

Background

The City of Winnipeg is making a long-term plan that will guide investment and development in Downtown Winnipeg for the next 30 years. *CentrePlan 2050* (Plan) will guide investment in Downtown parks, streets, and buildings. The goal of *CentrePlan 2050* is to get more people living and visiting Downtown.

This report summarizes the feedback we received from stakeholders during Phase 2 engagement on *CentrePlan 2050*.

As part of this project, we are also creating:

- Downtown Urban Design Guidelines
- A Streetscape Design Standards Manual
- A design of key Downtown Bike Routes
- A redesign of Graham Avenue

Engagement summaries will be available for each topic above in the coming months.

Engagement

In Phase 1, the public and stakeholders shared insight and ideas on how to attract more people to live and visit Downtown. The project team also reviewed over 80 plans and strategies that for our Downtown.

Feedback from Phase 1 informed the draft of *CentrePlan 2050*. In Phase 2, we asked stakeholders for feedback on the goals, policies, and actions of *CentrePlan 2050*.

Throughout Phase 2, the project team met with 37 Downtown stakeholders to discuss *CentrePlan 2050*. Stakeholders included community stakeholders, Indigenous and community leaders, committees, associations, local business associations, business

owners, developers, as well as not-for-profit organizations. The focus of these meetings was to:

- Identify gaps in the draft plan
- Gather feedback on key actions and priorities
- Understand how the plan may impact stakeholders
- Address any concerns

A list of stakeholder organizations we met with can be found in Appendix A.

What we heard

We heard that a commitment to implement the key actions and policies is critical to the success of *CentrePlan 2050*.

There is also a strong desire among stakeholders to work together to make Downtown thrive and attract more people to live and visit.

The draft Plan includes five strategic moves designed to help Downtown grow and thrive:

- Create great urban neighbourhoods
- Re-envision streets to foster urban life
- Grow a greener Downtown
- Create a lively Downtown
- Improve Downtown governance and implementation

Each strategic move has a set of goals, policies, and actions. Stakeholder feedback was used to refine the policies and actions. Table 1 highlights some of the feedback received and how it was considered.

Table 1: What we heard and how it was considered

What we heard	How it was considered
Strategic Move 1: Create great urban neighbourhoods	
Growing the number of people that live Downtown is a top priority. This includes increasing both market and non-market housing (affordable and social housing).	The draft Plan includes several policies and actions related to residential development: • Create development incentives • For a limited time, get rid of City fees associated with residential development • Create an intergovernmental committee on housing development • Invest provincial and federal funding in housing projects (e.g. Housing Accelerator Fund) • Reduce barriers for affordable, social, and Indigenous housing providers
As we improve Downtown neighbourhoods, it is important to maintain their unique character.	The draft Plan recognizes that each Downtown neighbourhood has its own unique character. It includes policies and actions specific to each neighbourhood to improve and enhance them.
The current approach to maintenance, garbage and recycling pickup, and snow clearing should be reviewed and improved.	The draft Plan includes policies and actions to ensure: • Downtown is clean and well-maintained • Sidewalks, benches, lighting, curbs and other public amenities are fixed or replaced in a timely manner • Areas with higher garbage, recycling, and maintenance needs get the service required to keep up with demand • A coordinated and timely response abandoned waste and other waste complaints • Sidewalks, bike routes, and bus stops are accessible in winter

What we heard	How it was considered
Addressing community safety and well-being was noted as critical to attracting more people to live and visit Downtown.	The draft Plan includes several actions related to equitable, inclusive, and accessible city services, such as: • Provide inclusive public spaces • Ensure access to clean drinking water in public spaces • Ensure access to washroom facilities • Expand access to existing facilities and programming for: ○ Recreation ○ Library ○ Community gathering ○ 24/7 safe spaces • Ensure safe and accessible active transportation networks The draft Plan also includes community safety and well-being actions from the <i>Winnipeg Poverty Reduction Strategy</i> and other strategies related to equity and inclusion.
Strategic Move 2: Re-envision streets to foster urban life	
Ensuring that Downtown streets are designed for people was noted as a top priority.	The draft Plan includes several policies and actions related to street design, such as: • Design streets for people, focusing on making Downtown a destination with great neighbourhoods • Create a <i>Downtown Streetscape Design Standards Manual</i>. The Manual will guide how streets are designed based on their type and function. It will also suggest how to use sidewalk space, including adding trees, safe places to store bikes, benches, and more.
Strategic Move 3: Grow a greener Downtown	
Concern about the lack of street trees in the Downtown.	The draft Plan includes policies to increase and protect street trees: • The City should plant trees on streets and parks according to the <i>Winnipeg Urban Forest Strategy</i> • The City should ensure long-term success for street trees through measures outlined in the plan • For every one tree removed during City infrastructure projects, two trees get planted. Trees should be in Silva cells near the original trees.

What we heard	How it was considered
Support to transform Graham into a key destination Downtown with a focus on pedestrians.	As part of CentrePlan 2050, we are redesigning Graham Avenue. The draft Plan includes policies and actions to transform Graham Avenue into key Downtown destination focused on people. To read more about stakeholder engagement related to Graham Avenue, read the Phase 2 CentrePlan 2050: Re-imagining Graham Avenue stakeholder engagement summary.
Strategic Move 4: Create a lively Downtown	
Some stakeholders noted that Downtown needs more programming, like events, festivals, pop-ups, patios, and more. To do this well, the City should support and reduce barriers to hosting events and activities.	The draft Plan includes several actions to strengthen Downtown as a cultural and entertainment hub, such as: • Make the temporary patio program permanent with improvements to the current program • Work with Downtown stakeholders to provide a wide range of quality programming • Reduce barriers to holding events and festivals
Strategic Move 5: Improve Downtown governance and implementation	
Concern that CentrePlan 2050 will not receive the long-term funding necessary to implement the plan.	The draft Plan recommends there be long-term funding from the City for implementation. The Plan also includes: • Recommendations to develop targets, create a baseline, and measure progress • Policies and actions to improve coordination with Downtown partners

Next steps

CentrePlan 2050 was refined using stakeholder feedback collected during Phase 2 engagement.

In the final phase of engagement, we will share the draft CentrePlan 2050 with stakeholders and the public. The project team will answer questions get comments on the draft plan. In spring 2024, CentrePlan 2050 will be presented to Council for consideration.

Appendices

Appendix A – Stakeholder organizations

Appendix A – Stakeholder organizations

Appendix A - Phase 2 Stakeholder organizations

Key Downtown stakeholders with expertise and interest in Downtown were invited to provide feedback on the draft goals, actions, and policies of CentrePlan 2050. Throughout Phase 2, we met with the following organizations:

- Alston Properties
- BOMA (Building Owners and Managers Association)
- Central Park Stewardship Committee
- CentreVenture
- City of Winnipeg ad-hoc safety committee (consisting of service providers working primarily in the Main & Higgins area)
- CityPlace
- Delta Hotel
- Downtown Winnipeg BIZ board and staff
- DCSP (Downtown Community Safety Partnership)
- EDW (Economic Development Winnipeg)
- End Homelessness Winnipeg
- Exchange District BIZ board and staff
- Green Corridor Advisory Circle
- Institute of Urban Studies
- KNH Sawatzky & Associates
- Landmark Planning
- Longboat Development Corporation
- Main Street Project
- Main Street Area Action Plan – Neighbourhood Beautification and Neighbourhood cleanliness subcommittees
- Manitoba Hydro
- Manitoba Trucking Association
- Red Road Lodge
- Senior Citizens at Fort Garry Place (Outlook Club)
- Southern Chiefs Organization (SCO)
- Storefront MB
- The Forks Renewal Corporation
- TNSE (True North Sports and Entertainment)
- UWCRC 2.0 (University of Winnipeg Community Renewal Corporation 2.0)
- Wawanesa
- Winnipeg Arts Council
- Winnipeg Chamber of Commerce

- Winnipeg Convention Centre
- Winnipeg Foundation
- WIEC (Winnipeg Indigenous Executive Circle)
- YMCA-YWCA of Winnipeg