

**BY-LAW NO. 7238**

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

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

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

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

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 By-law No. 7010 and all amending by-laws thereto are hereby repealed, and the rules of appeal provisions as set out in the City's Legislative Standards By-law are hereby applied.**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

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

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**MAYOR**

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**CITY CLERK**

**Read for a first time this                      day of                      A.D. 2019**

**Read for a second time this                      day of                      A.D. 2019**

**Read for a third time this                      day of                      A.D. 2019**

**Downtown Brandon Secondary Plan By-law—List of Amendments (Key Change Comparison)**

<b>Section</b>	<b>Existing</b>	<b>Proposed</b>
1.1 PURPOSE AND INTENT	<i>None—new</i>	Sections 1 through 7, including all schedules, are statutory elements of the Downtown Plan and cannot be adjusted, except where indicated elsewhere, without an amendment to the Downtown Plan. The reference maps & appendices provide background information and are not part of the Downtown Plan, and any changes to the reference maps & appendices will not require a secondary plan amendment.
1.2 DOWNTOWN PLAN AREA	<i>None—new</i>	The Downtown Plan is divided into two Character Areas (as shown in Schedule C) that are based on historical development and intended land uses. The Character Areas serve as land use designations and form the basis for policy development in the Downtown Plan area.
1.4 EXISTING CONTEXT	<i>None—new</i>	Adding Section 1.4 Existing Context. Showing existing context of the downtown plan area in terms of Servicing and Utilities, Environmentally Sensitive Areas, Transportation, Cultural Services, Social Services, Greenspace and Recreation, and Land Use.
2.2 URBAN DESIGN REVIEW	<i>None—new</i>	<p>The Director may solicit advice from an external advisory committee (e.g. Brandon Downtown Development Corporation, Municipal Heritage Advisory Committee) or external experts (e.g. architects) to;</p> <ul style="list-style-type: none"> <li>• ensure an application complies with the Urban Design Policies</li> <li>• explore options and solutions to assist applicants to achieve compliance</li> </ul> <p>The extent of compliance with the urban design policies in Sections 5 and 6 shall be at the determination of the Director based on the context of the development, and the type, intensity and density of the use proposed.</p>
4.1 GREENSPACE	<i>None—new</i>	<p>4.1.2 (c) Connector “gateway” greenspaces should be established at</p> <ul style="list-style-type: none"> <li>• 1<sup>st</sup> Street and Pacific Avenue</li> <li>• 18<sup>th</sup> Street and Pacific Avenue</li> <li>• The 8<sup>th</sup> Street active transportation bridge</li> </ul>

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Section	Existing	Proposed
	Delete	Removing Section 5.1 (c) of The HUB Secondary Plan “A short and long term vision and design of parkland north of Pacific between 11 <sup>th</sup> and 14 <sup>th</sup> streets shall be completed.”
4.2 TRANSPORTATION	<i>None—new</i>	<b>4.2.2 (b) The design of the Downtown Plan area shall prioritize the movement of alternative modes of transport including pedestrians, cyclists, and multi-modal devices including vehicles. Traffic flow should direct traffic patterns to and through the CB Character Area.</b>
	<i>None—new</i>	<b>4.2.3 (b) The majority of missing pathway segments are located to the north of Rosser Avenue and along Pacific Avenue. Missing pathway segments should be constructed as development or redevelopment occurs, or as part of a streetscape improvement plan.</b>
	<i>None-new</i>	<p><b>4.2.4 (c) Upgrades or expansions to the active transportation network should be evaluated at the following locations:</b></p> <ul style="list-style-type: none"> <li>• <b>Pacific Avenue—Dedicated off-street trail or on-street bikeway connection to the proposed future trail connections at 1<sup>st</sup> and 18<sup>th</sup> Streets and potential active transportation bridge at 8<sup>th</sup> Street</b></li> <li>• <b>Lorne Avenue—Traffic calming measures to prioritize cyclists (e.g. bicycle boulevard)</b></li> <li>• <b>North/South Connections—Signed shared-use roadway connections between Lorne and Pacific Avenues.</b></li> <li>• <b>8<sup>th</sup> Street Bridge—A future active transportation bridge over the rail yards from the Downtown Plan area to Stickney Avenue should be supported as a key connection between the North Hill, Riverbank, and Downtown Plan areas.</b></li> </ul>
		<b>4.2.5 (d) Parking downtown is unique from other commercial areas of the City. Instead of exclusive on-site parking for each use, parking is often provided on the street and in common parking lots shared by multiple uses.</b>

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Section	Existing	Proposed
	<i>None-new</i>	<b>4.2.5 (e) Encourage intensification and densification of existing buildings and uses downtown by eliminating or reducing on-site parking requirements, with particular focus on the CB Character Area.</b>
	5.2 Transportation Policies: Parking Provisions (a) Proposed developments should explore shared parking with adjacent uses and provide opportunities for shared parking during off-peak hours.	4.2.5 (f) Encourage shared parking for adjacent uses with different peak time parking demands.
	5.2 Transportation Policies: Parking Provisions (b) The HUB parking strategy shall be finalized and implemented to ensure an efficient and well-utilized parking system.	4.2.5 (g) Implement the downtown parking assessment (Appendix E) by evaluating <ul style="list-style-type: none"> <li>• additional angled parking along 7<sup>th</sup>, 10<sup>th</sup>, and 11<sup>th</sup> Streets</li> <li>• time limits and fees for parking meters (e.g. Rosser and Princess Avenues)</li> <li>• wayfinding signage</li> <li>• expansion of metered parking areas</li> <li>• accessible parking</li> <li>• a pilot program for on-street parking meter kiosks</li> </ul>
	<i>None-new</i>	<b>4.2.5 (h) Complete a traffic study for downtown area to evaluate:</b> <ul style="list-style-type: none"> <li>• Pacific Avenue connection between 1<sup>st</sup> and 26<sup>th</sup> Streets</li> <li>• one way vs two way traffic on Rosser and Princess Avenues.</li> <li>• angled parking on Rosser and Princess Avenues.</li> </ul>
	<i>None-new</i>	<b>4.2.5 (i) Prepare a streetscape or public realm plan for Pacific Avenue to identify streetscape improvements (e.g. active transportation connections, street trees, sidewalks) for completion in coordination with any servicing or transportation improvements.</b>
	<i>None-new</i>	<b>4.2.6 (a) Transit stops with higher ridership should provide benches and waste disposal and recycling facilities.</b>
	<i>None-new</i>	<b>4.2.6 (c) Explore opportunities to improve the transit terminal to make it a “place for people” through public art, landscaping, lighting, and</b>

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		programming.
4.3 SERVICING	<i>None—new</i>	4.3.2 (b) In the medium term to long term (3-10 years), the domestic sewer line on Pacific Avenue will be replaced to provide additional network capacity to service the additional flows from the newly constructed lift station servicing the North Hill.
	<i>None—new</i>	4.3.2 (d) Improve the land drainage network in accordance with the recommendations in the City of Brandon Land Drainage Capital Improvement Plan, including <ul style="list-style-type: none"> <li>• twinning of the main along Rosser Avenue between 3<sup>rd</sup> and 4<sup>th</sup> Streets</li> <li>• a new main on 13<sup>th</sup> Street between Louise and Pacific Avenues</li> <li>• a new main on 3<sup>rd</sup> Street between Park and Pacific Avenues</li> </ul>
	<i>None-new</i>	4.3.2 (f) Portions of the Downtown Plan area are serviced by a combined domestic sewer and stormwater system. All combined wastewater services within existing buildings or developments may be separated at the time of redevelopment. Construct the missing stormwater connections concurrently with street reconstruction.
4.4 ECONOMIC DEVELOPMENT	<i>None-new</i>	4.4.2 (b) Encourage and facilitate partnerships among business groups, non-profit organizations, the Brandon Downtown Development Corporation, and other economic development organizations to implement the downtown vision.
	<i>None-new</i>	4.4.2 (c) Explore the potential to establish a downtown business organization with a focus on marketing the Downtown Plan area as a destination, improving the streetscape and filling vacant retail space in the Downtown Plan area
	5.4 (a) Housing for all income levels and demographics should be encouraged in all areas of The HUB and may involve incentives/grants for market housing projects.	4.4.3 (a) Review, refresh and create new incentives that stimulate investment to achieve the Downtown Plan’s vision and increase the Downtown Plan area’s tax base, including: <ul style="list-style-type: none"> <li>• Uses that promote the Downtown Plan area as a shopping and tourist</li> </ul>

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	<p>5.4 (f) The HUB Economic Development Strategy shall be developed to stimulate investment and shall among other things include the following:</p> <p>(1) Available incentive/grant programs and the relating criteria.</p> <p>(2) Priority investment situations such as the owners developing vacant upper stories into residential uses and vacant lower stories for retail services such as restaurants.</p>	<p>destination (e.g. microbreweries, spas, specialty retail)</p> <ul style="list-style-type: none"> <li>• Adaptive reuse of existing buildings</li> <li>• Redeveloping vacant upper storeys in existing buildings</li> <li>• Market housing</li> <li>• Urban design and architectural assistance</li> </ul>
	<b>None-new</b>	<b>4.4.3 (c) Establish business plans for priority development areas as shown on Reference Map #5 to identify and bridge barriers to investment.</b>
4.5 HOUSING DEVELOPMENT	<b>None-new</b>	<b>4.5.2 (c) Encourage high quality market rate housing downtown to create a greater balance of housing types, price ranges, and tenures in all areas of the downtown.</b>
	<b>None-new</b>	<b>4.5.2 (d) Focus grant programs and incentives on increasing the supply of high quality market housing in Downtown Plan area.</b>
	<b>None-new</b>	<b>4.5.2 (e) Encourage partnerships between affordable and market housing providers to construct inclusive housing developments with a mix of unit types and tenures.</b>
4.6 CULTURAL SERVICES	<b>None-new</b>	<b>4.6.2 (b) Promote and increase investment in heritage restoration in the Downtown Plan area, with a focus on the heritage streetscapes, by encouraging the designation of Municipal Heritage Sites so owners may access funding opportunities through the Heritage Incentive By-law.</b>
4.7 SOCIAL SERVICES	<b>None-new</b>	<b>4.7.2 (a) Support social service providers in the provision of services (e.g. emergency and transitional housing, food banks, health access centres) that meet the needs of vulnerable populations in the Downtown Plan area.</b>
	<b>None-new</b>	<b>4.7.2 (c) Support and encourage policing and downtown watch programs to improve personal safety and security in the Downtown Plan area</b>

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<b>Section</b>	<b>Existing</b>	<b>Proposed</b>
5.0 URBAN DESIGN	Section 5.3 Urban Design	Replacing Section 5.3 of The HUB Secondary Plan with Section 5.0 of The Downtown Brandon Secondary Plan to provide certainty and clarity for investment in the downtown and shape the downtown as “the place for people” that focuses on pedestrian experience and looks, functions, and feels different from the rest of the city.
6.1 CENTRAL BUSINESS CHARACTER AREA	6.1 (a) First floor uses in this district shall be prioritized for a mixture of entertainment and specialty shopping uses such as dance studios, theatres, specialty retail, restaurants and cafes that encourage pedestrian movement and interaction. Office/business and residential uses shall be encouraged to locate above the first floor.	6.1.2 (a) A diversity of first storey commercial uses shall be allowed in the CB Character Area, including retail, restaurants, personal services, and offices.
	<b>None-new</b>	<b>6.1.2 (b) Commercial uses that generate pedestrian activity and street vibrancy (e.g. specialty retail, restaurants, personal services) are encouraged along the commercial streets (e.g. Rosser Avenue and 10th Street).</b>
	6.1 (c) The development of new surface parking lots in this district either as a principal or accessory use shall not be allowed.	6.1.2 (d) The development of stand-alone new surface parking lots in the CB Character Area is prohibited. Encourage underground parking or structured parking facilities.
	<b>None-new</b>	<b>6.1.3 (a) Gateways into the CB Character Area shall be visually and functionally unique through building placement or use, architectural details, and landscaping to provide a “sense of arrival” for people entering the area.</b>
	<b>None-new</b>	<b>6.1.3 (e) Public lanes should be considered as dual purpose to provide vehicle access to serve businesses and residences, and as pedestrian connections and “places for people” through improved lighting, laneway treatments, and public art.</b>
	<b>None-new</b>	<b>6.1.3 (f) Additional design emphasis is required through façade treatments, architectural elements, and materials selections.</b>

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	<b>None-new</b>	<b>6.1.3 (g) Corrugated metal, vinyl, and stucco are prohibited.</b>
	Delete	Removing 6.1 (f) of The HUB Secondary Plan, as the public washroom is proposed for Princess Park, which is around the former Entertainment and Shopping Character Area.
	Section 5.3 Heritage Streetscapes The distinguishing original qualities and character of heritage buildings shall be maintained and reintroduced where possible. Simple reconstruction and duplication of characteristic facade elements are options for new construction.	6.1.4 (b) New construction along heritage streetscapes should maintain and reintroduce the distinguishing original qualities and character of heritage buildings and sites. Simple reconstruction of characteristic façade elements, but not mimicry, are options for new construction.
	<b>None-new</b>	6.1.4 (e) Development along heritage streetscapes should consider the Standards and Guidelines for the Conservation of Historic Places in Canada.
	<b>None-new</b>	6.1.4 (f) Uses of heritage or architecturally significant buildings that require minimal interventions are encouraged.
6.2 MIXED USE CHARACTER AREA	<b>None-new</b>	6.2.2 (a) Commercial corridors (Schedule C) serve as primary connections between the edges of the Downtown Plan area and the CB Character Area. Multi-storey commercial or mixed-use developments should locate along the commercial corridors.
	<b>None-new</b>	6.2.2 (b) Standalone residential developments may be appropriate along a commercial corridor where the use is compatible with the context of the area and the Downtown Plan’s vision.
	<b>None-new</b>	6.2.2 (d) Manufacturing goods for sale on site including artisan shops, microbreweries, and bakeries is encouraged, especially to the north of Pacific Avenue.
	<b>None-new</b>	6.2.2 (e) Warehouses and storage facilities use should be allowed for any basement area
	<b>None-new</b>	6.2.3 (b) Gateways into the Downtown Plan area shall be identified as visually and functionally unique through building placement or use, architectural details, and landscaping to provide a “sense of arrival”.



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<b>Section</b>	<b>Existing</b>	<b>Proposed</b>
	<i>None-new</i>	6.2.3 (c) Redevelopment adjacent to the Downtown Transit Terminal is encouraged to include entrances and building frontages facing the terminal as well as the primary street.
	<i>None-new</i>	6.2.3 (e) Residential developments shall not be adjacent to a railway right-of-way. The railway setback for new commercial developments may be reduced from the common site line pending the construction of safety barriers (e.g. berms, crush berms, and crush walls) to provide equivalent protection.
6.3 DOWNTOWN EXPANSION AREA	Delete	Removing Section 6.3 Transitional Character Area of The HUB Secondary Plan to reflect community feedback. Former Transitional Character Area properties have changed to Mixed Use Character Area properties.
	<i>None-new</i>	Adding Section 6.3 Downtown Expansion Area policies to envision future densification and intensification with extending the commercial corridor along Princess Avenue.
7.1 ACTIONS	<i>None-new</i>	7.1.2 (b) A downtown task force should be initiated to review, coordinate and complete the implementation actions. The task force should foster partnerships and understanding between economic, social and cultural stakeholders, including <ul style="list-style-type: none"> <li>• Downtown business representatives</li> <li>• The Brandon Downtown Development Corporation</li> <li>• The City of Brandon</li> <li>• The Brandon Neighborhood Renewal Corporation</li> <li>• Social service providers</li> <li>• Cultural service providers</li> </ul>
	<i>None-new</i>	7.1.2 (c) The City shall include the phasing of transportation and servicing improvements for the Downtown Plan in the City’s capital budgets.
	<i>None-new</i>	7.1.2 (e) A public event (e.g. downtown forum) should be held at least every two years to check in with the downtown businesses, residents and stakeholders to review progress and evaluate actions and priorities.

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<b>Section</b>	<b>Existing</b>	<b>Proposed</b>
7.2 PRIORITY AREAS	<i>None-new</i>	7.2.2 (a) Consider the priority areas in Reference Map #5 as a guide when reviewing public expenditures and incentive programs to implement the Downtown Plan.
	Map 4.3 Phasing Plan	Replacing Map 4.3 Phasing Plan with 7.2.2 (b) Priority areas are ranked from 1 (highest) to 4 (lowest) as follows: <ol style="list-style-type: none"> <li>1. Includes lands located in the CB Character Area and adjacent portion of Pacific Avenue with the intent of encouraging the adaptive reuse of and investment in existing buildings. Specific areas of focus include entertainment and shopping uses along the heritage streetscapes, and the use of vacant upper storeys for residential development.</li> <li>2. Includes the Pacific Avenue corridor with the intent of encouraging the development of underutilized or vacant sites to the north for commercial uses and to the south for commercial or residential uses. Improving the public realm along Pacific Avenue is key to encouraging new investment and development. Direct vehicle access at both 18<sup>th</sup> Street and 1<sup>st</sup> Street is key to investment on Pacific Avenue as the second priority area.</li> <li>3. Includes the Rosser and Princess Avenues, as well as 9<sup>th</sup> and 10<sup>th</sup> Streets commercial corridors to the CB Character Area for the redevelopment of sites for mixed-use development.</li> <li>4. Includes all other areas within the Downtown Plan area.</li> </ol>
Schedules (forming part of this plan)	<i>None-new</i>	<b>Adding Schedule A: Greenspace</b>
	Map 4.2 Transportation Plan	Replacing Map 4.2 Transportation Plan with Schedule B: Transportation (Map)
	Map 4.1 Character Areas	Replacing Map 4.1 Character Areas with Schedule C: Character Areas (Map)