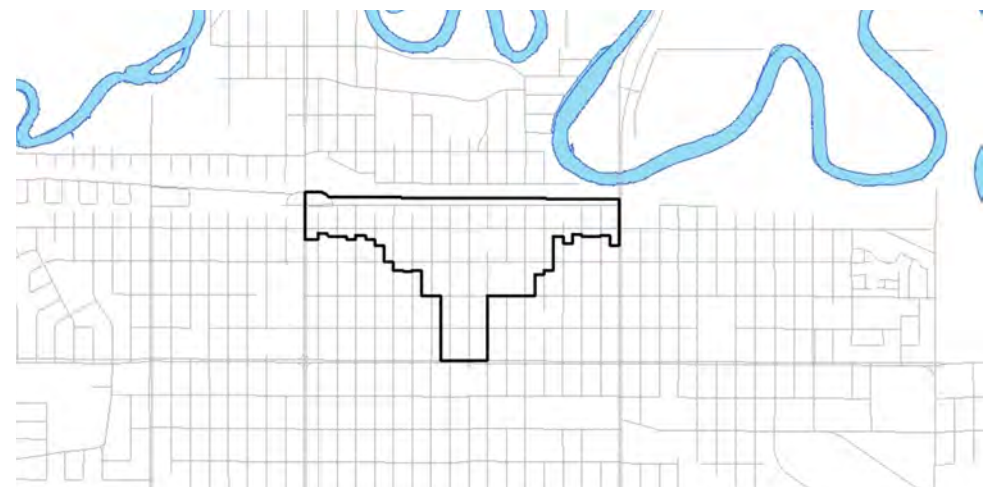
Life After Dark

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



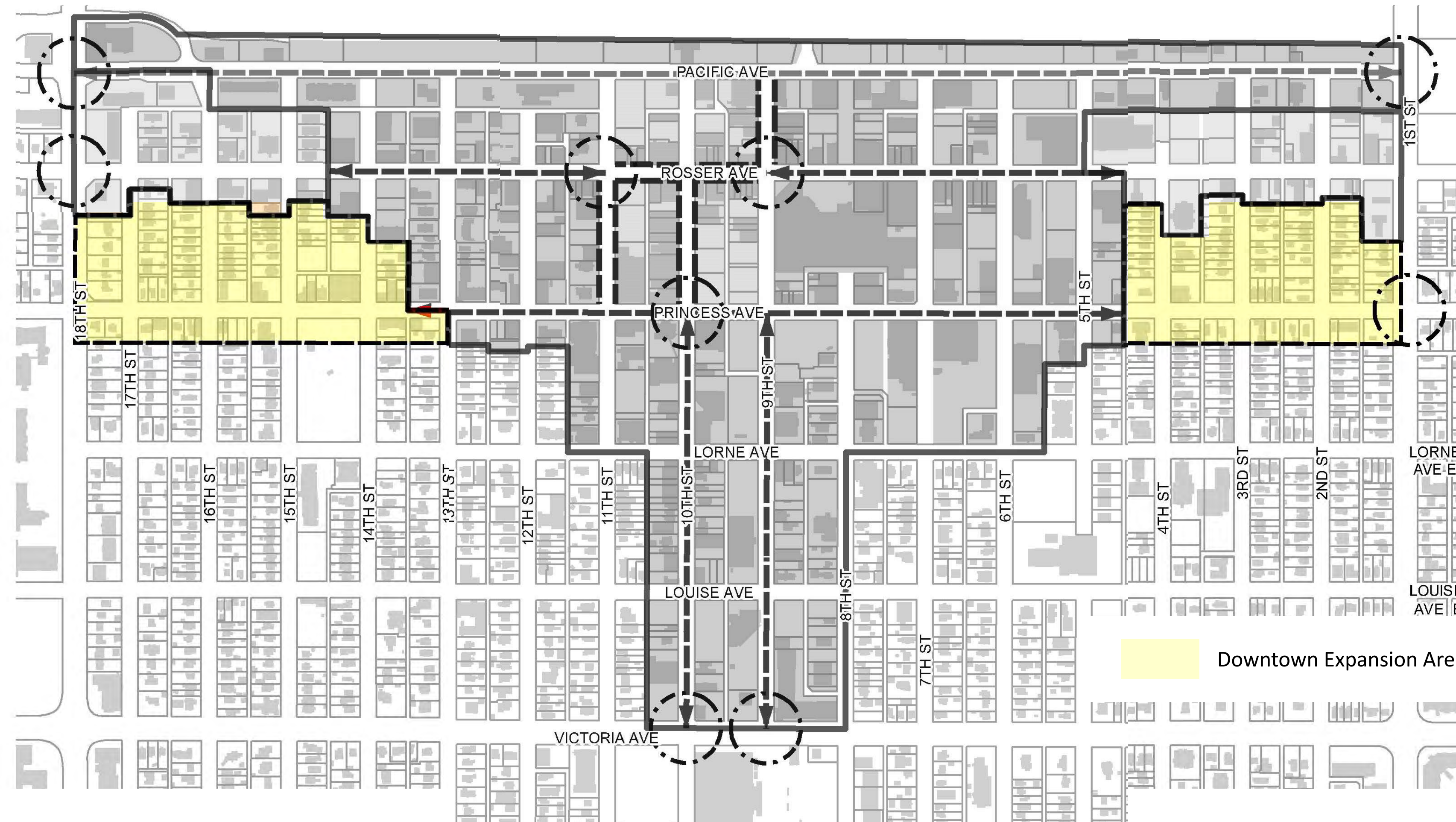
Building Blocks

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



DOWNTOWN EXPANSION AREA

Promote redevelopment and revitalization of residential areas and Princess Corridor

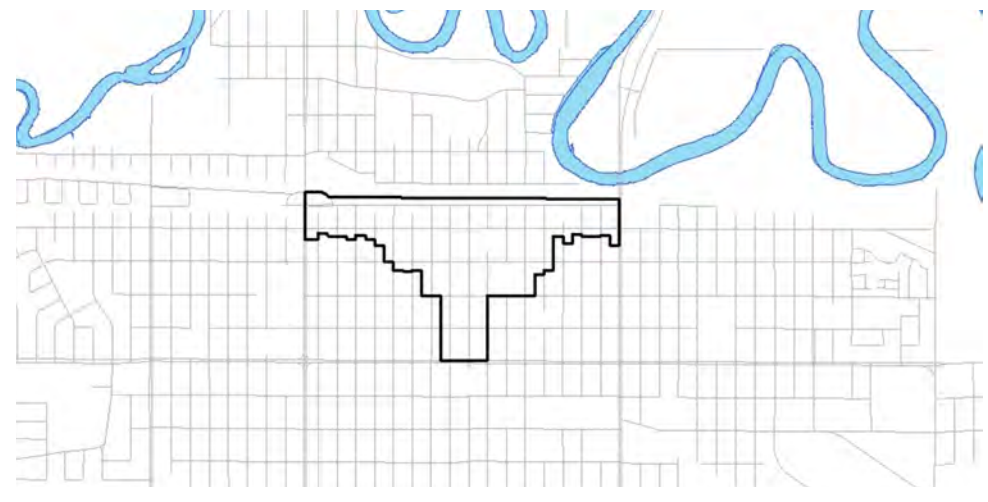


Purpose

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

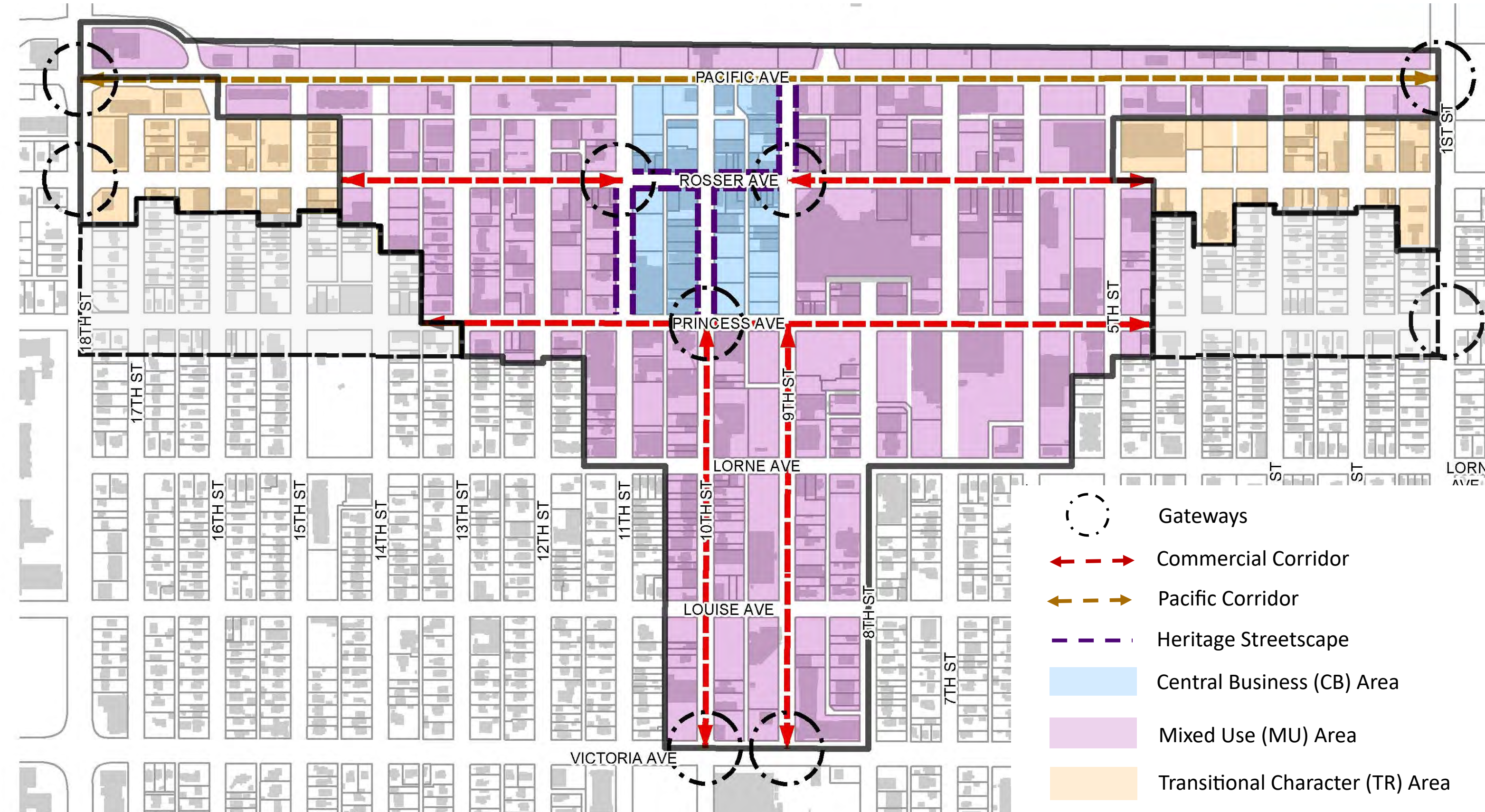
Key policies

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



URBAN DESIGN

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



Purpose

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

Key Policies

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

FOCUS AREAS

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



Public Art

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



Street Furniture

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



Lighting and Signage

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



Orientation and Entrance

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



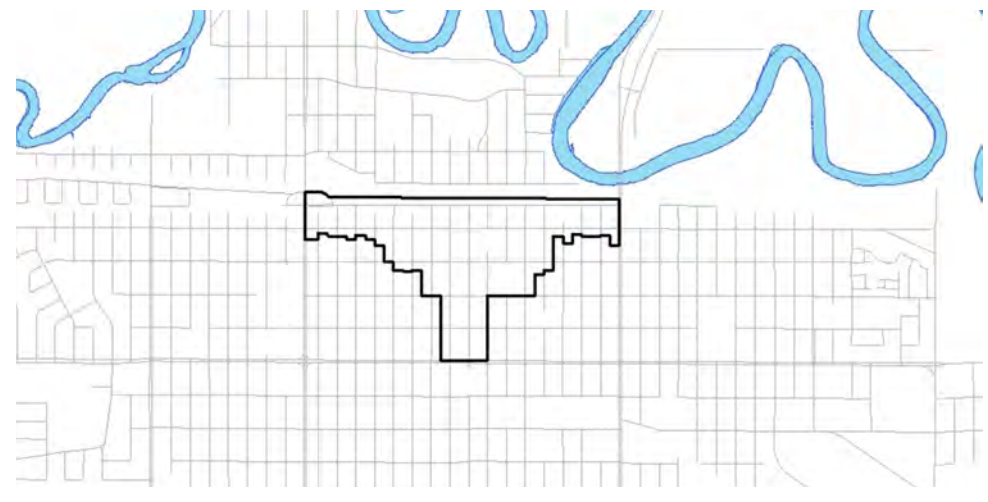
Window, Door and Awning

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



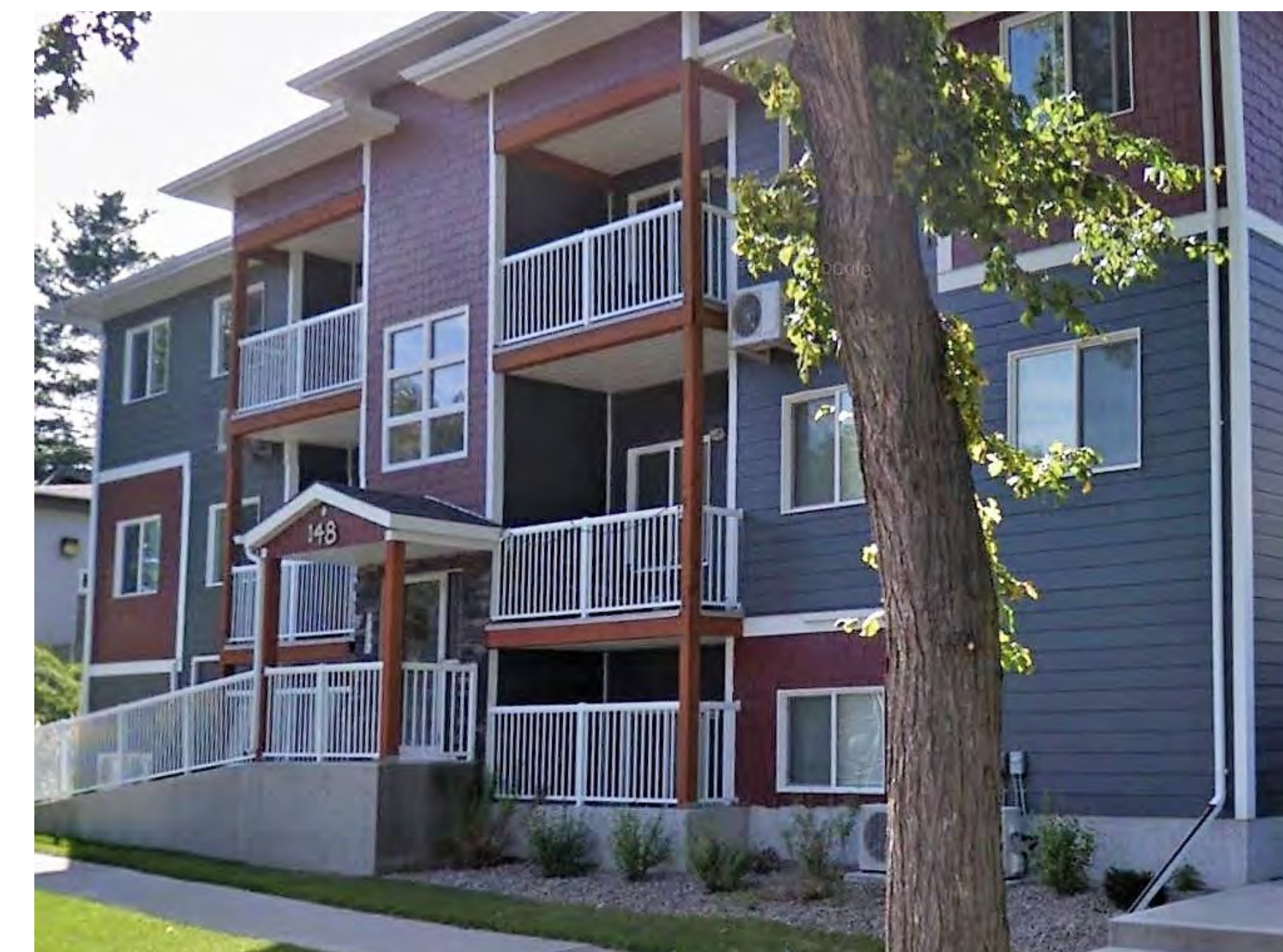
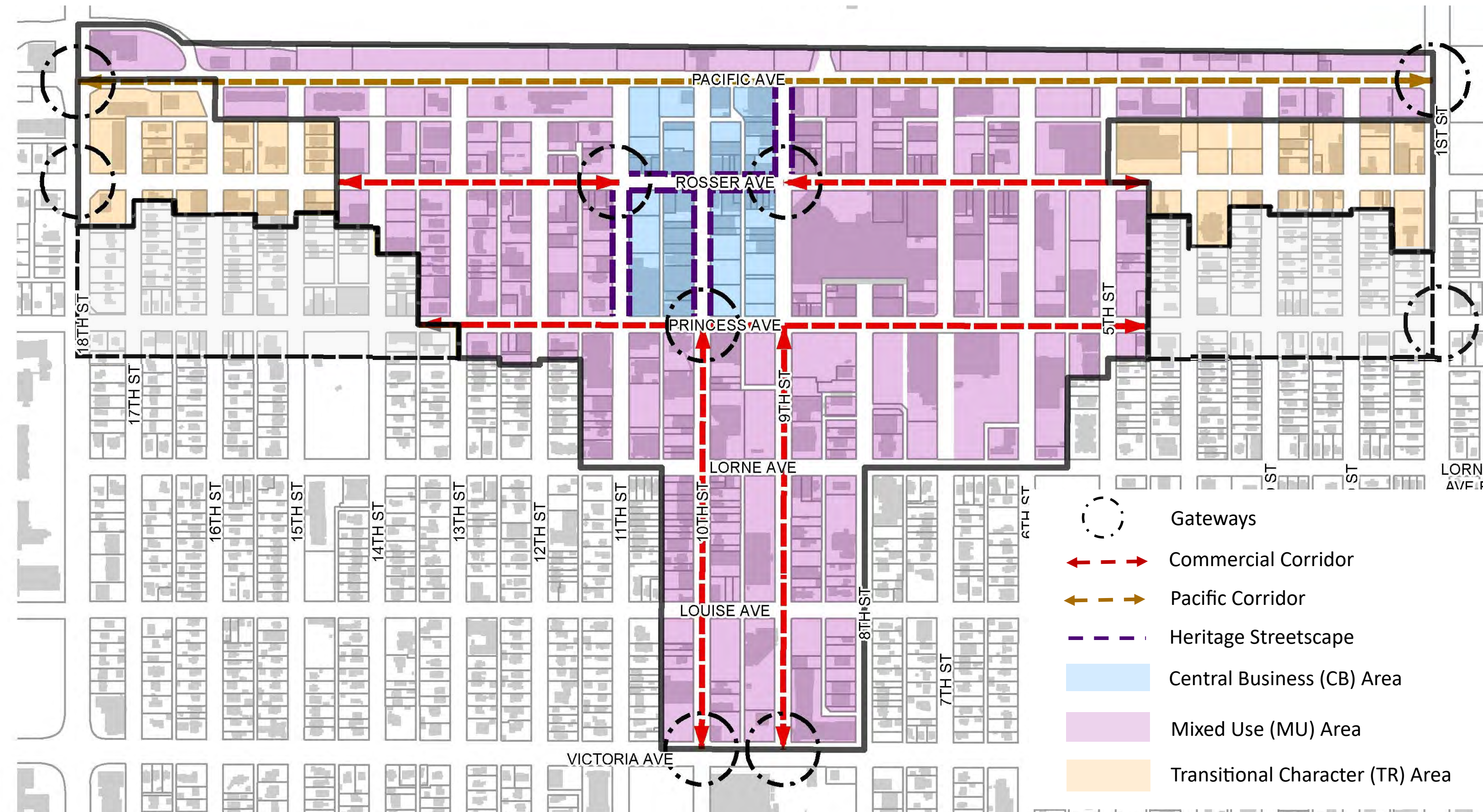
Material

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



HOUSING AND ECONOMIC DEVELOPMENT

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

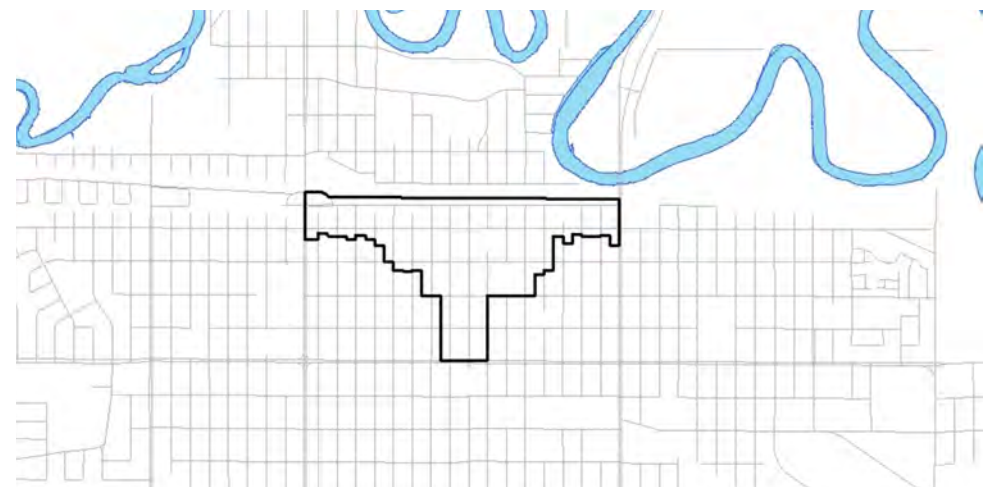


Purpose

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

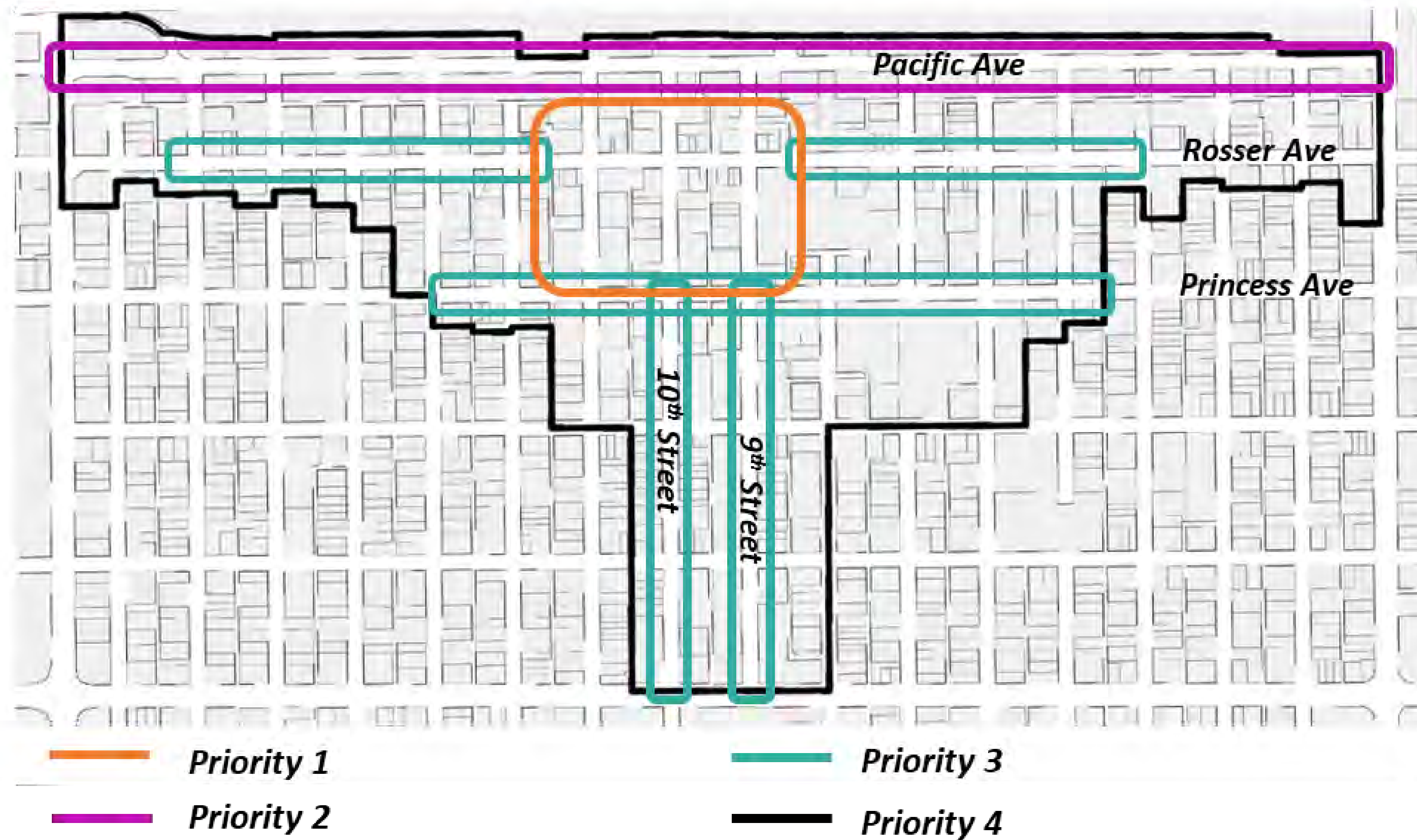
Key Policies

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



PRIORITY AREAS AND IMPLEMENTATION

Spur developments by focusing on specific areas

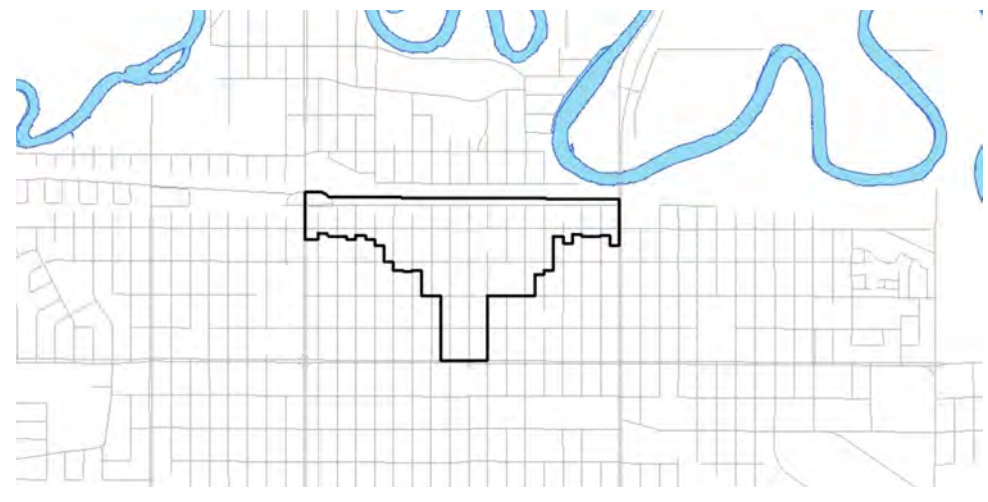


Purpose

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

Key Policies

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



OTHER GENERAL POLICIES

Collaboration with stakeholders to provide necessary support and improvements

TRANSPORTATION



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

SERVICING



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

GREENSPACE



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

CULTURAL SERVICES

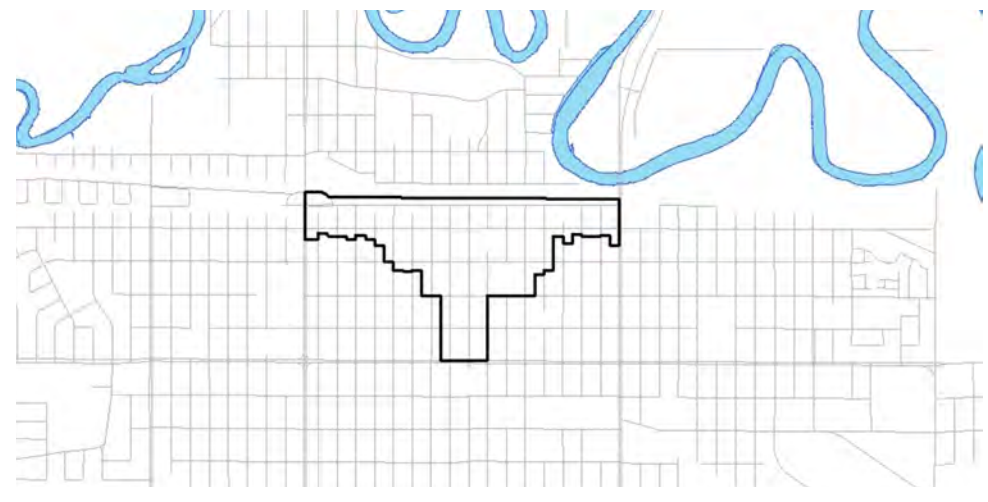


- To support cultural service providers in growing cultural services that are essential to building and sustaining a vibrant Downtown Plan area
- To increase the investment in heritage buildings and sites

SOCIAL SERVICES



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



NEXT STEPS

Ongoing community engagement

Finalize draft Plan and continue engaging

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

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

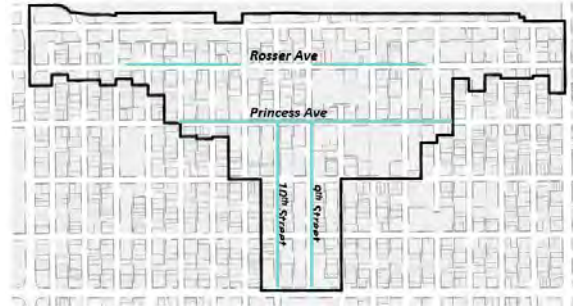


Appendix G-4

2nd Public Consultation Event Handouts

CONTENTS

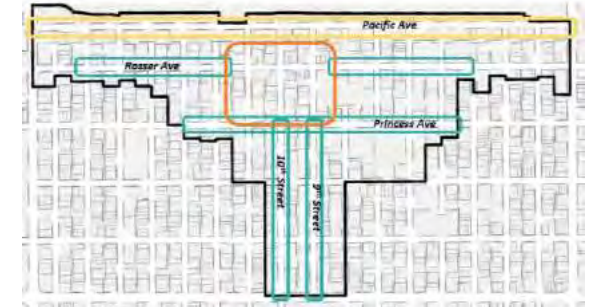
Main categories



Land Use



Urban Design



Implementation

Background:

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

Purpose of handout:

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

Thank you! We greatly appreciate your feedback!

Land Use

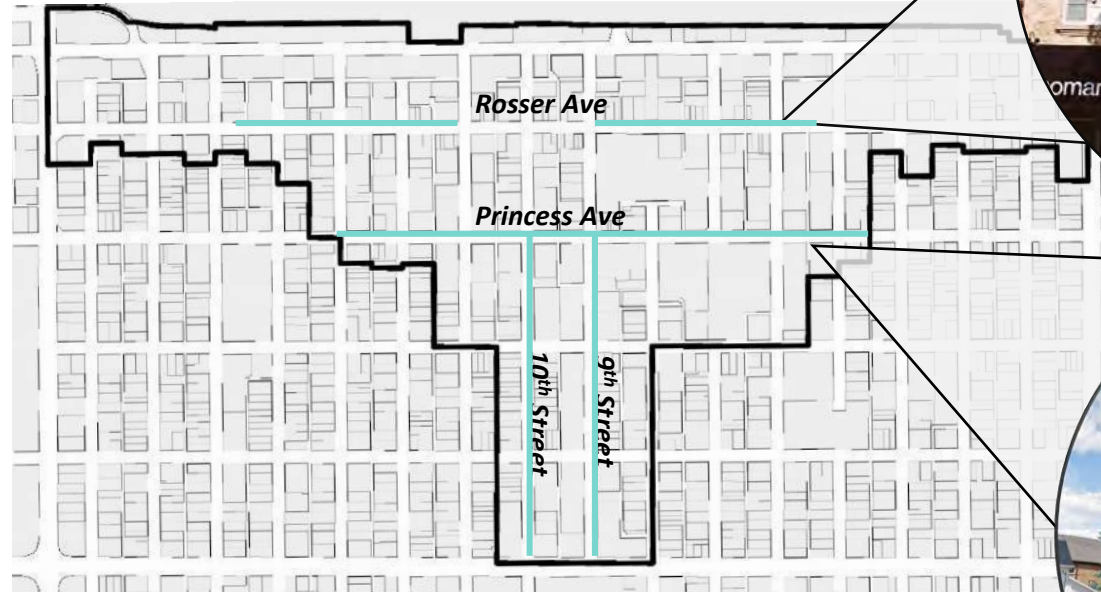
New commercial corridors along Rosser, Princess, 9th and 10th

Purpose:

Maintain and promote commercial investment

Implications:

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



Permitted



Conditional



Got it right



I can live with it



Missed the mark

Comments:

Land Use

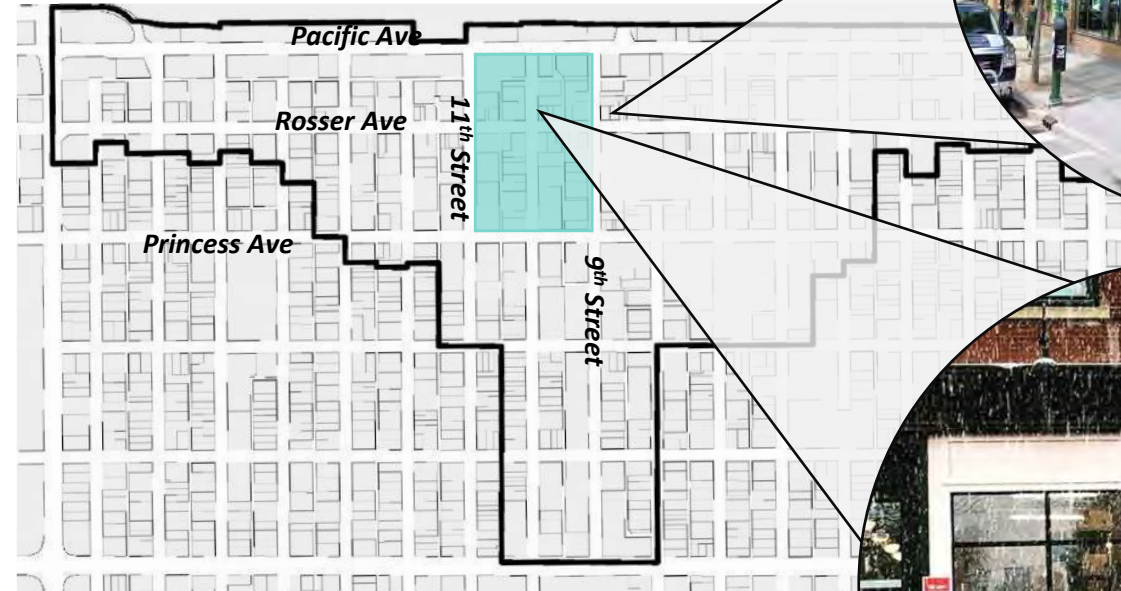
Entertainment & Shopping to Central Business (CB) Area

Purpose:

Retain commercial character and expand commercial uses on first floor

Implications:

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



○
Got it right

○
I can live with it

○
Missed the mark

Comments:

Land Use

New Downtown Expansion Area

Purpose:

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

Implications:

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



Lower density infill



Higher density residential



Revitalization of older buildings



Got it right



I can live with it



Missed the mark

Comments:

Land Use

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

Purpose:

Increase investment in transitional area that reflects downtown vision.

Implications:

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



Got it right



I can live with it



Missed the mark

Comments:

Urban Design

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

Purpose:

Provide flexibility to commercial investments
(no height variance required)

Implications:

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



Got it right



I can live with it



Missed the mark

Comments:

Urban Design

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

Purpose:

Promote high quality design in key areas of downtown

Implications:

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



Got it right



I can live with it



Missed the mark

Comments:

Urban Design

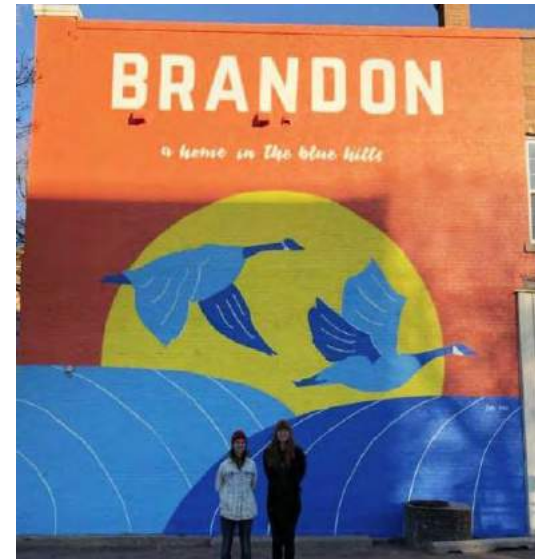
Building Articulation – No blank wall policy applies to the entire Downtown Plan area

Purpose:

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

Implications:

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



Got it right



I can live with it



Missed the mark

Comments:

Implementation

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

Purpose:

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

Implications:

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



Got it right



I can live with it



Missed the mark

Comments:

Implementation

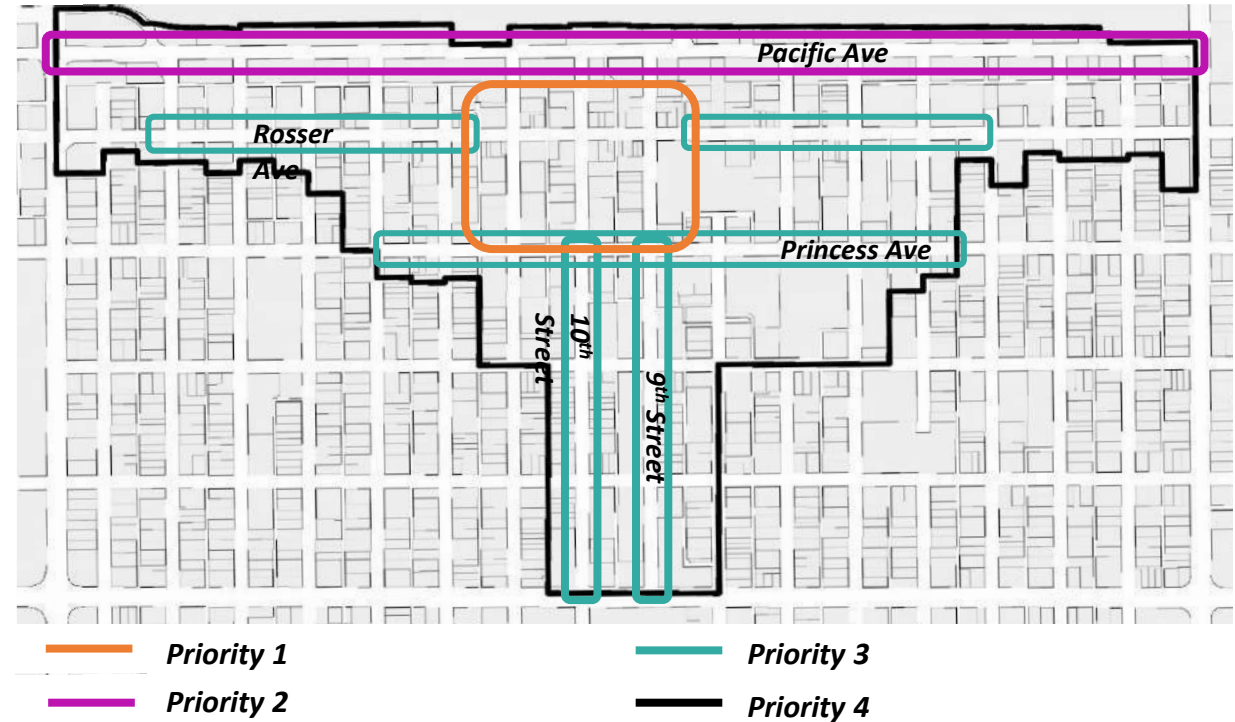
Priority Areas: Prioritize areas of focus in downtown

Purpose:

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

Implications:

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



Got it right



I can live with it



Missed the mark

Comments:

Next Steps

Downtown task force working together to implement the downtown plan

Public Realm Actions:

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

Transportation:

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

Economic Development & Housing:

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

Regulations

- Urban design review
- By-law Updates



○
Got it right

○
I can live with it

○
Missed the mark

Comments:

QUESTIONS?

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

Comments:

Appendix G-5

Notes from 2nd Public Consultation Event

DATE: February 7, 2019

TYPE OF PUBLIC ENGAGEMENT: Public Consultation

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

Brandon Downtown Development Corporation (Elisabeth Saftiuk)

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

COMMENTS AND QUESTIONS:

Land Use: New Commercial corridors along Rosser, Princess, 9th and 10th

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

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

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

Land use: New Downtown Expansion Area

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

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

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

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

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

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

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

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

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

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

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

Implementation: Priority areas- Prioritize areas of focus in downtown

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

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

Land Use: New Commercial corridors along Rosser, Princess, 9th and 10th

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

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

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

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

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

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

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

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

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

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

Implementation: Priority areas- Prioritize areas of focus in downtown

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

LEVEL 1 DOWNTOWN PARKING ASSESSMENT

BRANDON, MB

May 2012

Prepared for:

Renaissance Brandon
City of Brandon, MB

Prepared by:

LEVEL  ASSOCIATES, LLC

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* * * * *

Attachments

1	On-Street Inventory - Existing
2	Off-Street Inventory - Existing
3	On-Street Parking Occupancy
4	On-Street Parking Re-Calibration
5	Job Description – Parking System Executive Director
6	Preliminary Parkade Sites
7	Sample CBD / Shared Parking Code

1. INTRODUCTION

Renaissance Brandon has engaged Level G Associates, parking consultants, for the purpose of performing a “Level 1” downtown parking assessment. A “Level 1” parking assessment is not a full scale parking study, but includes some data collection, is reliant on stakeholder input, and will provide a basic understanding of parking conditions that will enable us to identify practical parking choices moving forward. This report describes the study process, findings, and conclusions.

Background

With a metropolitan population in excess of 46,000 Brandon is the second largest city in Manitoba. It is the home of Brandon University and host to a number of regionally significant arts and music festivals. Renaissance Brandon is the city’s designated downtown development corporation and is engaged in promoting the growth, improvement, and economic development of the city and it’s downtown business district.

In many downtown business districts an inadequate, uneven, or mismanaged parking supply can cause frustration and sometimes inhibit growth when left uncorrected. It is common to encounter a degradation of parking conditions when the local parking supply is not adjusted over time to remain in balance with changes in local parking patterns and demand. In some cases, parking demand increases well beyond the local parking supply and additional spaces are clearly warranted. However, in many other cases a “recalibration” of the existing parking supply to better serve local parking demand can have a significant positive impact on local parking conditions. These recalibrations may include changes in parking time limits, regulations, enforcement, or perhaps pricing strategies to create a more efficient utilization of existing parking resources.

Renaissance Brandon is focused on adding housing, people, and energy to the downtown district and recognizes that an organized and efficient parking supply is needed to accompany and support these goals. The purpose of this study is to collect data on the current downtown parking supply and parking patterns and to develop a realistic and implementable parking program designed to alleviate parking issues and position downtown Brandon for a new period of growth and success.

Previous Reports and Documents

Renaissance Brandon and the City of Brandon provided copies of a number of reports and documents that are pertinent to parking in the study area. These documents have been reviewed and evaluated and have helped to shape the study results. They include:

- MMM Group CBD Study. December 2010;
- The HUB Secondary Land Use Plan. February 2012;
- Parking financial records and schedules;
- Information on the municipal parking system;

- Redevelopment plans for properties in the study area;
- Downtown Brandon BIA Parking Analysis. February 2004;
- Zoning By-laws regarding parking.

Field Observations

On March 5, 6, and 7 the parking consultant made observations of the study area including, but not limited to, parking supply inventory or inventory verification; parking usage patterns; parking fees; and parking regulations. In addition, the parking consultant was given a guided tour of the entire study area by Renaissance Brandon so that specific key projects, properties, proposals, parking conditions, or issues could be identified.

Stakeholder Meetings

A series of meetings were held on March 5, 6, and 7 to discuss parking in Brandon, the study process, and to hear the thoughts and concerns of the project stakeholders. Meetings were held with the following groups or individuals: Renaissance Brandon; City Economic Development Department; City of Brandon – Mayor, City Manager, Engineering General Manager, Director of Transportation, Director of Economic Development, Parking Enforcement Supervisor, Community Planner; The Towne Centre – General Manager; Art Gallery – Director; BDO Accounting – Partner; Chamber of Commerce; Owner of 904 Rosser; McKenzie Towers Redevelopment – Principal (by phone); Members of “Downtown Biz”; and Steppin’ Time Dance Studio – Owner.

A second series of meetings were held on April 18 and 19 to discuss preliminary recommendations and an implementation plan.

Parking Study Area

The parking study area is generally defined by Pacific Avenue on the north, Lorne Avenue on the south, 6th Street on the east, and 13th Street on the west.



Courtesy of Google Maps - 2012

2. EXISTING PARKING SUPPLY

The study area parking supply consists of on-street public spaces, off-street public spaces, and off-street private spaces. There are currently about 3,660 parking spaces in the study area broken down as follows:

Municipal on-street parking	743
Municipal off-street / public	82
Municipal off-street / reserved	371
Private off-street parking	<u>2,464</u>
Total Parking Supply	3,660

Municipal On-Street Parking -

On-street parking is provided on just about all block sides in the study area. The city has imposed certain time limits and other regulations in these parking areas and more than ½ of the on-street supply is metered with a parking fee of 50¢ per hour. To increase the local parking supply the city recently converted certain parallel parking spaces along 9th and 10th Streets to angle parking yielding an impressive net parking gain of about 45 spaces. This program has been supported by the local business community. The on-street parking supply is broken down as follows. All spaces are parallel parking unless otherwise noted:

Metered parking – 2 hour limit	416
Free parking – 2 hour limit	138
Free parking – no time limit	103
Metered angle parking – 2 hour limit	77
Free parking – 15 minute time limit	5
Free parking – 1 hour time limit	<u>4</u>
Total	743

Attachment No. 1 is a map showing the location and type of on-street parking on each block side in the study area.

Municipal Off-Street Parking -

The city owns two off-street parking areas totaling 82 spaces in the study area where public parking is available:

- The 7th Street lot at the northeast corner of 7th and Rosser is owned by the city and contains about 10 public spaces for hourly parking (50¢ per hour) controlled with a ticket dispenser machine. See footnote¹.
- The city owns an unimproved parking area with about 72 parking spaces on the north side of Pacific Street across from the Cargill plant. Parking in the lot is free and unrestricted.

The city also owns a parking lot on 11th Street, 2 lots near the transit mall, and other parking areas in the vicinity of the YMCA and the Covergys building that are in the process of being reconfigured. These lots are all either fully leased or reserved.

The city parking lots are marked with a © in Attachment No. 2, a map showing the shape and location of each off-street parking lot in the study area. City lots or portions of city lots currently offering public parking are shaded green and city lots with reserved or restricted parking are shaded tan.

Private Off-Street Parking -

Private off-street parking lots are generally reserved for the private use of specific buildings or individuals. In many cases, these lots serve the employees and customers of a specific development, building or business. Some private lots offer daily or monthly parking for a fee, such as the Towne Centre parkade where non-Towne Centre employees and customers may park for \$60 per month or \$5 per day.

Private off-street parking lots dominate the inventory of parking spaces in the study area. There are 72 private off-street parking facilities totaling 2,464 in the study area – about 2/3rds of the total parking supply. Private parking lots are indicated by tan shading in Attachment No. 2.

Note: this survey includes lots with 4 or more parking spaces, however there are some random private parking areas where one, two, or three cars may routinely park.

¹ Another section of this lot with about 20 spaces is reserved for parkers with monthly passes that may be purchased for \$39.38 per month or \$19.43 for students. This “monthly” section is currently fully subscribed with a waiting list.

3. MUNICIPAL PARKING SYSTEM

Administration

Municipal parking is generally administered using one of two methods: (1) a parking department or parking authority is formed to operate and deal with all things parking or (2) parking functions are shared among various municipal departments. Brandon falls under the second “decentralized” category.

According to city officials, the Brandon municipal parking system functions as follows:

Meter Section – handles the installation, maintenance, and collection of parking meters as well as all water meters in the city;

Police Department – Five (5) parking enforcement officers handle parking enforcement throughout the entire city. Two (2) of these officers are assigned to the central business district;

Public Works Department – handles maintenance of parking lots including snow plowing, paint striping and signs;

Property Section – handles long term leases in municipal parking lots;

Treasury Department – receives income from parking; administers and answers questions about parking fines; provides parking passes to individuals; issues residential parking permits.

Engineering Department – establishes and publishes residential permit policy.

Parking policies and regulations of the City of Brandon are set forth in the municipal traffic by-laws available at www.brandon.ca/by-laws/view-by-laws.

Parking Meters

Parking meters are located in certain areas of the central business district. All meters are “single space” meters and in many cases they are paired together on a single pole with a duplex coin vault. Over the past decade, parking meters have been converted from mechanical to electronic. The newer electronic meters have a digital readout and contain less moving parts, making them less prone to malfunction.

We understand that meters are being converted and reprogrammed to accept \$1 and \$2 coins in response to the upcoming reminting of these coins. We also understand that the electronic meters can be easily programmed to accept “smart cards” (a parking debit card) and the city is considering making these cards available in the near future.

The meters appear to be in very good physical condition and we understand that only 24 parking meter tickets were dismissed due to meter malfunction in 2011 indicating that meter maintenance in Brandon is excellent.

The municipal parking lot on the corner of Rosser and 7th contains an early model ticket dispenser that issues a numbered ticket that parkers must display on their dashboard. This is an old “multi-space” meter system however, enforcement is difficult because the tickets do not display the time when the parking transaction expires.

Enforcement

Parking enforcement officers patrol the CBD on foot and parking tickets are written manually in ticket books. We understand that enforcement officers write about 35 tickets per day.

Parking at an expired meter carries a fine of \$10, but is doubled if not paid within 7 days, then is increased to \$40 if not paid within 15 days. Improper placement or parking in restricted areas can carry fines of \$20 to \$40, with commensurate increases if not paid within the 7 day and 15 day periods.

Financial

According to City’s 2012 budget and records provided by the city, net income from CBD parking will be approximately \$230,000 in 2012:

Revenue:

Income from parking meters	\$	223,408
Income from parking lots		49,733
Income from parking meter fines		180,685

Expense:

Parking meters*	\$	122,649
Parking lots (<i>from budget – no detail provided</i>)		3,247
2 – parking meter enforcement officers (<i>CBD only</i>)		97,896

* Includes (1) Meter Man @ \$55,000, (1) Coin Collection Vehicle @ \$9,000, and \$25,000 in Parts & Materials

The individual costs of administrative, maintenance, electricity, communications, insurance, etc., are not known.

4. PARKING CONDITIONS

Current Parking Conditions

Private Parking Areas - As indicated in Section 2, the study area is heavily dependent on private off-street parking lots for parking capacity. Some of these lots are more heavily utilized than others. The private parking areas can also be characterized as follows:

- Most private parking areas are reserved for employees, customers, or visitors to specific buildings or businesses;
- Some private lots may appear underutilized during certain times of the day but are full at other times. Example: a parking lot next to a popular lunch spot may only be full between 12:30 and 1:30 PM;
- Some private lot owners are vigilant about keeping illegal or stray parkers out of their lots, while others are not very aggressive.

Municipal Parking Lots – Municipal lots comprise about 12% of the parking supply in the study area. With the exception of 10 spaces that are controlled by a ticket dispenser in the 7th Street lot and 72 “free” spaces in the Pacific Avenue lot, all other spaces in these lots are for government use or are rented out to local businesses and agencies.

The City earns about \$25,000 per year from the rental of these spaces and most are rented or leased for periods of 1 to 5 years. These lots are “fully rented” according to the city and typical occupancy levels appeared to be in the 80 to 95% range during our observations.

The City owns a parking area on the north side of Pacific between 12th and 13th Streets that is available for free “all day” parking, but there were no cars parked in this lot during our three day observation period in Brandon.

The City also owns parking areas that are currently being reconfigured in the vicinity of the YMCA and Convergys buildings. When completed the area will contain 296 parking spaces broken down as follows:

City Use	131
YMCA Use	104
Long Term Leases	34
Monthly Passes	27

On-Street Parking - Attachment No. 3 is a map showing on-street parking space occupancy measured on Wednesday March 7 between the hours of 10AM and 12 noon. As indicated, parking space occupancies can vary widely on the streets of downtown Brandon. Attachment No. 3 is color coded to indicate those streets where parking space

occupancy rates were observed to be 0 to 20% (blue); 21 to 40% (green); 41 to 60% (purple); 61 to 80% (yellow); and 81 to 100% (red).

As seen on Attachment No. 3, most of the streets surveyed had parking space occupancies between 21 and 60%, the green and purple zones. But, like many downtown areas, Brandon has pockets of intense parking demand. The following is a description of these areas:

- Rosser Avenue: between 6th and 11th – This area is the heart of the central business district and the busiest commercial corridor in the study area;
- 6th Street: between Rosser and Princess – we believe the high demand for parking on this block is related to a medical clinic;
- 9th Street near the intersection with Lorne Avenue – we believe high demand for parking in this area was related to an event at the Elspeth Reid Family Resource Center;
- A portion of Pacific Street near the intersection of 11th Street, a portion of 13th Street near the intersection with Rosser, and the south side of Lorne Street between 11th and 12th – these three parking areas all have several things in common – they are located on the periphery of the study area, they allow free - all day parking, and they are apparently close enough to employment destinations that downtown employees consider them to be within an acceptable walking distance.

5. PARKING PROGRAM

In April 2012 a preliminary parking program was prepared and presented to the city and study area stakeholders. That program was based on field observations conducted in Brandon on March 5, 6, and 7, meetings with local stakeholders also on March 5, 6, and 7 and our own experience in conducting parking studies in cities and towns across North America. It should be noted that March is an “above average” month in terms of parking activity in Brandon. Using meter collection data provide by the City, October and December represent “average” months and all other months relatively compare to October and December as follows:

January	85%	May	105%	September	99%
February	89%	June	105%	October	100%
March	108%	July	93%	November	101%
April	104%	August	95%	December	100%

On April 18 and 19 additional meetings were held to obtain input and feedback from the city and stakeholders regarding the preliminary program plan and the development of the final parking program.

A 10-Point Plan

The following is a 10-point program describing our recommendations for improving parking in Brandon along with the rationale that was used in developing each recommendation.

1. Install 10 hour meters in perimeter locations of the study area. Stakeholder meetings consistently indicated that parking options for downtown employees are very limited. The Attachment 3 study identifies acceptable walking distance limitations for downtown employees. Please refer to Attachment No. 4 for potential 10 hour meter parking zones (indicated in purple) that may provide over 100 “long term” meters². The meters would work as follows: each quarter = 30 minutes (just like the current 2 hour meters), however, when a parker deposits coins totaling \$2.00, the amount of time purchased will jump to 10 hours. This will allow the meters to operate like the regular short term meters when an employee is not parked in the space. Assuming an employee parks at a ten hour meter every work day in a normal month, their monthly parking “fee” will be about \$42 (\$2.00 per day x 21 days = \$42.00). This rate is comparable to the \$39.38 per month rate that is charged for a City monthly parking pass. It is recommended that housings for the 10-hour meters be a distinctive color so they are easily discernible from short-term meters.

Also, as part of this initiative it is recommended that the “free” city parking lot on Pacific Avenue across from the Cargill plant be improved to make it more attractive

² It is recommended that about 40 or 50 10-hour limit meters be established in an initial “phase one”. The need for additional conversions can be gauged by observing revenue and activity of the phase one program.

to parkers and to maintain a free parking alternative for downtown employees or other long term parkers.

2. Reduce the parking time limit from 2 hours to 90 minutes on Rosser and Princess. We understand that meter feeding is not uncommon on Rosser and Princess, two important commercial corridors in the study area with high parking demand. Very often, similar commercial corridors in other cities maintain a 60 or 90 minute parking time limit to maximize turnover and access to these important parking spaces. It is estimated that reducing the time limit to 90 minutes will increase the number of potential parking “trips” from 268 per day to 357 per day on Rosser and from 316 per day to 421 per day on Princess – a significant increase of 194 trips. Moreover, meter feeding would become more inconvenient and should be reduced – Example: an employee working from 9AM to 5PM would have to leave the office to “feed the meter” three times per day at 11AM, 1PM, and 3PM when the time limit is 2 hours, however when the time limit is reduced to 90 minutes the same employee will have feed the meter 5 times, at 10:30AM, 12PM, 1:30PM, 3PM, and 4:30PM. The proposed 90 minute parking zones are indicated in yellow on Attachment No. 4. The city may also consider extending the 90 minute limit zones on Rosser and Princess beyond the study area limits to avoid confusion and maintain a uniform and continuous zone.
3. Consider expansion of the angle parking program to 7th Street and 11th Street. The recent downtown parking capacity increase produced by the conversion of parallel parking spaces on 9th and 10th Streets to angle parking has been almost unanimously applauded by the downtown business community. A similar conversion on 7th and 11th Streets would increase parking capacity on those streets by an additional 39 spaces. Additional parking capacity in the study area, while not overwhelmingly needed today, will enable latent parking demand that is currently hidden in vacant commercial spaces in the study area to become more readily absorbed when the vacant spaces become occupied. We recommend that the City begin to look at the feasibility of angle parking on 7th and 11th while carefully considering all potential impacts on police, fire, emergency services, traffic and transportation. We also recommend that any new conversion be accompanied by a re-examination of the placement of ALL “one way”, “do not enter”, “all traffic” and all other traffic directional signs in the study area as we understand that wrong way motorists on one-way streets is not uncommon in the study area.
4. Prepare and distribute a “Parking in Downtown Brandon” brochure. A simple tri-fold brochure can go a long way in lifting the frustrated or confused perception of public parking that is common in many cities and towns. The brochure should describe parking options for downtown shoppers, visitors, and employees and should be widely distributed to local shops and businesses and be made available on the internet as well.
5. Consider the establishment of a City-sponsored “Parking Exchange”. As discussed in Section 2, there are 72 private off-street parking facilities totaling 2,464 in the study

area and they represent about 67% of the total study area parking supply. A number of these private parking areas appear to be underutilized. Allowing typically vacant private parking spaces to be posted on a “parking exchange” could provide benefit to landowners, parkers, and study area businesses. Here’s how it would work:

- a. Any landowner in the study area with typical parking vacancies on their property may put these spaces into a pool of spaces to be made available for monthly rental. The spaces must be grouped, clearly signed, and marked for “Brandon Parking Exchange Only – Parkers Must Display a Valid Permit”. Groups of spaces may range from 2 to 30 spaces, or more if they are available.
 - b. The pool of available exchange spaces will be varied. For example, a covered space in the center of the study area with a plug-in may be put on the exchange for \$70.00 per month while an uncovered space on the periphery may sell for \$30.00 per month.
 - c. Downtown employees or others seeking monthly parking passes can search the exchange for spaces that best fit their locational needs and budget.
 - d. The City or Renaissance Brandon could administer the program, issue the permits (hang tags would probably work best), handle the transactions, enforce the parking areas, and compensate landowners as appropriate. Alternatively, the city may endorse or form a partnership with a web-based parking exchange to assist in establishing the program.
 - e. Landowners will be responsible for keeping their parking areas well lit and in a state of good repair.
 - f. Rentals can be month-to-month giving the program significant flexibility. For example, if an office building owner with a vacant floor is offering or renting spaces on the exchange, they can easily take them out of circulation just before the vacant floors become occupied.
 - g. Parking space rentals may also be arranged for daily parking, ½ day parking, weekly parking, or for certain hours of the day such as “after 5PM” to accommodate downtown residents or other user groups.
6. Increase parking fines. An examination of 13 Canadian cities and towns on the Canadian Parking Association website indicates that the “average” basic fine for parking at an expired meter is about \$35. The same fine in Winnipeg will cost you \$60. In Brandon the fine is \$10. We recommend that Brandon increase its basic fine for parking at an expired meter to \$20 or \$25. This will act as more of a deterrent to illegal parking activity in the study area and throughout Brandon. It is also recommended that all other \$10 parking fines be increased to \$20 or \$25, that the current \$20 parking fines be increased to \$30 or \$35 and that the current \$40 parking fines be increased to \$50 or \$55. In other words, all parking fines will be increased by \$10 or \$15. A portion of the increased revenue from the fine increase should be used to fund item (7) below.
7. Equip parking enforcement officers with handheld ticket issuing devices. Writing parking tickets manually is time consuming and can lead to lost revenue due to improper or illegible entries. Handheld ticket issuing devices are easy to use and the

accompanying software packages improve ticket tracking, processing, identification of parkers with unpaid tickets, habitual offenders, and violation patterns. Today's handheld ticket issuing devices are durable, compact, and lightweight and many parking systems across North America have deployed this technology with great success. Four handheld ticket issuing devices and the accompanying software can probably be procured for between \$15,000 and \$20,000. This procurement may be funded with additional revenues generated from point 6 above.

8. Conduct a pilot program for on-street parking meter kiosks. Cities and towns across North America are turning to parking meter kiosks to control on-street parking and replace aging single space meters. The main reasons include; easier collections, better accountability / paper trail, customers may have multiple payment options including credit card, easy to adjust rates, and reduced sidewalk clutter. The manufacturers of parking meter kiosks, also known as multi-space meters, are often eager to demonstrate their products and many will provide a 3 or 6 month trial installation at no cost to the municipality. It is recommended that the Brandon pilot program be conducted on at least one block side on Rosser and one block side with angle parking. A multi-space meter may also be used to control a new row of 2-hour metered spaces proposed along the east side of 9th Street adjacent to Princess Park. Three of the leading multi-space meter manufacturers in North America are Parkeon, Digital, and Mackay.
9. Let long term leases expire - The city currently rents or leases blocks of parking spaces in some of its off-street parking areas to local agencies and businesses at very reasonable rates. We believe that many of the changes described herein, such as the creation of employee parking areas and the Brandon Parking Exchange, will reduce the need for these long term leases and allow the city more flexibility with its off-street parking assets. As the longer term leases expire the city should consider: shorter term (monthly or quarterly) rentals at "market" rates or redevelopment options that may include the replacement of existing parking spaces. Certain long term leases that have been arranged as incentives to keep businesses in the downtown district may be maintained but the rate structures should be reviewed prior to each lease renewal.
10. Form a municipal Parking Department - The city administers its parking system using a decentralized approach and six (6) different city sections or departments. While this approach has been effective to an extent, there are inefficiencies inherent in such an operation. The main disadvantages of a decentralized parking operation are:
 - When parking functions are divided among multiple city departments, no single person is responsible for planning, managing, operating, or delivering municipal parking services to residents and the public.
 - Parking revenues, though collected, deposited, and accounted for by the municipal finance department, are usually not allocated to specific collection zones or off-street parking lots. Consequently, if parking revenues decrease, it is

difficult to pinpoint the reason for decline. Conversely, if the reason for a decline in parking revenue can be attributed to parking meters in need of repair or lack of enforcement in a particular meter zone or parking facility, the finance department does not have the authority to correct the problem but must coordinate and request assistance from the DPW or PD.

- The municipality often does not know the actual cost of providing public parking or whether the parking system is even profitable. When parking services are decentralized and provided by multiple city departments, no department head or city official ever prepares a unified parking budget to determine how much manpower, salary, and wages, equipment, supplies, vehicles, gas, maintenance costs, insurance, utilities, snow removal, salt and sand, and outside contractor expenses are actually attributed to providing parking services. Consequently, if a municipality does not know the actual cost for operating, maintaining, repairing, enforcing, and collecting from its parking facilities, it cannot know the net revenue (or perhaps net losses) derived from parking fees, or whether its parking fee structure is appropriate.

The most efficient and effective way to provide parking services to residents and the general public is through a parking system. In this context the term “parking system” means the delivery of municipal parking services to the public by a single government entity charged with responsibility for managing, planning, and operating all individual aspects or functions (enforcement, collection and repair) of on- and off-street parking services. This single government entity may take the form of a separate city department or may be even more centralized via creation of a parking authority, an autonomous body established by the city.

The parking changes and programs described in this section should be coordinated with the city’s Secondary Plan.

Implementation Plan

Because one of the key elements of the recommended program plan is the establishment of a municipal parking agency or department we recommend that the City organize a transition team to evolve the existing decentralized parking system into the centralized unit described in the program plan. We see this mission to be part of a quartet of tasks to be performed by the transition team before it is disbanded on December 31, 2012.

Task 1 - Establish the new municipal parking system that will commence as an operating unit on January 1, 2013. This will include the appointment of an individual who will oversee and direct the parking system. Please refer to Attachment No. 5 for a description of this important position.

Task 2 - Implement the four “priority” tasks in the recommended program plan:

- Determine and finalize the “Phase One” 10-hour meter zones, convert existing 2-hour meters to 10-hour meters, install new 10-hour meters where appropriate, and install the necessary street signs needed to accompany the new meter zones. Approximate cost = \$9,000 and includes purchase of 10 new meters, re-programming 30 existing meters, powder-coat paint housings a unique color; related signs. In addition, this task should be accompanied by physical improvements to the city’s “free” lot on Pacific Avenue – Cost: Undetermined.
- Convert existing 2-hour limit meters on Rosser and Princess to 90 minute limit meters and install the necessary street signs needed to accompany the conversion. Approximate cost = \$2,500 and includes re-programming 146 existing meters; related signs.
- Accomplish the legislative steps and other procedures necessary to increase Brandon’s parking fine structure by \$10 or \$15 per fine. Administrative and printing costs may run \$3,000 to \$5,000.
- Prepare and distribute an attractive brochure that describes the changes to the parking system and provides an explanation of the purpose and goals of the changes. An electronic version should also be made available to post on the city website and other downtown oriented websites. Approximate cost = \$4,500.

Task 3 - Start to gauge the local interest in a parking exchange and begin to lay the ground work for establishing this program if there is sufficient interest.

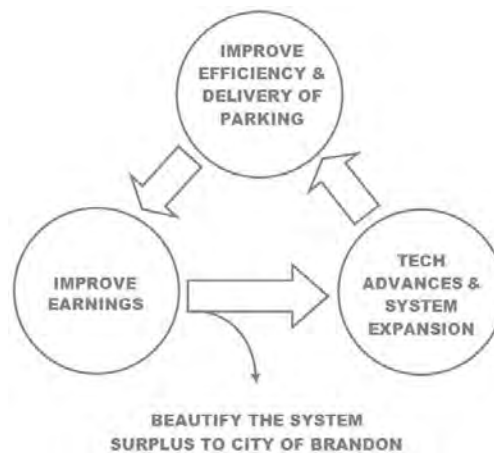
Task 4 - Reach out to vendors of parking meter kiosks to learn the various terms and conditions offered by the vendors for a trial installation in downtown Brandon targeted for a period of time that is at least 3 months in duration and includes the month of January 2013.

After the above phase one program has been in place for at least six months, the parking department should begin to consider the remaining elements of the 10 point program. After that, the parking department should continue to monitor and adjust parking regulations and durations as necessary to insure they remain responsive to local parking and business conditions.

6. LOOKING AHEAD

A number of suggestions in the parking program plan were developed in recognition of the existence of vacant real estate in the study area. And, while parking problems are not overwhelming in Brandon today, pressure on the parking supply is sure to mount in the coming years as vacant floor space becomes occupied and redevelopment projects that are currently under construction or in the pipeline begin to come on line.

We believe that the program plan described in this report will put Brandon in a good position to accommodate present and future parking demand. As a collateral benefit, the City should begin to see increased income from parking. We believe this additional income should be recycled back into the parking system to modernize equipment, improve customer service, and support the growth and redevelopment of the City in a cycle of continuous improvement.



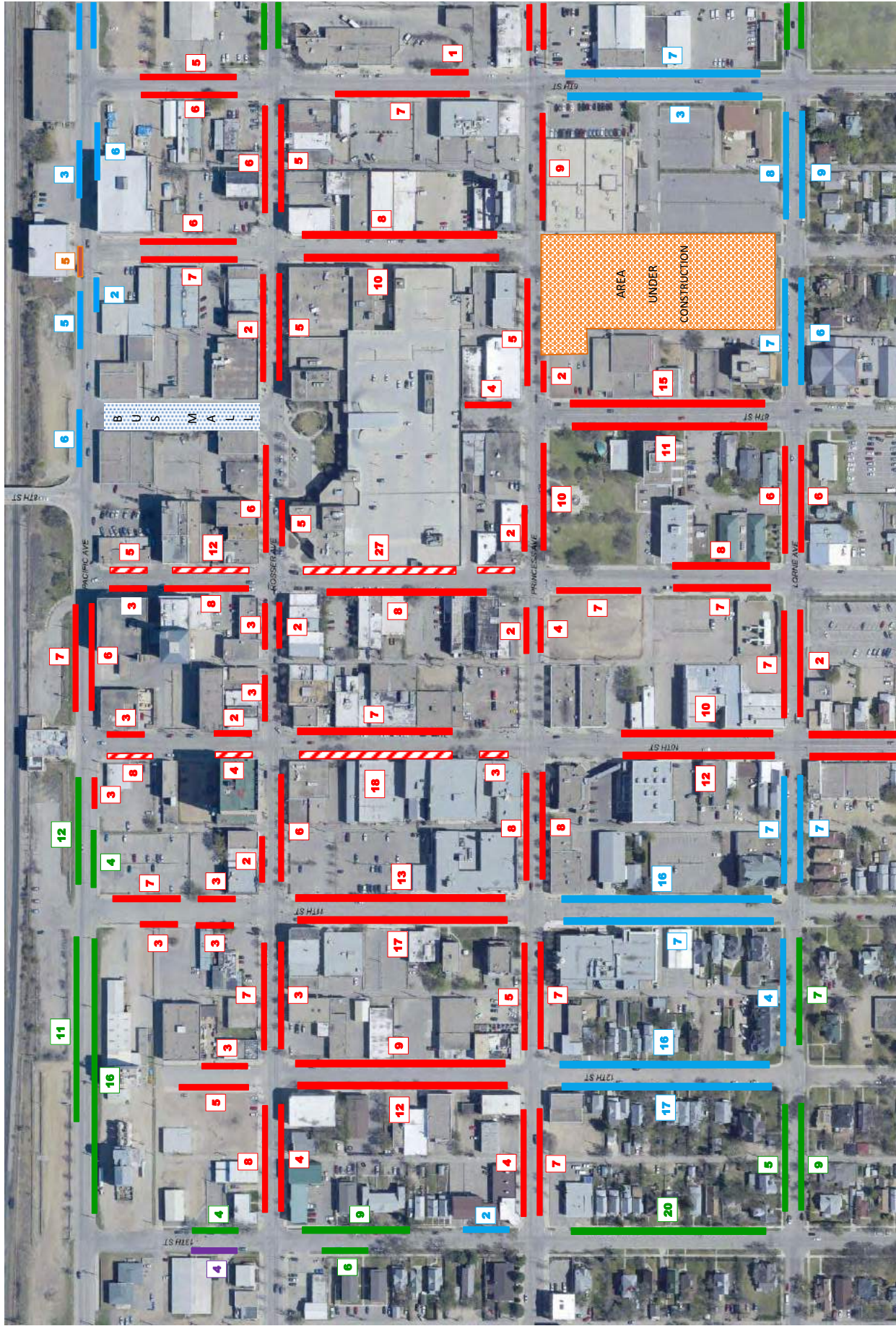
One major project that may accomplish these goals is the future development of a public parkade in the study area. A modern parkade can provide covered parking, plug-ins, and will provide additional parking capacity to support and leverage new growth and higher and better land uses in the study area.

Attachment No. 6 is a map of the study area indicating two potential sites for a parkade. It is important to note that since the 1990s most parkades built in a downtown setting are integrated with other land uses or a mixed-use redevelopment project of some kind and we would expect this to be the case in downtown Brandon as well.

“Right Sizing” Future Parking

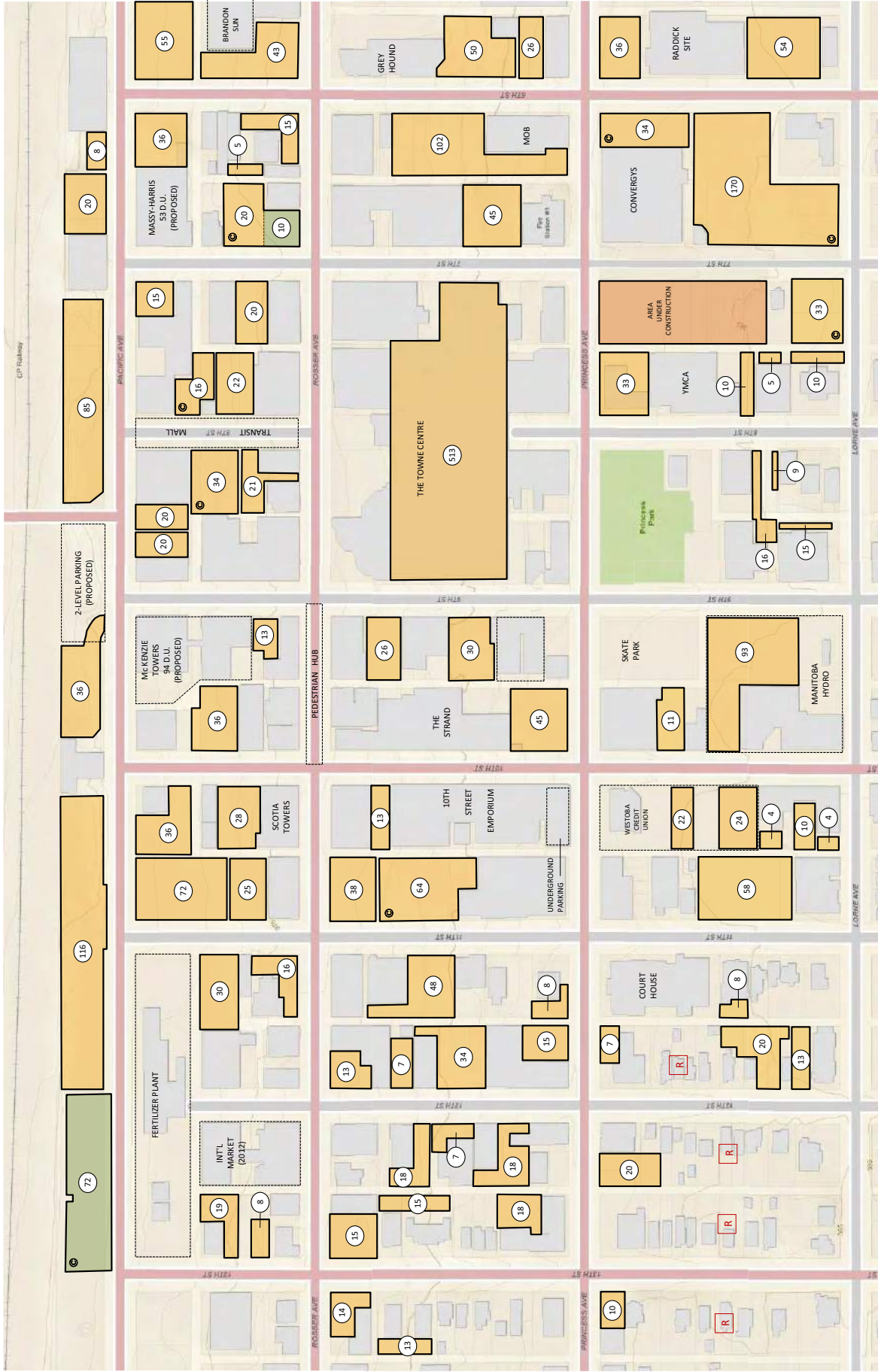
In the past, minimum parking standards were often overstated, especially in downtown areas, and the overabundant parking supplies created by these standards were inefficient and counter to good planning principles. Today, most jurisdictions recognize reduced parking standards in a downtown setting and shared parking -- the sharing of parking areas by multiple users and land uses over the course of a day.

“The Hub Secondary Plan” prepared by Renaissance Brandon and the Brandon Planning Department includes references to shared parking, parking districts, and a “parking strategy” for the study area and this parking assessment is part of formulating these strategies. We believe our recommended “parking exchange” may be an important part of an overall strategy that seeks efficiency. Attachment No. 7 is a sample parking code, developed by Level G to be utilized for mixed use projects in a downtown setting, that puts shared parking principles into practice.



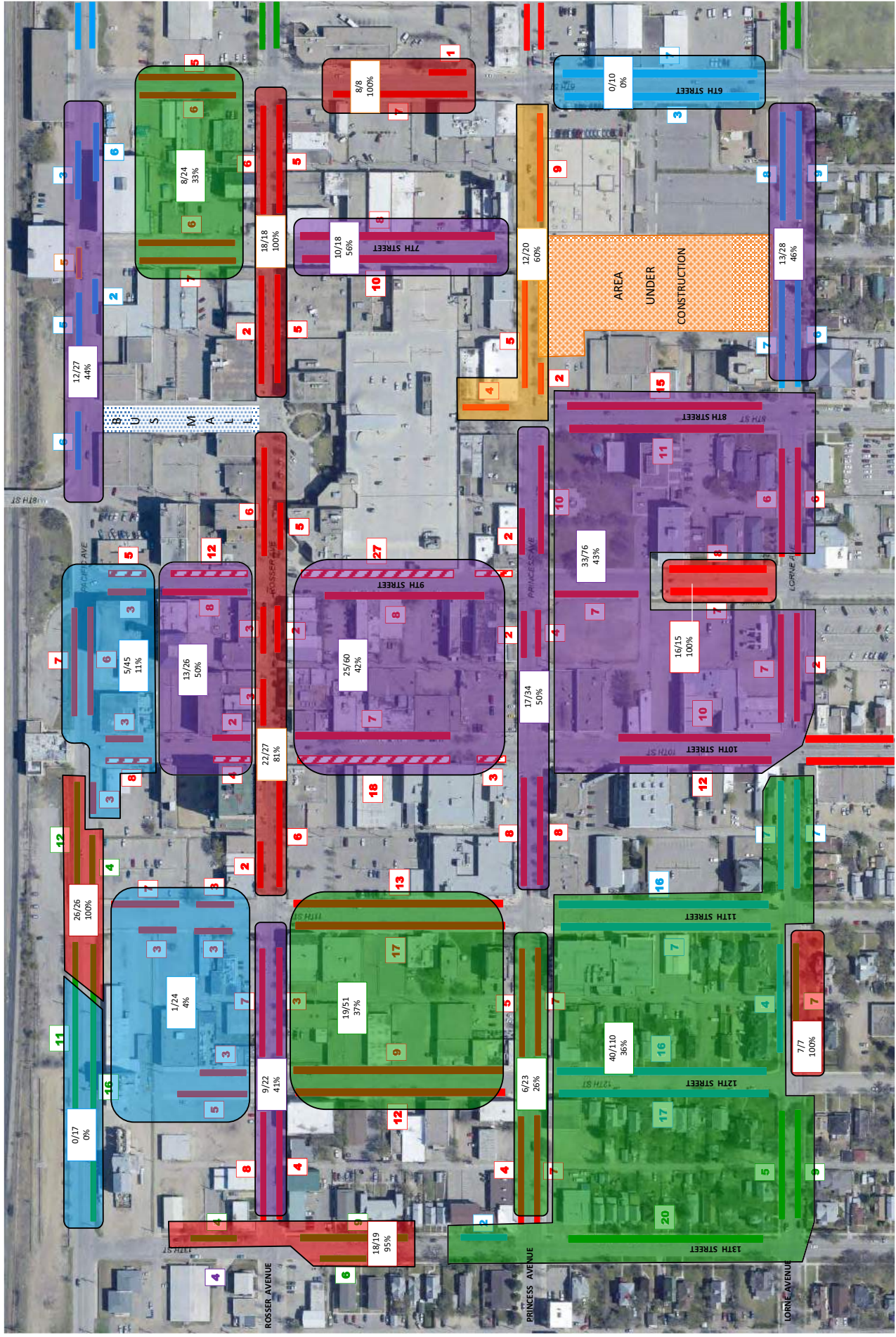
ATTACHMENT NO. 1
ON-STREET PARKING SPACE INVENTORY - EXISTING
 BRANDON, MB PARKING STUDY - MARCH 2012

METERED PARKING - 2 HOUR LIMIT	416
METERED ANGLE PARKING - 2 HR LIM	77
FREE PARKING - 2 HOUR LIMIT	138
FREE PARKING - 1 HOUR LIMIT	4
FREE PARKING - 15 MINUTE LIMIT	5
FREE PARKING - NO TIME LIMIT	103
TOTAL	743



- = PRIVATE OR RESERVED PARKING AREA WITH CAPACITY
- = PUBLIC PARKING AREA WITH CAPACITY
- = FACILITY IS OWNED OR CONTROLLED BY THE CITY
- = RESIDENTIAL AREA

ATTACHMENT NO. 2
OFF-STREET PARKING SPACE INVENTORY - EXISTING
 BRANDON, MB PARKING STUDY - MAY 2012



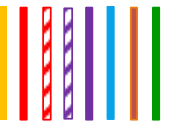
ATTACHMENT NO. 3
ON-STREET PARKING SPACE OCCUPANCY - WEEKDAY AM CONDITION
 BRANDON, MB PARKING STUDY - MARCH 2012





	EXISTING	PROPOSED
METERED PARKING - 90 MINUTE LIMIT	0	146
METERED PARKING - 2 HOUR LIMIT	416	227
METERED ANGLE PARKING - 2 HR LIM	77	125
METERED ANGLE PARKING - 10 HR LIM	0	31
METERED PARKING - 10 HR LIM	0	80
FREE PARKING - 2 HOUR LIMIT	138	114
FREE PARKING - 15 MIN OR 1 HOUR LIM	9	9
FREE PARKING - NO TIME LIMIT	103	66
	743	798

- METERED PARKING - 90 MINUTE LIMIT
- METERED PARKING - 2 HOUR LIMIT
- METERED ANGLE PARKING - 2 HR LIM
- METERED ANGLE PARKING - 10 HR LIM
- METERED PARKING - 10 HR LIM
- FREE PARKING - 2 HOUR LIMIT
- FREE PARKING - 15 MIN OR 1 HOUR LIM
- FREE PARKING - NO TIME LIMIT



ATTACHMENT NO. 4
PRELIMINARY
 ON-STREET PARKING RE-CALIBRATION
 BRANDON, MB PARKING STUDY - MAY 2012

ATTACHMENT NO. 5

JOB DESCRIPTION – PARKING SYSTEM EXECUTIVE DIRECTOR

Nature of Work - This is a chief executive management and administrative position responsible for the planning and organization of the Municipal Parking System. The job responsibilities include: parking facilities planning, development and construction; coordination of traffic and transit systems; overall supervision and direction of traditional parking services including parking enforcement, meter maintenance, collections, parking permit issuance, as well as oversight of parking facilities operations and maintenance.

Objective is to promote the free flow of traffic within the city while developing new parking facilities and parking space management strategies to maximize the number of public parking spaces available for residents, merchants, employees and visitors, in the most cost effective manner.

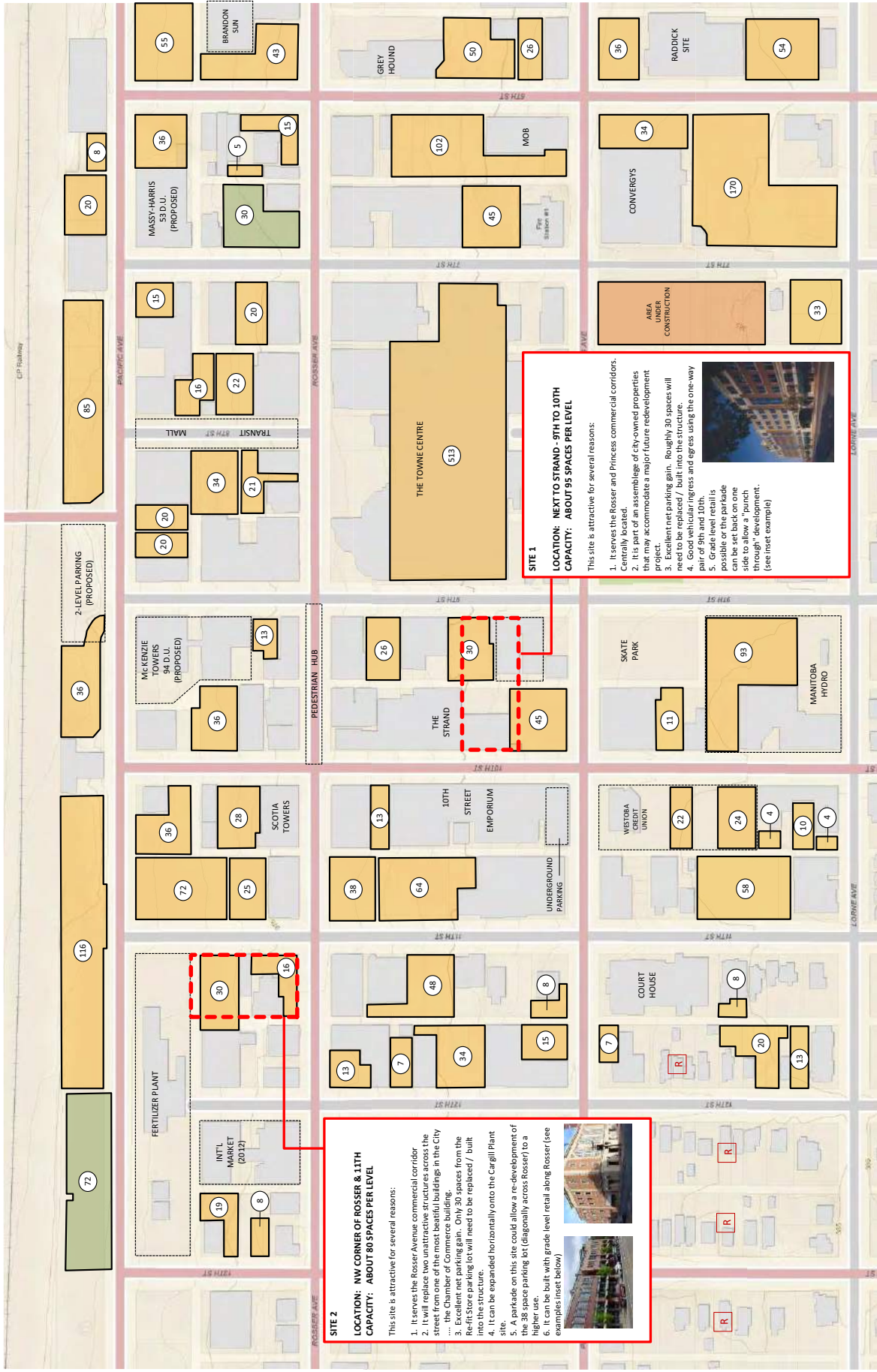
The following are examples of essential duties of the Executive Director:

- Develops the Department budget; has full responsibility for the implementation, revision, and compliance review of the Department's budget.
- Authorizes purchases and expenditures of the Department.
- Oversees daily activities of Department personnel.
- Oversees contract personnel, and Department contracts and bid awards.
- Reviews and authorizes Department's payroll.
- Conducts employee performance evaluations, and reviews evaluations performed by subordinate staff.
- Coordinates city's parking needs with other city departments and governmental agencies.
- Conducts analyses to determine the need for additional parking facilities, rate changes or adjustments, and the development of new parking programs.
- Reviews daily collection records and prepares monthly reports of revenue and expenses for the Mayor and Council.
- Develops Department policies and procedures.
- Reviews city by-laws to insure that they comply with federal and provincial statutes, rules and regulations.
- Meetings, presentations and reports to the Mayor and Council.
- Responds to requests from city administrator, CFO, and Mayor.
- Attends Community meetings, and works with Community groups as the city's Parking Department representative.
- Performs related work as required.

Knowledge, Skills and Abilities – The Executive Director should have extensive knowledge of the principles and practices of public and business administration; project management; budget preparation, justification, monitoring and analysis; supervisory principles and practices; and employee motivation principles and techniques.

Considerable knowledge of principles and practices of the parking industry, revenue control systems and parking technology. Also,

- Ability to interpret parking legislation as it relates to the city;
- Read and interpret surveys, plans and construction documents;
- Providing effective, efficient, and economical services to parking patrons and residents;
- Work with the residents, businesses and constituent groups of the city to develop new programs, policies and procedures in an effort to maintain a priority level of customer service and satisfaction;
- Prepare and present clear and concise administrative and technical reports;
- Be familiar with and maintain up-to-date information on recent trends and developments in the parking industry;
- Supervise, plan, direct, train, and coordinate the work of professional, technical, and clerical employees in the implementation of internal controls and operating procedures in a manner conducive to quality performance and high morale;
- Identify problem areas, analyze and recommend solutions regarding the efficiency and effectiveness of department operations;
- Communicate clearly and concisely, both verbally and in writing to individuals and to groups;
- Establish and maintain effective working relationships with city officials, employees, professional associations, vendors, and the general public.



SITE 2
LOCATION: NW CORNER OF ROSSER & 11TH
CAPACITY: ABOUT 80 SPACES PER LEVEL

This site is attractive for several reasons:

1. It serves the Rosser Avenue commercial corridor
2. It will replace an underutilized structure across the street from the Chamber of Commerce building
3. Excellent net parking gain. Only 30 spaces from the Re-fit Store parking lot will need to be replaced / built into this structure.
4. It can be expanded horizontally onto the Cargill Plant site.
5. A parkade on this site could allow a re-development of the 38-space parking lot (diagonally across Rosser) to a higher use.
6. It can be built with grade level retail along Rosser (see examples inset below)



SITE 1
LOCATION: NEXT TO STRAND - 9TH TO 10TH
CAPACITY: ABOUT 95 SPACES PER LEVEL

This site is attractive for several reasons:

1. It serves the Rosser and Princess commercial corridors. Centrally located.
2. It is part of an assemblage of city-owned properties that may accommodate a major future redevelopment project.
3. Excellent net parking gain. Roughly 30 spaces will need to be replaced / built into this structure.
4. Good vehicular ingress and egress using the one-way street.
5. Grade level retail is possible or the parkade can be set back on one side to allow a "punch through" development. (see inset example)



- = PRIVATE PARKING AREA WITH CAPACITY
- = CITY PARKING AREA WITH CAPACITY
- R = RESIDENTIAL AREA

ATTACHMENT NO. 7

PARKING REQUIREMENTS CBD REDEVELOPMENT ZONE

Procedure

1. Determine minimum parking requirement / Individual uses - The minimum number of parking spaces that are to be provided and maintained for each use shall be determined based on following parking factors:

Residential	1.4 per unit
Office	2.9 per 1,000 SF
Retail / Commercial	2.7 per 1,000 SF
Hotel	1.3 per room
Restaurant	0.3 per seat
Movie Theater	0.3 per seat
Conference / Convention	5.0 per 1,000 SF
Place of Worship	0.2 per seat
Other	Per ITE Parking Standards

2. Adjust for shared parking - The minimum parking requirement for each use shall be multiplied by an "occupancy rate" as determined by a study of local conditions (or as found in the following "Occupancy Rate" table), for each use for the Weekday night, daytime and evening periods, and Weekend night, daytime and evening periods respectively.

Occupancy Rate Table
Source: Victoria Transport Policy Institute

	M-F <u>8A-6P</u>	M-F <u>6P-12A</u>	M-F <u>12A-8A</u>	Sat / Sun <u>8A-6P</u>	Sat / Sun <u>6P-12A</u>	Sat / Sun <u>12A-8A</u>
Residential	60%	100%	100%	80%	100%	100%
Office	100%	20%	5%	5%	5%	5%
Retail / Commercial	90%	80%	5%	100%	70%	5%
Hotel	70%	100%	100%	70%	100%	100%
Restaurant	70%	100%	10%	70%	100%	20%
Movie Theater	40%	80%	10%	80%	100%	10%
Conference / Conven.	100%	100%	5%	100%	100%	5%
Place of Worship	10%	5%	5%	100%	50%	5%
Other (note 3)						

Note 1 *This table indicates the percent adjustment of the minimum parking requirement during each time period for shared parking.*

Note 2 *Percentages set forth in the Occupancy Rate table are set to include a small "safety margin" of parking beyond that minimally needed to serve an average peak demand. Therefore a local study of parking demand may yield a greater reduction in parking required.*

Note 3 *"Other" occupancy rates as demonstrated by applicant via parking study or other credible evidence.*

3. Tabulate minimum parking requirement for each time period – Sum up the adjusted minimum parking requirements of each land use for each of the six time periods to determine an overall project minimum parking requirement for each time period.
4. Determine minimum parking requirement / Project - The highest of the six time period totals shall be the minimum parking requirement for the mixed use project.
5. Alternate Parking Requirement Calculation – A detailed shared parking model will be considered by the City as an alternate method of determining parking requirements of a mixed use project. The model will estimate parking demand for each individual use on an hour-by-hour basis, and the sum of these uses, between the hours of 6am and midnight for two conditions – a typical weekday and a Saturday. Parking factors and hourly adjustment factors must be derived from a credible source such as the Institute of Transportation Engineers. Parking factors and hourly adjustment factors that are derived from actual study of similar projects in similar settings will also be considered.
6. 100% of the parking supply shall be provided within 400 feet of an entrance to the proposed building(s) it will serve unless waived via terms of item (6) and / or (7), below.
7. Other parking spaces in the vicinity of the project may be used to satisfy portions of the minimum parking requirement if the applicant can secure such parking through lease, a parking exchange, or other similar terms or if it can be demonstrated through study that certain public parking areas are typically vacant during the peak demand period of the project or will become vacant as a result of removals or demolition, all subject to the approval of the City.
8. If the parking requirement, or portions of the parking requirement, cannot be met, applicants may purchase relief at a rate to be determined. This fee will be deposited into the Brandon Center Parking Improvement Fund to be used exclusively for the development, improvement or maintenance of public shared parking serving the Renaissance Brandon district.