

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

As part of CentrePlan 2050, we are creating designs for a re-imagined Graham Avenue. Today, Graham Avenue is primarily a bus, bike, and pedestrian only street. In June 2025, bus routes will begin moving off of Graham Avenue as planned in the [Winnipeg Transit Master Plan](#).

This gives us an incredible opportunity to re-imagine how we use Graham Avenue. At this stage in the design, we are creating a plan for how the street could look and function.

This report summarizes the feedback we received from stakeholders during Phase 2 engagement on the redesign of Graham Avenue.

Engagement

In Phase 1, the public and stakeholders shared their thoughts on what they would like to see and do on a re-imagined Graham Avenue.

Feedback from Phase 1 was used to create design options for Graham Avenue. In Phase 2, we asked stakeholders for feedback on the preliminary design of Graham Avenue.

In November 2023, Downtown stakeholders were invited to a come and go event. In February 2024, we held a workshop with Graham Avenue stakeholders. In addition, the project team met one-on-one with 16 Downtown stakeholders throughout Phase 2 to discuss the redesign of the street.

Stakeholders included:

- Community stakeholders
- Local business associations
- Graham Avenue property owners and tenants
- Developers
- Not-for-profit organizations



Figure 1: Participants share input at a Re-imagining Graham Avenue stakeholder event

Table 1 provides an overview of stakeholder engagement opportunities.

Table 1: Stakeholder engagement opportunities

Date	Activity	Details
November 30, 2023	Stakeholder event	17 participants Notes in Appendix A
December 6, 2023 – January 5, 2023	Online commenting tool	4 participants Notes in Appendix A
February 8, 2024	Stakeholder workshop	20 participants Notes in Appendix B



What we heard

We heard that Graham Avenue should focus on pedestrians. Programming, patios, storefronts, as well as self-directed activities are key to making Graham Avenue a vibrant destination in our Downtown.

Public art, secure bike storage, more street trees, better lighting, and places to sit are all important in the design of Graham Avenue. It should be flexible to allow for a variety of activities, events, and celebrations. Pilot projects should be encouraged and supported to see what works and what doesn't.

Table 2 highlights some of the feedback received and how it was considered.

Table 2: What we heard and how it was considered

What we heard	How it was considered
Stakeholders indicated the importance of transforming Graham into a destination with a focus on pedestrians. Public art, secure bike storage, more street trees, better lighting, and places to sit were noted as key amenities. There is a desire among some stakeholder to include public washrooms on Graham Avenue. Graham Avenue should be designed with safety in mind.	The draft design of Graham Avenue includes several design elements that focus on pedestrians such as: • Wide sidewalks and space for patios • Seating areas • Trees and other greenery • Lighting The draft CentrePlan 2050 includes actions related to access to washroom facilities and clean drinking water Downtown.
Several stakeholders indicated that programming is key to making Graham Avenue a vibrant destination in our Downtown. This requires a commitment from the City and a comprehensive program plan with input from key stakeholders.	One of the goals proposed in the draft CentrePlan 2050 is to increase programming options through partnerships. This includes supporting Downtown partners to provide recreational and programming opportunities on City-owned land, existing rights of way, and corporate plazas.

CENTREPLAN 2050 – RE-IMAGINING GRAHAM AVENUE

Phase 2 Stakeholder Engagement Summary



What we heard	How it was considered
There are mixed opinions on adding dedicated bike lanes on Graham Avenue. Stakeholders that support bike lanes noted it is important to keep cyclists and pedestrians separated. They also indicated it would provide important connections in the cycling network. Those opposed to bike lanes noted it would change the character and feel of the street and limit options that focus on pedestrians. Some stakeholders are indifferent on whether to include bike lanes but indicated that the street should be consistent from one end to the other.	Bike lanes are proposed along the length of Graham Avenue. Cyclists may be re-routed to other streets during events such as festivals and white-out parties.
Stakeholders noted that the design should be flexible. There is a need for a mix of permanent and temporary infrastructure and installations so Graham Avenue can be used for different activities and seasonal needs. Some stakeholders indicated that the street should be designed to allow for pop-up spaces for recreation and small businesses.	The draft design keeps flexibility in mind. Several of the options in the draft design are interchangeable to allow for different types of activities throughout the year. For example, in the green zone, significant space is dedicated to recreational amenities and seating. This could be a combination of permanent and temporary infrastructure to support things like outdoor workstations and library programming.
Some stakeholders indicated that there should be a focus of green infrastructure on Graham Avenue (e.g. permeable surfaces, soil cells, raised planters).	The draft CentrePlan 2050 document states that greening the street is a priority for Graham Avenue. In addition, one of the draft plan's goal areas is to promote green infrastructure, so these will be considered at the construction drawings stage of the project.

CENTREPLAN 2050 – RE-IMAGINING GRAHAM AVENUE

Phase 2 Stakeholder Engagement Summary



What we heard	How it was considered
All participants at the stakeholder event noted that building new residential and commercial buildings in and around Graham Avenue was very important. Some noted the importance of inclusive, affordable, and/or subsidized housing.	The <i>draft CentrePlan 2050</i> includes several policies and actions related to residential development: • Create commercial and residential 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
Stakeholders noted that Indigenous art and cultural elements be incorporated in the design of Graham Avenue.	First Nations, Métis, and Inuit art, history, and culture will be included in the detailed design of Graham Avenue.

Next steps

In the final phase of public engagement, we will get feedback on the draft design of Graham Avenue. Feedback will help finalize how the street could look and function.

In spring 2024, the draft design of Graham Avenue will be presented to Council for consideration as part of CentrePlan 2050. The next step in the process will be detailed design. Before detailed design and construction can occur, Council would need to allocate funding.

Appendices

Appendix A – Stakeholder drop-in event notes

Appendix B – Stakeholder workshops notes