



Re-envisioning Community Development

BOLD Winnipeg is ... community development re-envisioned

Communities are not static entities; their existence is one of constant change, be it growth or decline. Successful communities are those that recognize the opportunities to harness growth in a focused, progressive and sustainable fashion, driven by long-term vision and planning.

From the Shoal Lake aqueduct to the recent CentrePort development, Winnipeg has shown it can be one of these communities. With a long-term vision and focus determination, Winnipeg can become a global model for responsible growth and development that is proactive in defining the context rather than reactive to ad hoc needs and pressures.

Think BOLD

Good urban policy celebrates not only the big scale but also the organic human scale; we should measure the success of our city not solely on the value of our building permits but on the number of feet on our sidewalks. How are we going to accommodate growth and change? How do we capitalize on growth while making sure our city stays livable, affordable and desirable? How do we make sure that all Winnipeggers can benefit from this growth?

BOLD Winnipeg aims to:

- Be recognized as Canada's most livable city
- Become Canada's best planned city of tomorrow
- Transform downtown Winnipeg into a livable, organic neighbourhood
- Become the most neighbourhood-centric city across Canada

By 2022:

- Increase overall urban density in Winnipeg by 10% (2011 Census: 1,429/km²)
- Increase downtown residential population to 20,000 (2014 population estimate of 15,473 by Downtown BIZ)
- Winnipeg's derelict building inventory decreased by 50% (390 vacant and derelict buildings as of December 2013)
- Winnipeg's score on Statistics Canada's Crime Severity Index is among the bottom third of Canadian centres (2011-12, Winnipeg was the fourth highest of 33 centres in Canada)
- Winnipeg among top three Canadian cities in per capita investment in arts and culture

By 2030:

- Winnipeg's Census Metropolitan Area population surpasses 1 million

Be BOLD**Arts & Culture**

- Move forward with the recommendations outlined in *Ticket to the Future: a cultural action plan for Winnipeg*
- Explore establishing a mechanism on culture with a mandate to integrate cultural policy and development into municipal decision-making processes
- Increase civic funding of arts and culture to \$20 per capita (from its current \$5.65 in 2014), with future annual adjustments tied to inflation

See BOLD

According to a 2009 study by Hill Strategies, the five-city average (Toronto, Montreal, Ottawa, Vancouver, Calgary) in per capita municipal investment was \$35, an increase of 46 per cent over three years. During this time, Calgary saw its per capita investment expand by 175 per cent (to \$42 from \$15).

- Fund the Winnipeg Public Art Program by collecting an amount equal to one percent of the engineer's estimate of the cost of constructing or remodeling any municipal building or infrastructure project (including roads and sewers)

Design

- Eliminate zoning regulations working against urban revitalization and institute "smart code" neighbourhoods. Conventional codes are rigid and focus on single-zone uses. Smart code – or character-based development by-laws – regulates urban setting such as location of parking, lot widths, building setbacks, block size, building heights and the location of buildings on lots. Linking environmentalism and urbanism, smart code works to crystalize a community vision by coding according to desired outcomes in an area.

See BOLD

The number of major metropolitan centres switching to smart coding continues to grow - Calgary, Toronto, Miami, Dallas, Denver, El Paso, Memphis, Baltimore, Nashville, Tulsa, Portland, and Cincinnati.

- Create a Urban Development Commission to review Winnipeg's zoning bylaws and building codes every five years to ensure they are relevant and appropriate
- Establish community centres and transit hubs as the focal point of all new subdivision designs
- Create roof-top gardens for all city schools

See BOLD

OurWinnipeg defines "placemaking" as the process of creating public spaces in the city that are unique, attractive, and well-designed to promote social interaction and positive urban experience.

Crime

- Establishment of a downtown camera program that would be a collaborative effort between the Winnipeg Police Service and the private sector
- Expand efforts, such as LiveSAFE program, which seek to reduce the incident of violent crime through social development at a block by block, neighbourhood level

Downtown

- Create a pedestrian mall downtown – a street lined with storefronts and closed off to most automobile traffic; develop the downtown pedestrian mall as a signature image driver for Winnipeg
- Place a priority on traffic signal synchronization in downtown Winnipeg to improve mobility and reduce congestion
- Formalize a Downtown Council, comprised of the various downtown development organizations and

the three levels of government, to support better coordination of effort and leveraging of resources

- Implement economic incentives such as tax increment financing, tax free-zones and other financial incentive programs to help attract new businesses to downtown Winnipeg
- Develop more niche downtown retail modelled after Downtown BIZ's youth entrepreneur incubator or pop up store at Portage Place
- Install more benches, meeting places for people downtown, skateboard parks and pet infrastructure



Housing

- Mandate CentreVenture to be responsible and accountable for a downtown housing strategy, to align with a needed national and provincial housing strategy
- Set targets that define the proper mix of residential options in downtown Winnipeg
- Adopt a strategy to develop and promote the development of affordable condos, homes and rental units of 1,000 square feet or less
- Encourage affordable, high density development along rapid transit routes, in collaboration with the provincial and federal government

Image

- Develop urban design criteria for all City Image Routes, to be included in an Urban Design Strategy, requested of the civic administration by Council in February 2012
- Expand the Façade and Storefront Improvement Program, implemented to encourage commercial building owners to invest in façade renovations and storefront upgrades, to each of the City's designated Image Routes
- Building on the exceptional lighting along Portage Avenue during the winter holidays, develop an innovative municipal street lighting strategy designed to accentuate exceptional public spaces and buildings, in particular those downtown, as well as promote Winnipeg as a green urban centre

- Establish a "creative planning council" made up of artists, architects, technology entrepreneurs, planners and other that would be engaged in the development of image projects that provide a creative return on investment
- Promote among business and property owners the need to take greater responsibility for care of their property (e.g. snow clearing in winter, cigarette butts, signage, lighting, graffiti)

See BOLD

Winnipeg's Crescentwood area was voted one of North America's most family friendly neighbourhoods of 2013 by This Old House.

Land

- Establish a 'shovel-ready' industrial land development program that would highlight fully-serviced land, especially in-fill, along with the various development opportunities available therein for investors
- Examine options to incent the development community to expand infill development (e.g. tax increment financing, forego property taxes until the lot is sold, help develop and install the infrastructure through financing)

Waterfront

- Commit to an action plan to implement the Fork's 20-year waterfront vision document - *River City Connections: Reimagining the City's Riverfront*
- Raise the river walkway to ensure it is accessible year round