

CentrePlan 2050



Scan here for more information or visit:
winnipeg.ca/centreplan2050

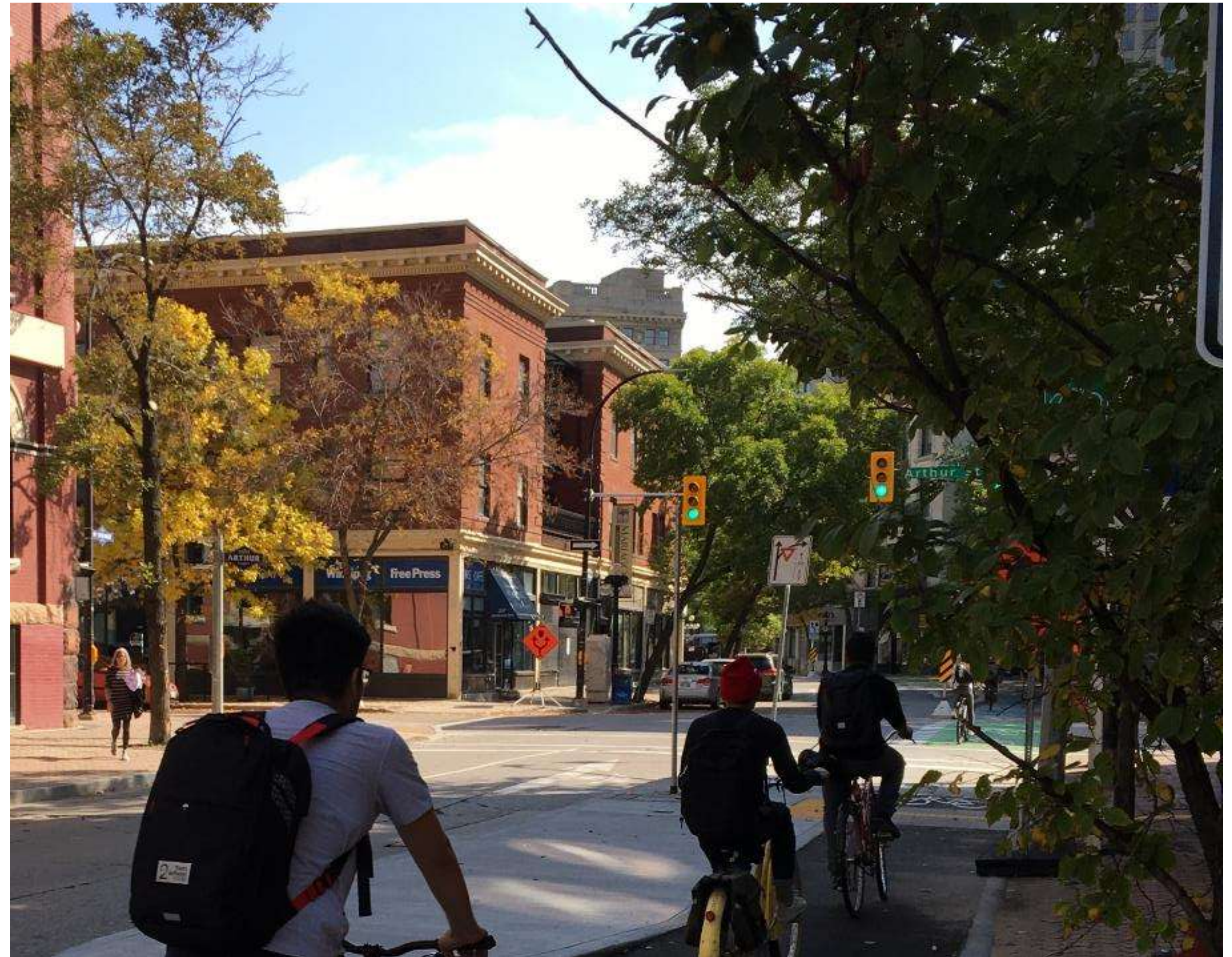
What is CentrePlan 2050?

The goal of CentrePlan 2050 is to get more people living and visiting Downtown.

We are in the final stages of creating a long-term plan for Downtown Winnipeg.

CentrePlan 2050 will guide investment and development in Downtown parks and open spaces, streets, and buildings for the next 30 years.

The plan will help transform what Downtown looks like, how we get around, and how we experience Downtown.



More people living Downtown

By 2050, we want to double the population of Downtown.

To reach our goal, we need more housing throughout Downtown. These are some possible locations for Downtown housing to get us to our goal.



Public & stakeholder engagement

You shared your thoughts and ideas



3,879 Completed surveys



40+ Stakeholder meetings



12 Events
*(open house, workshops,
pop-ups)*



106 Posts to the online
ideas board



236 Pins on the online
mapping tools



What we heard

- Focus on residential development, including affordable and social housing
- Improve neighbourhoods while maintaining their unique character
- Design streets for people
- Do the basics well
(maintenance, garbage & recycling pick-up, snow removal)
- Plant more street trees
- Transform Graham Avenue into a destination, with a focus on pedestrians
- Address community safety and well-being
- Ensure there is long-term funding to carry out the plan



Survey respondents indicated the top three things the City should do to improve Downtown streets is:

- Make it easier, safer, and more comfortable to walk Downtown (75%)
- Design streets that will attract shops, restaurants, and patios (52%)
- Complete the cycling network (45%)

Five strategic moves

CentrePlan 2050 includes five strategic moves designed to help Downtown grow and thrive.

Each strategic move has a set of goals, policies, and actions.

01



Create great urban neighbourhoods

02



Re-envision streets to foster urban life

03



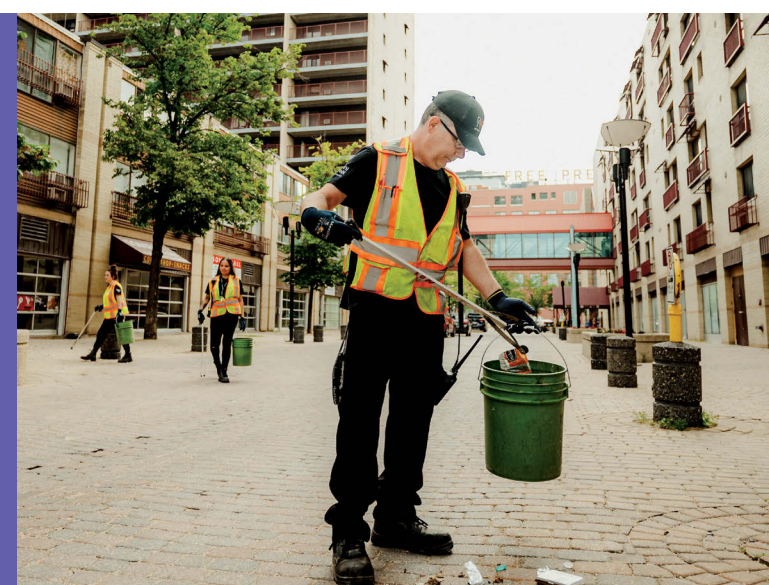
Grow a greener Downtown

04



Create a lively Downtown

05



Improve Downtown governance and implementation

Strategic move 1:

Create great urban neighbourhoods

Each neighbourhood in Winnipeg's Downtown has its own unique character. We can celebrate and build on this to attract more people to live Downtown.

GOALS



Improve and enhance Downtown's unique neighbourhoods and districts



Focus city services where they are needed most



Play a leadership role in Downtown housing



Foster a welcoming, inclusive, and equitable Downtown



Foster building design excellence

Strategic move 1: Create great urban neighbourhoods

ACTIONS

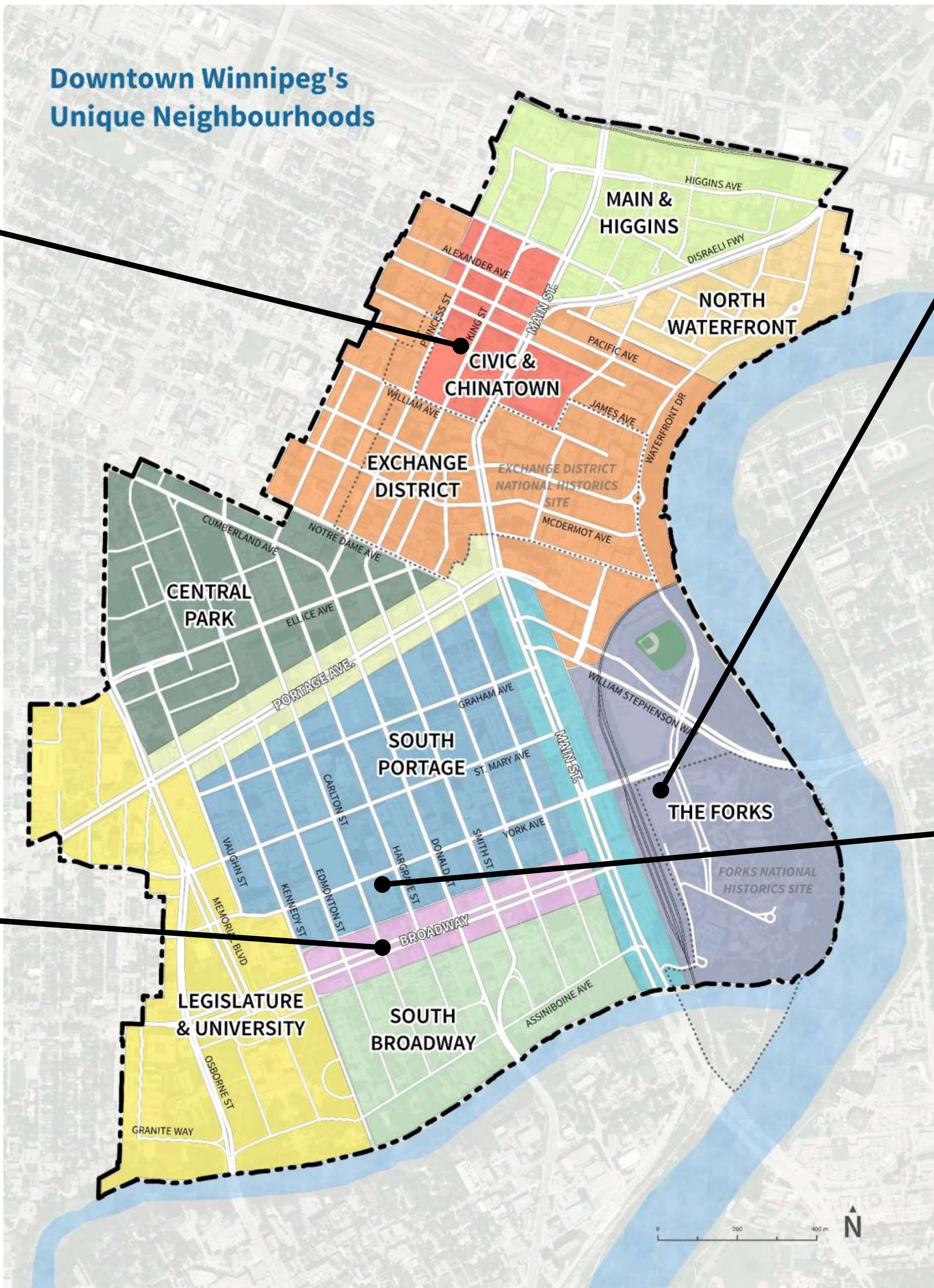
“I love living in places where I can accomplish everything I want in a day, within a short walk. Our Downtown is poised to be the best place to do that in this city.”



Make streetscape improvements to King Street in Chinatown



Re-invest in Broadway



Support a new residential neighbourhood at Railside at the Forks



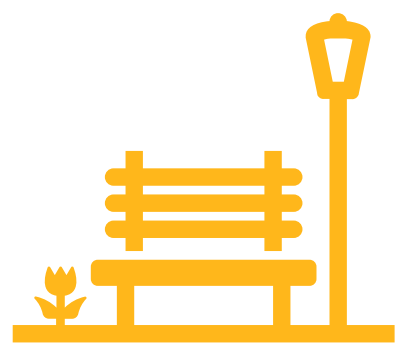
Transform surface parking lots into housing and bike lanes

Strategic move 2:

Re-envision streets to foster urban life

Downtown streets need to do more than move traffic quickly. Let's re-imagine and design streets as lively, welcoming spaces that enhance urban living.

GOALS



Change how we design our streets to support people and businesses



Complete Downtown cycling network



Improve connectivity within Downtown and to adjacent neighbourhoods



Accelerate completion of Downtown Rapid Transit



Design streets for pedestrian safety



Modernize how parking is provided

Strategic move 2: Re-envision streets to foster urban life

“Focus on pedestrian traffic and the living experience. Don't build it for people to drive through, make it a place to live and stay.”

ACTIONS

Transform streets like Alexander Avenue for pedestrians.

This can support residential development and local businesses.

Alexander Avenue today



What Alexander Avenue could look like tomorrow



Redesign our streets at the same time as we develop our surface parking lots.

This can be transformational in how our Downtown looks and feels.

Donald Avenue today



What Donald Avenue could look like tomorrow



Strategic move 3:

Grow a greener Downtown

Let's focus on making Downtown greener. We can bring more greenery to every street through quality park spaces, more trees, and green infrastructure.

GOALS



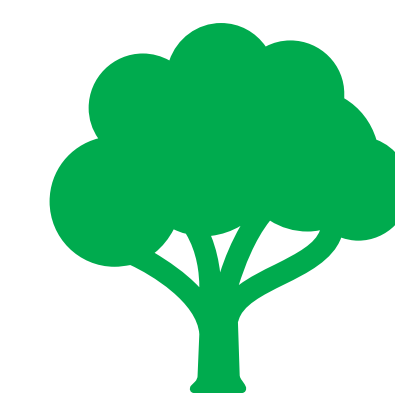
Promote green infrastructure (e.g. parks, green roofs, rain gardens)



Transform Graham Avenue into a destination and a signature street



Ensure public spaces meet the needs of a growing residential population



Plant more trees to achieve 15% canopy coverage (*currently less than 8%*)



Collaborate with partners to increase activities in public spaces



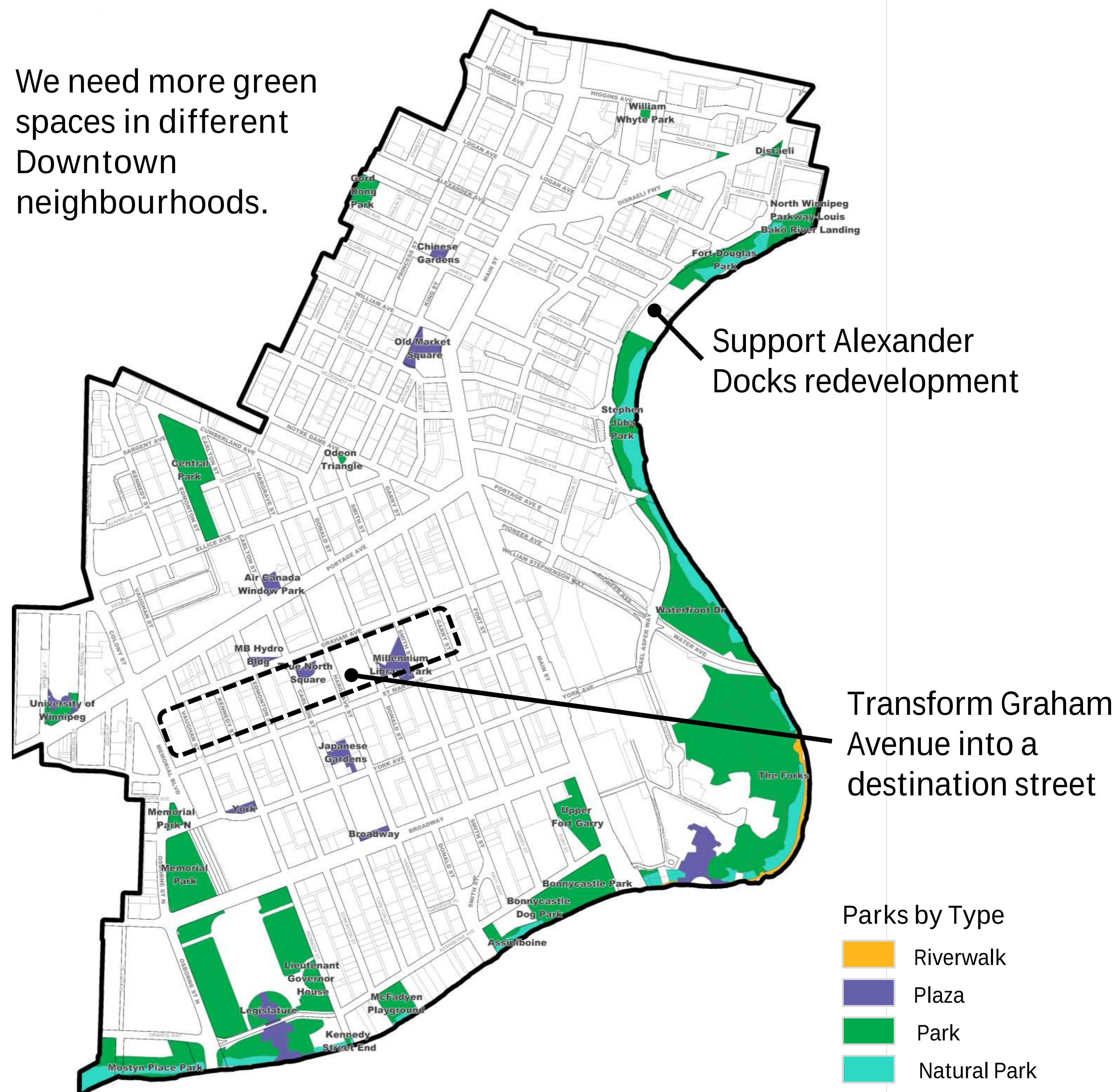
Foster and demonstrate climate change action

Strategic move 3: Grow a greener Downtown

ACTIONS

“Add more green spaces (does not need to necessarily be parks specifically, but things like street trees and small green spaces).”

We need more green spaces in different Downtown neighbourhoods.



Work with partners to develop a “Parks on tap” travelling beer gardens program.

This can bring more people Downtown and expand opportunities for local businesses.



Plant more street trees.

This will make our streets more beautiful and help keep our streets cooler during summer.

Strategic move 4:

Create a lively Downtown

Downtown is Winnipeg's entertainment and cultural hub. Let's build on our strengths and offer one-of-a-kind experiences for all.

GOALS



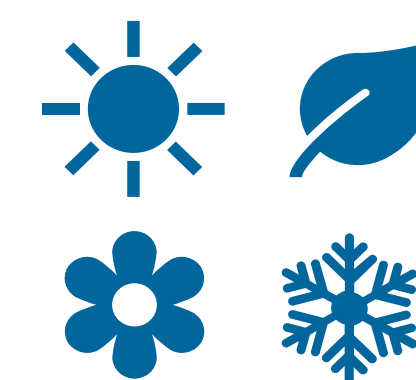
Strengthen Downtown as Winnipeg's entertainment and cultural hub



Support businesses and educational institutions



Integrate more public art



Make Downtown a destination in all seasons



Acknowledge, respect, and celebrate First Nations, Métis, and Inuit history and culture

Strategic move 4: Create a lively Downtown

ACTIONS

“We need to think about how to make downtown vibrant 24-hour/7 day a week, for all ages...”



Create a District Festival Campus in the Exchange District . The goal of the District Festival Campus is to make it easier to host events. This includes streamlining the approval process.



Dedicate a percentage of all public infrastructure projects Downtown to be spent on public art. This will make Downtown more vibrant and support local artists.



Make the temporary patio program permanent. Support businesses by lowering costs for setting up patios and streamlining the approval process .

Strategic move 5:

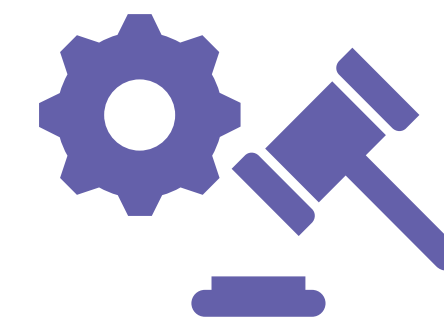
Improve Downtown governance and implementation

Downtown has unique challenges and opportunities. We can improve our processes and improve how we work with our partners.

GOALS



Fund the plan and measure progress



Update zoning and other city regulations to reflect Downtown priorities



Ensure Downtown is cared for and well-maintained



Coordinate and collaborate with Downtown partners to put the plan into action

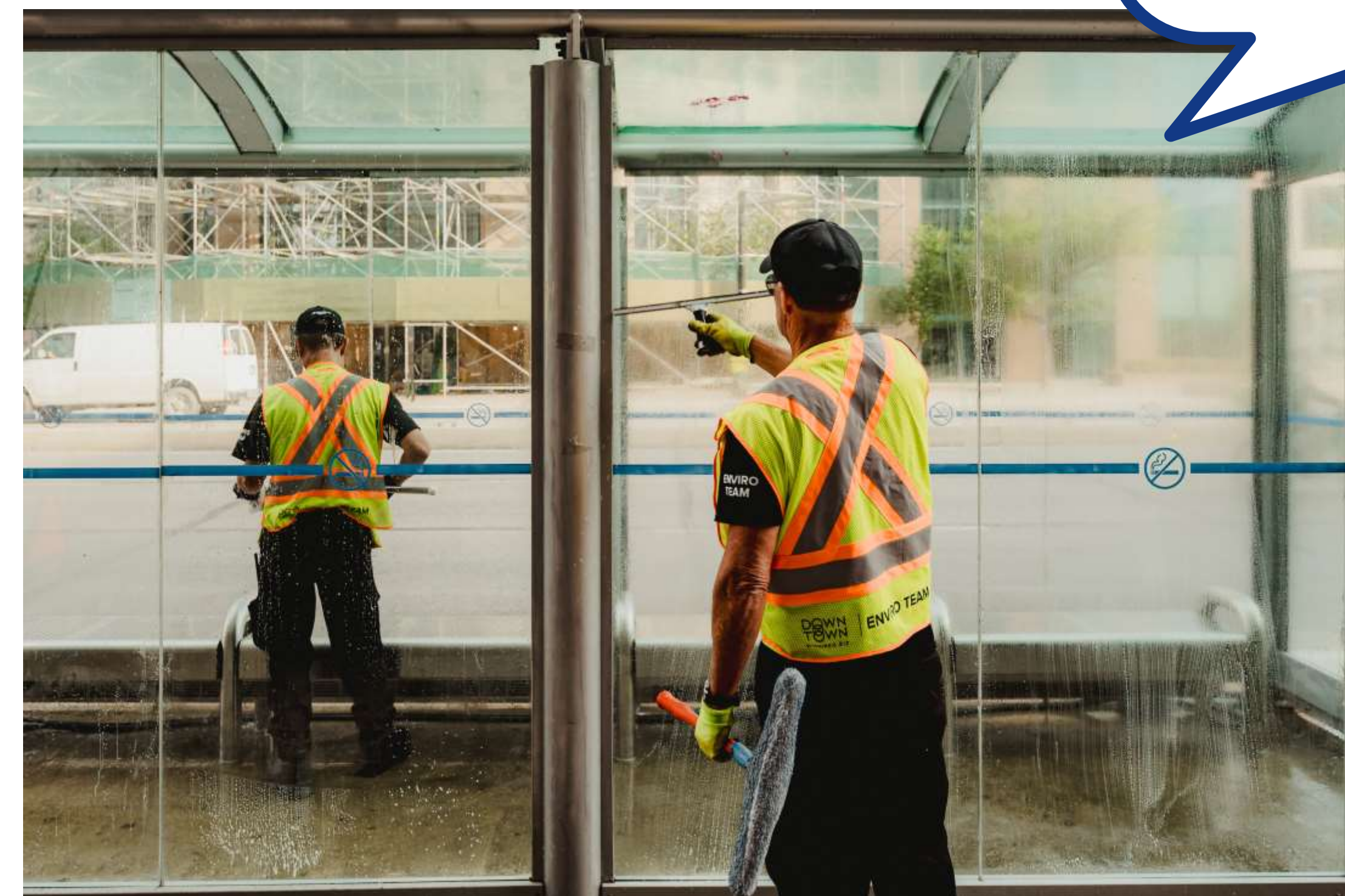
Strategic move 5: Improve Downtown governance and implementation

ACTIONS



Establish an agreement with the federal and provincial governments (like the Winnipeg Core Area Initiative model).

This is needed to fast track the implementation of CentrePlan 2050.



Remove graffiti and clean bus shelters. This will improve the image of Downtown.

To do this we need to increase maintenance funding and work with our Downtown partners.

“Clean it up. Literally. Get rid of trash, graffiti, and, broken sidewalks. Remove weeds, cut grass, plant flowers. Clean the river walk trail.”

Short-term priority actions



Create detailed designs and an *Animation Strategy* for Graham Avenue



Eliminate parking and permit fees associated with residential development



Coordinate with other levels of government to:

- Enhance existing residential development incentives
- Develop publicly-owned surface lots



Create a strategy for Main and Higgins area to address safety, hotels, housing, and other issues. This will be done in partnership with other levels of government and community organizations.



Increase frequency of garbage and recycling collection in areas of higher need.



Create an Exchange District Festival Campus to make it easier to host large events. This includes streamlining the approvals process.



Re-imagining Graham Avenue

We want to create a signature street in our Downtown.

A place to meet-up on a patio, attend a market, gather for events, read a book in the shade, or walk your dog.

In June 2025, bus routes will begin moving off Graham Avenue as planned in the Winnipeg Transit Master Plan.

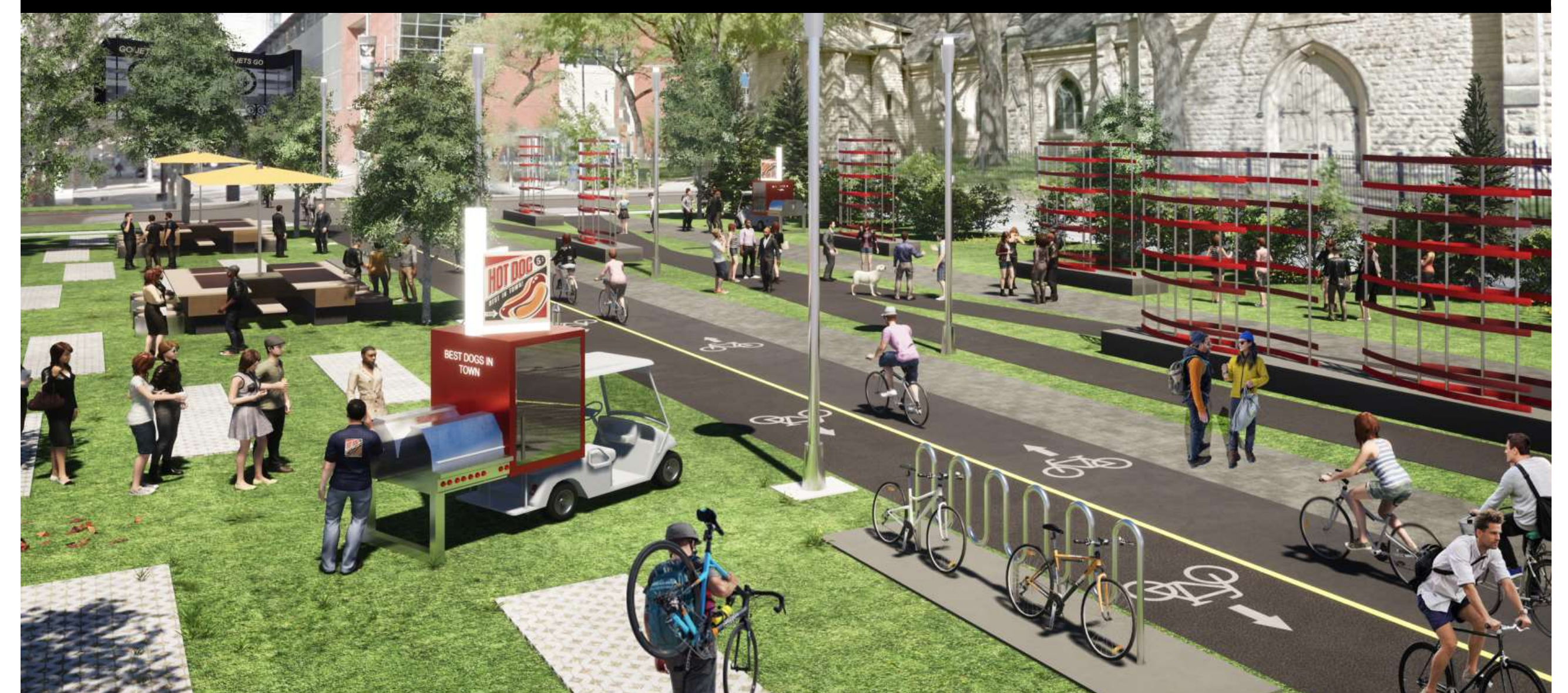
This gives us an incredible opportunity to re-imagine how we use Graham Avenue.

We want your feedback on the draft design of the street to help bring this vision to reality.

Graham today



What Graham Avenue could look like tomorrow





Draft design of Graham Avenue



Park and run to a local shop



Attend a market

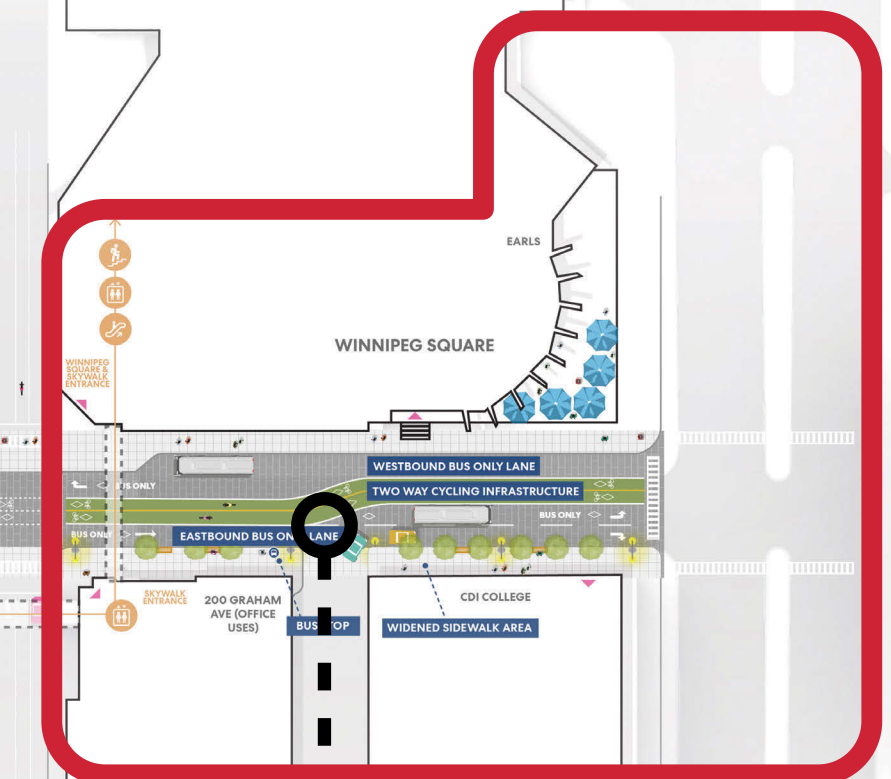
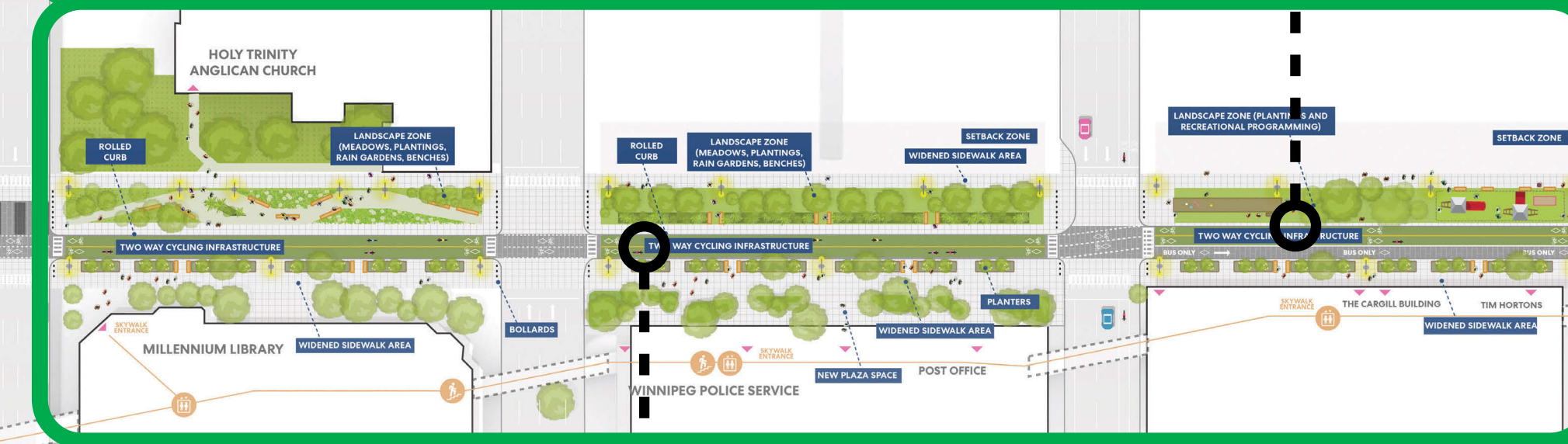
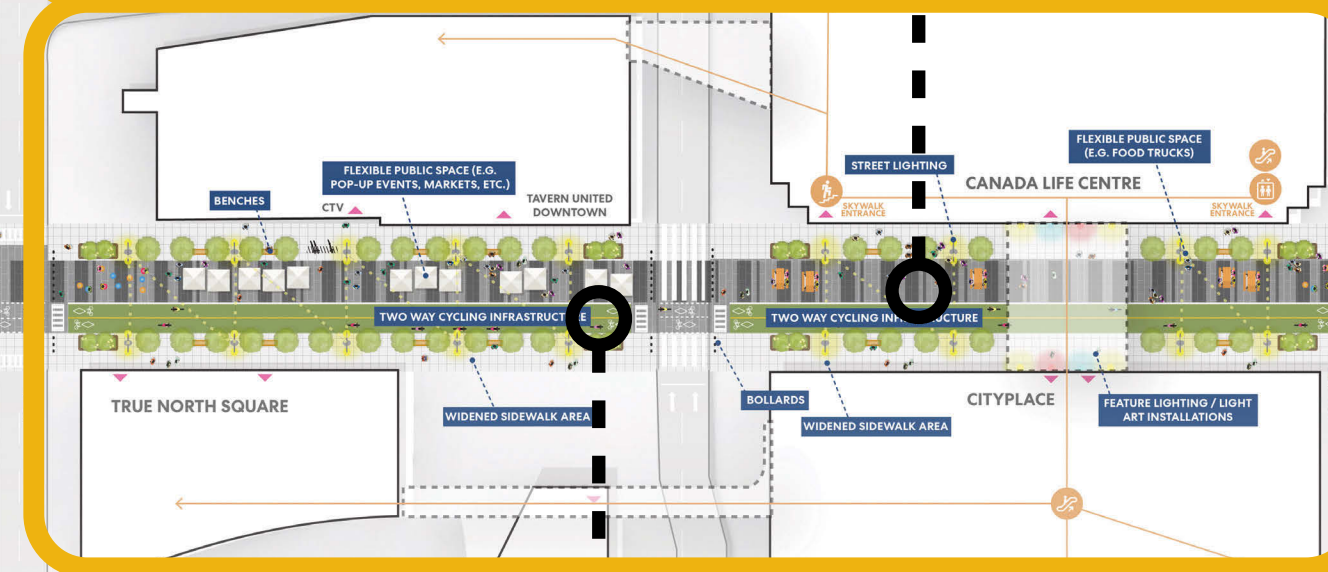
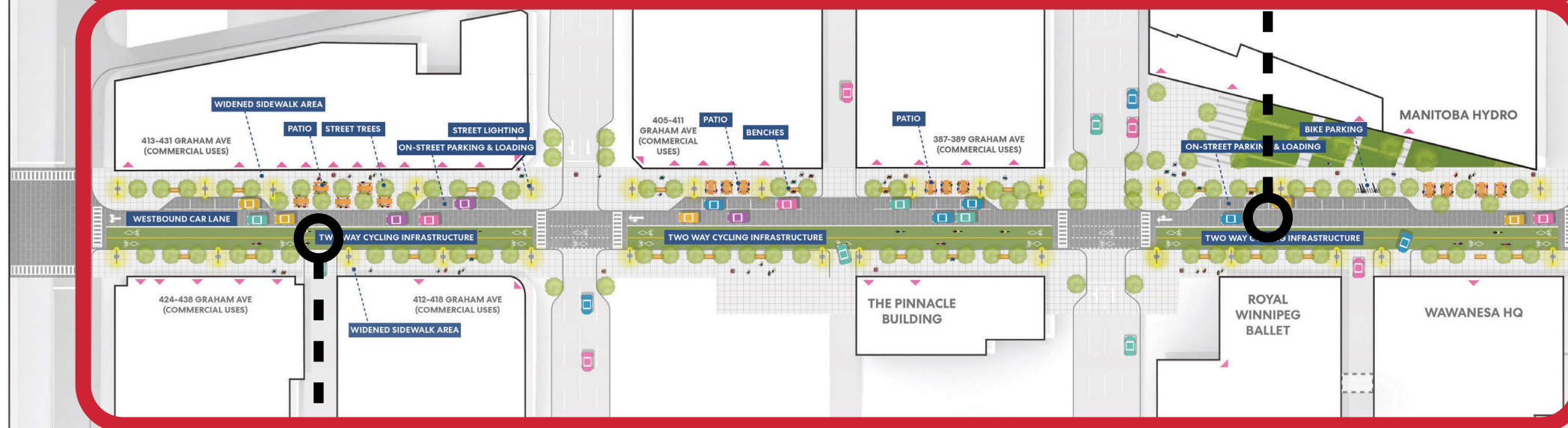


Play or exercise

The Shared Zone is where you go to...

The Celebration Zone is where you go to...

The Green Zone is where you go to...



Sit on a patio outside a restaurant



Attend a festival or concert



Sit in the shade and relax



Hop on a bus



Shared Zone: Vaughan Street to Carlton Street

In the Shared Zone cars would be permitted; however, more space would be dedicated to pedestrians, cyclists, and patios.

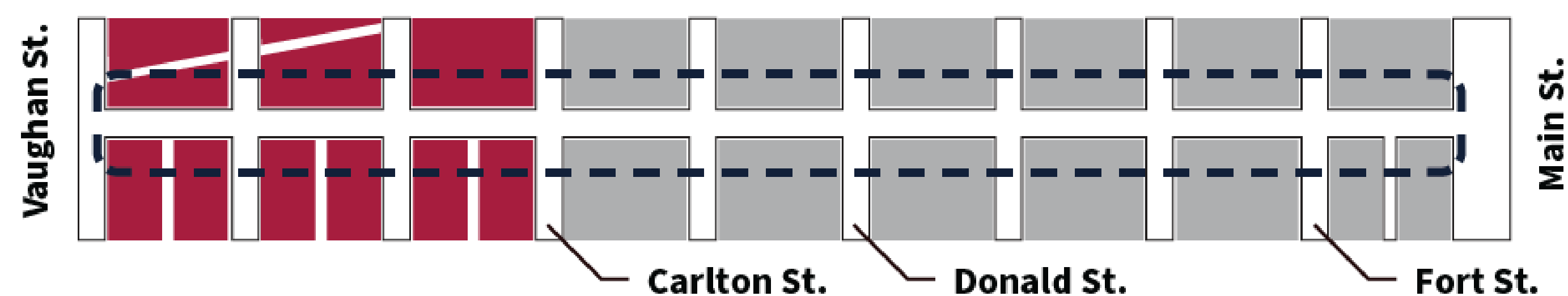
What Graham Avenue at Kennedy Street could look like tomorrow



What Graham Avenue at Edmonton Street could look like tomorrow

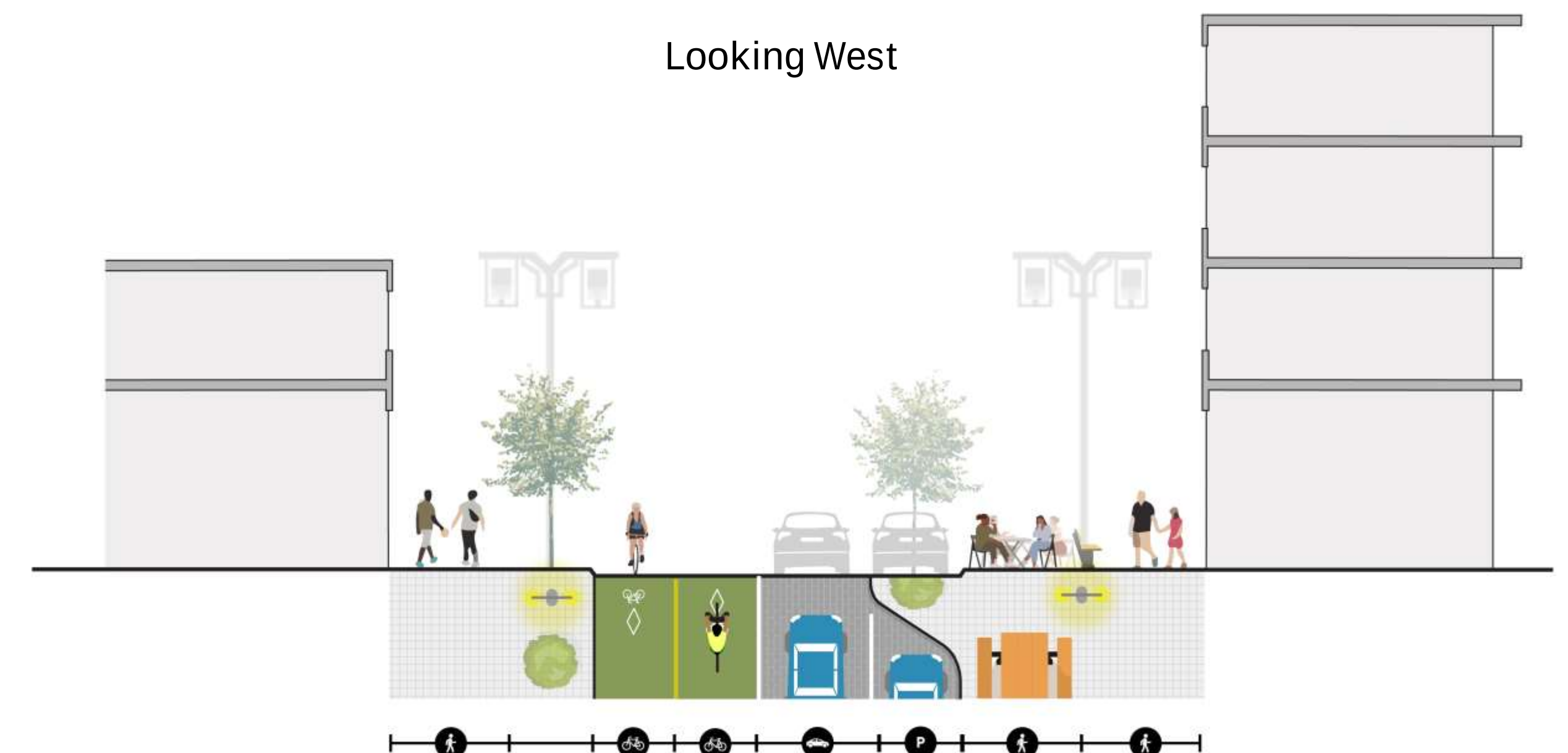


KEY MAP



Note: Draft design, for illustrative purposes only.

Looking West





Celebration Zone: Carlton Street to Donald Street

The Celebration Zone would be the new destination for street parties in the Downtown - from Winnipeg **Jets' Whiteout parties to food truck festivals and beyond.**

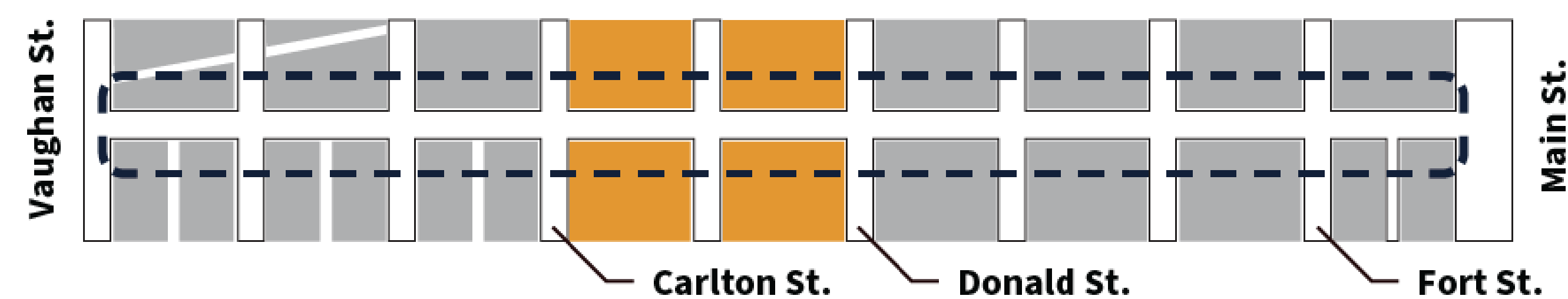
What Graham Avenue at Donald Street could look like tomorrow



What Graham Avenue at Hargrave Street could look like tomorrow



KEY MAP



Note: Draft design, for illustrative purposes only.

Looking West





Green Zone: Donald Street to Fort Street

In the Green Zone, significant space would be dedicated to trees, plantings, recreational amenities, and seating.

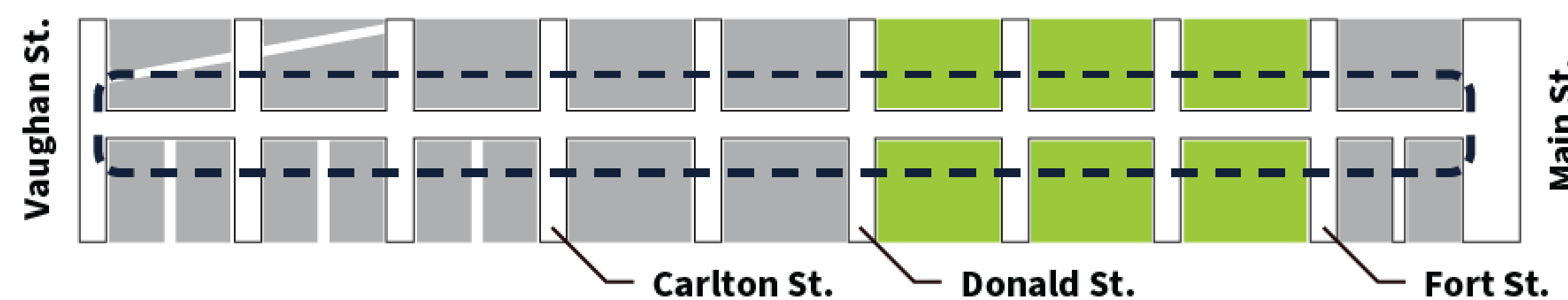
What Graham Avenue at Smith Street could look like tomorrow



What Graham Avenue at Garry Street could look like tomorrow

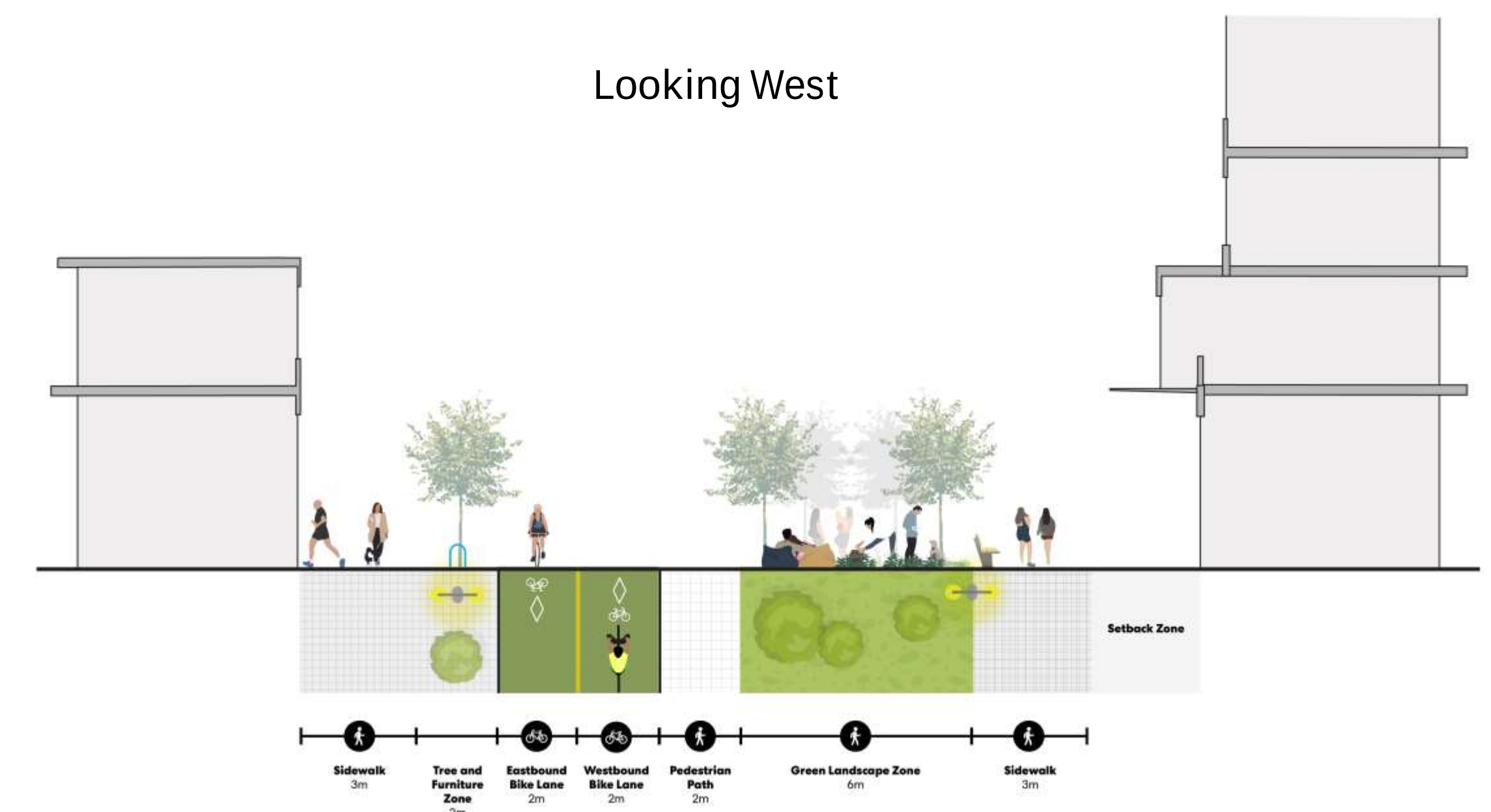


KEY MAP

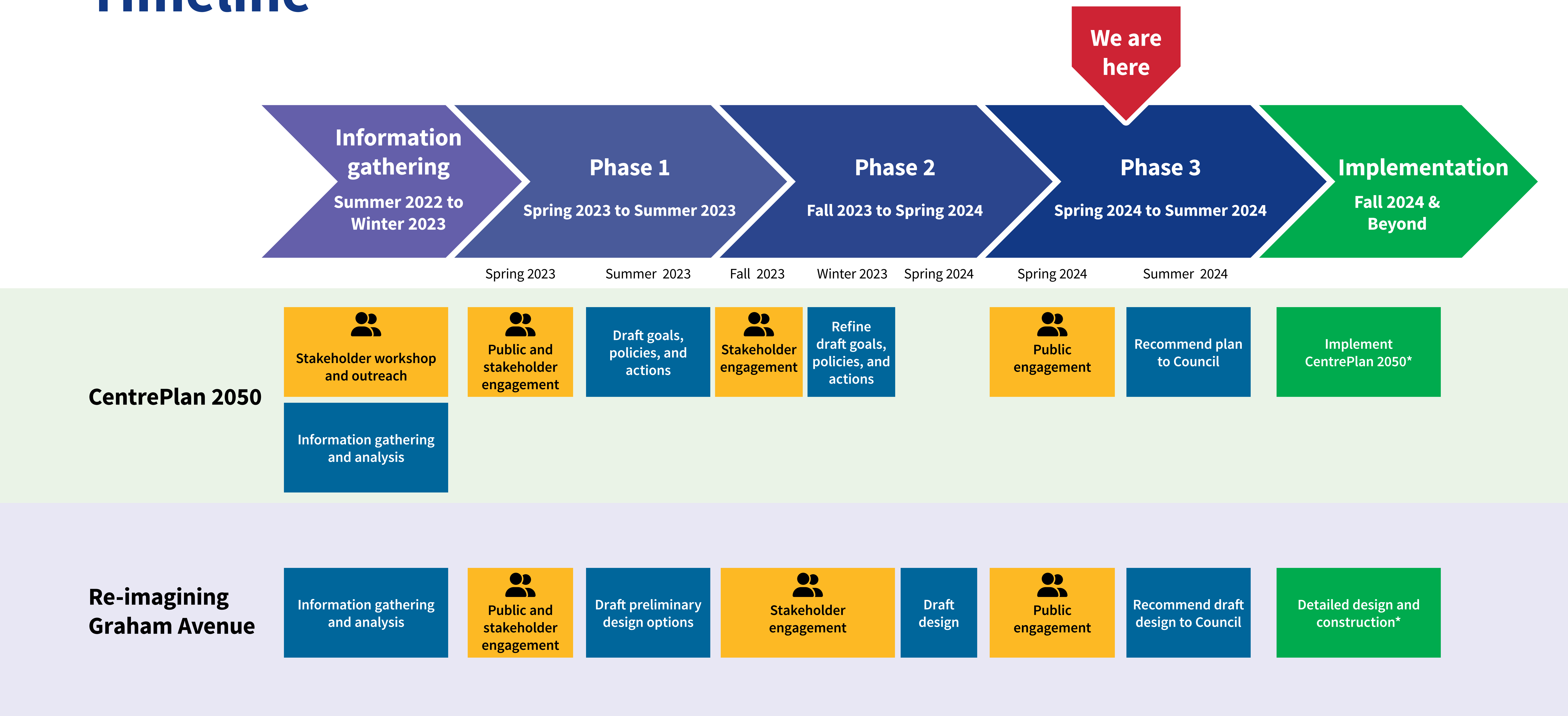


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Looking West



Timeline



* Subject to Council approval and funding