The Following Groups Have Contributed to the Creation of the CentrePlan Development Framework:

- CentrePlan Committee
- CentrePlan Safety Working Group
- CentrePlan Residential Working Group
- CentrePlan Business Retention & Recruitment Working Group
- CentrePlan Downtown Connector Working Group
- CentrePlan Portage & Main Working Group
- CentrePlan Public Art Working Group
- Business Council of Manitoba
- CAR-RAC
- Downtown BIZ
- Exchange District BIZ
- The Forks North Portage Partnership
- Manitoba Arts Council Representatives
- Manitoba Centennial
- Centre Corporation Board of Directors
- Manitoba Innovation Network Representatives
- Manitoba Museum Board of Governors
- Neeginan Representatives and North Main Task Force
- Portage Avenue Property Owners Association
- Provincial Cabinet Urban Affairs Committee
- University of Manitoba Faculty of Architecture Partners Program
- Urban Idea Centre
- Venture Development Corporation
- West End BIZ
- Winnipeg Arts Advisory Committee
- Winnipeg Chamber of Commerce
- Winnipeg City Council
PURPOSE OF THE DEVELOPMENT FRAMEWORK

The CentrePlan Development Framework is a coordinated plan based primarily on the physical environment, incorporating social and economic dimensions. Acknowledging the interrelated complexities inherent in downtown problems, issues and remedies, the Framework is intended to disentangle complexities employing the physical environment as the palette. It conveys with maps, graphics and explanatory text, CentrePlan visions, actions implemented, development directions and opportunities. The Framework confirms the work accomplished by CentrePlan and takes it to the next stage in a form more easily understood with pictorial and graphic images. Principles for future development based on CentrePlan’s progress are aligned with specific yet flexible development directions. Concepts for future growth are layered over current developments and short term plans. Together, the past, present and future of downtown design, planning and development converge.

Implicit in the Development Framework evolution is the assumption that the Framework’s concepts and plans should be implemented by a duly constituted authority under political leadership.
PRIMARY RECOMMENDATIONS

PLAN, DEVELOP, OPERATE & MANAGE THE DOWNTOWN AS A SINGLE & SPECIAL ENTITY

NEIGHBOURHOODS, DISTRICTS & CHARACTER AREAS
Identify, define, enhance & create unique & distinctive Neighbourhoods, Districts & Character Areas

RESIDENTIAL NEIGHBOURHOODS
Protect, preserve & enhance four Neighbourhoods for residential development

TRANSPORTATION
Link downtown Neighbourhoods, Districts & Character Areas together with transportation systems, bicycle routes, a streetcar system, a boat / bus system, the Downtown Flyer and quality pedestrian ways

HERITAGE
Preserve, protect & enhance downtown’s natural and built heritage

PUBLIC SPACES
Invest in the public realm

PRIVATE / PUBLIC PARTNERSHIPS
Support & encourage private sector investment
**DOWNTOWN AS A SPECIAL ENTITY**

Winnipeg’s downtown encompasses 780 acres or 1.2 square miles in land mass. For CentrePlan’s purposes and for the purpose of this Framework, downtown boundaries are defined basically according to zoning by-law #4800 extending northward to the CPR Main Line. Downtown includes: residential neighbourhoods; a central business district; arts, culture and entertainment amenities; retail businesses and a wide assortment of services and amenities.

As the capital of Manitoba and the geographic center of Canada, Winnipeg must continue to be the strong, stable urban hub it has always been. The city’s downtown is its heart, home to over 14,000 residents, destination for 68,000 workers daily, and the focal point for visitors. Changing demographics, consumer behaviours and land use trends have moved many activities that once formed downtown’s purpose to other parts of the city. Now and in the future, downtown must carve its own identity, mark its own place in the minds of citizens as a place to congregate, to do business, to live, shop, recreate and experience the city’s cultural and social diversity.

In addition to the City of Winnipeg’s civic responsibilities, there are four public-private organizations/jurisdictions with varying levels of authority and/or influence in accordance with geographic boundaries. They are: the Downtown Business Improvement Zone, the Exchange District Business Improvement Zone, The Forks North Portage Partnership and Parks Canada National Historic Site at The Forks. Further, a large section of the Exchange District was recently conferred with National Historic Site designation.

Downtown needs leadership and concentrated planning efforts through a planning and urban design entity at the City. Legitimate planning processes such as CentrePlan must be supported and continued, but require expanded resources to conduct research, analyses, consultation, information dissemination, planning, design and implementation schemes. Downtown needs to maintain the shared vision, sustain commitment to the plan’s potential and produce implementation mechanisms that ensure high quality, incremental development over time.
**Recommendations**

- **Plan, develop, operate and manage downtown as a single entity with special status, not as disconnected unclaimed parts.**
  - Designate a downtown maintenance policy and practice, including underground services, street and sidewalk cleaning, snow clearance, tree selection and plantings.
  - Develop downtown promotion and marketing campaigns in partnership with businesses.
  - Assemble a designated downtown staff team to pursue planning processes and to ensure effective implementation.

- **Identify principal neighbourhoods, districts and character areas.**
  - Shape the downtown to serve the many needs of a diverse population.
  - Evoke a sense of place, a sense of arrival and a sense of distinction.
  - Reinvest in downtown’s strengths, amenities and features; arts, culture, entertainment, gathering places, connections to the rest of the city.
  - Appoint entranceways to downtown with distinguishing symbols. Install artistic gateway markers or sequential passages to downtown entrances and district identification.
  - Provide incentives to attract arts, culture and entertainment amenities downtown.
Portage and Main - the Heart of Downtown

Reinvest in Downtown’s Many Heritage Buildings

Downtown Caters to the Needs of a Diverse Population

Need for a Tree Protection Policy

Promotions to Attract People
PLAN, DEVELOP, OPERATE & MANAGE THE DOWNTOWN AS A SINGLE & SPECIAL ENTITY

- Shape the downtown to serve the many needs of a diverse population
- Evoke a sense of Place, a sense of arrival & a sense of distinction
- Reinvest in downtown’s strengths, amenities & features
- Designate a downtown maintenance policy & practice
- Develop downtown promotion & marketing campaigns in partnership with businesses
RESIDENTIAL NEIGHBOURHOODS

Central Park and South Broadway-Assiniboine

The two established downtown residential neighbourhoods are Central Park and South Broadway-Assiniboine. These neighbourhoods have distinguishing characteristics socially and physically. Both neighbourhoods need ongoing support to maintain strengths and remedy problems.

Central Park neighbourhood has the Park as its physical focus featuring historic Waddell Fountain. The Fountain and the Park need major rejuvenation for the focus to be a desirable neighbourhood space. South Broadway-Assiniboine has features such as museums, parks, service stores and the river walk that are real neighbourhood strengths.

Exchange District

The Exchange District is an emerging residential neighbourhood with a unique character based on its historic importance, its physical appearance and ambiance and on its established, compatible identity as an arts and cultural centre, with mixed uses and functions.

The Exchange District, west of Main Street is the residential neighbourhood of choice for artists, while the east side of Main Street has the river as a magnet for residential development and space for new residential projects. Each neighbourhood has its appeal and character.

Existing and emerging neighbourhoods should be supported with measures sensitive to the particular district; Central Park has a different character than South Broadway or the Exchange District. Consider neighbourhood needs comprehensively and support small and significant facets that make great neighbourhoods - grocery stores, parking, two way streets, lighting, residents' associations, a sense of identity.
Adjacent Neighbourhoods

Neighbourhoods surrounding downtown have infrastructure elements such as schools and stores. For example, west of the Exchange District is the neighbourhood stretching to the Health Sciences Centre. This neighbourhood has a variety of housing types, schools, grocery stores, businesses and offices. It is important that it receive support and not be left to decline.

St. Boniface commercial area and its residential neighbourhoods form the distinctive French Quarter, unique in its culture, appearance, ambiance and characteristics. On the north side of the east Exchange District, Aboriginal culture is celebrated in the rapidly evolving area known as Neeginan, home to the Aboriginal Centre, and future site of the Thunderbird Centre, park and spiritual outdoor functions. Plans call for a native eco-village housing project, new businesses along Main Street and physical connections along the Red River to a new Scottish Cultural Centre and Victoria Park, to be built on the Amy Street Steam Plant site.

Recommendations

• Develop neighbourhoods comprehensively by promoting the many facets that positively contribute to neighbourhood functioning, including comfort, sound, light, safety, parking, small scale economic activity, work at home residents.
  • Foster a sense of comfort and instill feelings of belonging, familiarity and accessibility for people of all ages and abilities.
  • Encourage a sense of ownership and empowerment.
  • Support adjacent neighbourhoods.
  • Work with residential neighbourhoods in mobilizing community and residential organizations.
  • Promote development of businesses needed by residents; grocery, hardware, pharmacy, service retail, etc..
  • Reconfigure home occupation and business licenses in downtown residential areas in recognition of contemporary life and to demonstrate civic commitment to sustainable neighbourhoods.
- Protect, preserve and enhance downtown neighbourhoods: Central Park, South Broadway-Assiniboine, West Exchange (conversion of historic buildings mainly) and East Exchange (primarily new buildings compatible with district character and focused on the river).
  - Actively promote housing development opportunities through both renovated historic structures and new construction.
  - Define neighbourhood boundaries and entrances.
  - Discourage unnecessary through traffic.
  - Identify neighbourhoods and districts with distinctive markers and signage systems.
  - Develop heritage buildings into minimalist style loft apartments for live/work spaces with commercial/office space as well.
  - Support implementation of an artists live/work program to coordinate residents’ needs with programming requirements and space provision.
  - Investigate the value of establishing incentive programs and funding for residential conversions and new residential developments.
  - Explore the establishment of partnerships with private foundations, lending institutions and the three levels of government to provide financing for research, demonstration projects and incentives.
DISTRICTS & CHARACTER AREAS

Downtown has a medley of districts with particular characteristics and primary functions. The districts have formed over the years without extensive intervention. This natural growth pattern should be enhanced with district focal points, distinctive signage, entranceways and cluster developments.

Central Business District

The Central Business District encompasses blocks of mixed business activity, offices, restaurants and retail, between Main Street and Colony, Ellice to Broadway. This District functions reasonably well in maintaining a healthy economic climate. However, the area is visually bland with some exceptions in significant sites and buildings. Focal points within the district include the Convention Centre, Centennial Library, Broadway, Law Courts, high rise apartments, seniors housing, Provincial Government offices, and a recommended pedestrian route along Edmonton from Central Park to the Assiniboine River.

There is interest in improving vehicular accessibility by changing some one-way streets to two-way streets which would also improve the pedestrian ambiance. As a main entranceway into The Forks and St. Boniface, York Avenue will be more frequently traveled and should be enhanced visually as a character street - a spine holding St. Boniface and downtown together. Similarly, St. Mary Avenue runs by significant focal points in the District and should be refined.

Exchange District

Out of the more than 150 not-for profit arts organizations in Winnipeg, approximately 70 are located downtown. About thirty-five organizations and facilities are in the Exchange District. Artspace and Old Market Square located in the Exchange District west of Main Street, provide a focal point for programming, marketing, sales, education, entertainment, and community interaction. The cultural institutions located east of Main Street share common attributes and needs. The arts and cultural activities exist compatibly with retail, services, manufacturing and office functions. The Exchange is a cohesive cultural district linked with its National Historic Site designation. Its distinctiveness should be reinforced with proper signs and other design features and programs. Cultural activities in the Exchange could be reinforced with an artists live/work development. Natural growth of compatible functions could be encouraged as they have developed incrementally and organically.
New Developments

Downtown should develop a ‘cyber village’ in which small and medium-sized high technology companies are encouraged to occupy space in cluster patterns. The digital economy has arrived and high technology businesses typically attract young entrepreneurs who need fiber optic connections and mutually complementary services. They are also likely to gravitate to live/work accommodations to combine their high technology businesses with interesting living spaces.

Portage and Main

Portage and Main is the psychological center of downtown and a critically important geographic focal point. The intersection should be clearly connected with the Red River via Portage Avenue East. Pedestrian access at grade and below grade must be improved so the intersection can be a place to gather and to celebrate special events.

Landmark Sites

Prominent downtown sites should receive high priority for development. Examples of key sites are; Portage and Donald, north Portage between Donald and Smith (Donald east to the Sterling Building) and the parking lot east of the Walker Theatre. It may be necessary to assemble land to attract viable development proposals. Downtown vitality depends on offering amenities substantially different from suburban ones. This priority is consistent with the principle of carving out a unique downtown niche in the hearts, minds and habits of Winnipeggers and visitors in relation to their downtown.
Recommendations

- Create unique, distinctive districts and character areas.
  - Maximize opportunities for twenty-four hour activity and mixed uses.
  - Promote the cyber village concept and the Manitoba Innovation Network's Innovation Corridor recommendations.
  - Consider designating the Exchange District as a mixed use Cultural District with incentives and promotions to retain and attract arts and cultural services.

- Define boundaries, entrances and develop landmark sites as district focal points.
  - Replace the concrete barriers at Portage and Main with removable barriers so the intersection can easily be used as a gathering place and so it reflects its historic importance.
  - Enhance Portage Avenue East as an entranceway to St. Boniface and to link the Baseball Park, The Forks and the Exchange District waterfront.
  - Promote development of key sites and anticipate the need to assemble land.

- Protect, enhance and develop character areas and focal points such as Portage and Main, landmark buildings, Broadway, river front access.
  - Develop York Avenue as a character street according to scale and uses; enrich the street and sidewalk with details of significant quality to create a focus in the Central Business District; make the street compatible with Provencher Boulevard.
  - Support a Convention Centre expansion to better accommodate larger trade shows, exhibitions and functions.
  - Reduce auto travel lanes if necessary, to expand and create pedestrian walkways, recreation and commuter bicycle routes and a trolley/streetcar system.
  - Support the Manitoba Centre of Knowledge plan.
The Legislative Grounds

Broadway is a landmark of the Downtown

Housing Promotes 24 Hour Activity in the Exchange

Competition Fosters Good Business

Pantages Theatre
IDENTIFY, DEFINE, ENHANCE & CREATE UNIQUE, DISTINCTIVE DISTRICTS & CHARACTER AREAS

- Define boundaries, entrances & develop landmark sites as district focal points
- Maximize opportunities for twenty-four hour activity & mixed uses
- Promote The Exchange District as a National Historic Site & mixed-use cultural district including:
  - Housing
  - Restaurants
  - Services
  - Cultural Facilities
  - Galleries
Winnipeg Convention Centre

2nd Grace Methodist Church (1885), Now a Surface Parking Lot

The Broadway Elms

Promoting and Utilizing our Rivers
• Promote development of landmark sites and anticipate the need to assemble land
• Develop Portage & Main as the heart of the city
• Reconfigure the library into The Manitoba Centre of Knowledge
• Support a Convention Centre expansion to better accommodate larger trade shows, exhibitions & functions
• Redevelop the former Second Grace Methodist Church site as a landmark project
• Preserve & protect the Broadway Elms as a heritage resource
• Promote & utilize our rivers as heritage resources & amenities
• Support development of new housing downtown

OPPORTUNITIES

PRESERVE, PROTECT & ENHANCE DOWNTOWN’S NATURAL & BUILT HERITAGE
LINKAGES

Downtown is often described as being too large to be a cohesive unit; that its size results in a disjointed land mass with several disconnected nodes of activity. While presenting a planning and coordination challenge, the size of the downtown can be beneficial when viewed as a varied and interesting place. If the nodes of activity and character are purposefully linked and identified, the result could be a related set or series of destinations. Encourage linkages and developments to enhance character and create a sense of arrival and purpose. Balance and connections among districts are key to comprehensive development. As the centre of the City, downtown must be easy to enter and access.

The Provencher Bridge project is an opportunity to create a symbol of downtown revival and reconfirm the historical links between cultures by building a sculptural identification of the Red River as the genesis of Winnipeg.

Recommendations

• Link downtown neighbourhoods and districts together and in turn link downtown to the rest of the city with public transportation routes.
  • Integrate adjacent neighbourhoods with attractive transportation routes and access points.
  • Use public right-of-ways, river corridors and green spaces to integrate the downtown and connect with the whole city.
  • Encourage cluster development with connections that increase activity and improve safety.
  • Review one-way street systems for their effect on district identities', neighbourhoods and effectiveness in moving within downtown.
  • Establish development right-of-ways necessary for a streetcar system.
  • Develop primary pedestrian and bicycle routes along Edmonton Street from Central Park to McFayden Park, York Avenue from the Convention Centre to The Forks, and Donald / Smith from the Manitoba Centre of Knowledge to Chinatown.
  • Support expansion of the Downtown Flyer.
• Design and develop the Provencher Bridge as a bridge of distinction, broad enough to accommodate commercial ventures, and promenade for pedestrians and cyclists.

  • Create a low scale riverside drive from the Provencher Bridge along the Red River northbound, connecting The Forks, Exchange District and beyond.
  • Run a trolley (streetcar) system alongside the riverside drive, into North Main, through Chinatown, the Exchange District and into The Forks. The trolley system could begin as a non-winter tourist draw (historic design), but later expand to be a full scale streetcar system throughout downtown. Run streetcar on York Avenue and Provencher Boulevard from the Convention Centre to the Franco-Manitobain Culturel Centre.
  • Extend the pedestrian walkway from The Forks to the Baseball Park, along the river to the Exchange District and North Main.
  • Create a pedestrian entranceway to The Forks from Broadway, through Union Station to Arrival Square and Festival Park.
  • Extend the river walk from the National Historic Site to the Portage and Main Landing, and upgrade a riverbank walk from Portage and Main Landing to Alexander Dock.
  • Promote the rivers as an alternate transit means; extend the riverwalk along the Assiniboine and the Red Rivers; build docks at key neighbourhood points; link a river taxi service to the transit system.
Promote the Use of Union Station as a Pedestrian Entrance to The Forks

Develop King Street as a Pedestrian Route

Extend the Riverwalk

Old Market Square
PROPOSED PEDESTRIAN NETWORK

EXTEND EXISTING PEDESTRIAN WALKWAYS TO COMPLETE LINKS BETWEEN NEIGHBOURHOODS, DISTRICTS & CHARACTER AREAS

- Create a pedestrian entrance to The Forks from Broadway through Union Station
- Extend The Forks Promenade to Portage & Main
- Extend the River Walk to the Portage & Main Landing
- Upgrade the riverbank walk through Juba Park to the Alexander Dock & northward
- Improve pedestrian access from Old Market Square to the Exchange District Landing along Bannatyne Ave.
- Extend an indoor walkway from Portage & Main to the Concert Hall
- Develop primary pedestrian and bicycle routes along King & Donald St., Edmonton St. & York Ave.
Develop a Streetcar System Throughout Downtown

Support the Splash / Dash System
**TRANSPORTATION**

**LINK DOWNTOWN NEIGHBOURHOODS, DISTRICTS & CHARACTER AREAS WITH EACH OTHER**

- Support the Downtown Flyer
- Create a streetcar system from The Forks along the Red River & along York Ave. & Provencher Blvd.
- If viable, expand the streetcar system
- Support an extended Splash / Dash system with a major landing & boat-docking facility near Portage & Main
- Create commuter & recreational bicycle routes throughout the downtown
- Link York Avenue to the Provencher Bridge and develop York Avenue as a special street through the central business district
- Link downtown to the rest of the city with rapid transit corridors
Maintain Certain One-Way Streets in the Downtown

One-Way Streets Allow People to By-Pass the Downtown

Confusion where One-Way Streets Meet Two-Way Systems
CONSIDER A TWO-WAY STREET SYSTEM TO ENHANCE RESIDENTIAL NEIGHBOURHOODS AND IMPROVE CIRCULATION IN THE DOWNTOWN

• Maintain major one-way streets in the downtown

• Review the benefits of converting one-way streets into two-way systems
ACCESS TO THE FORKS

CURRENT ACCESS

- PIONEER AVE
- WATER AVE
- PROVENCHE M BRIDGE
- YORK AVE
- UNION STATION
Union Station

Enhanced Pedestrian Entrance
From South Point to The Forks

Develop Pioneer Avenue as a Pedestrian Promenade

Replace the Old Provencher Bridge
ACCESS TO THE FORKS

ADDITIONAL ACCESS OPPORTUNITIES

• Union Station

• Enhanced Provencher Bridge

• Promenade along Portage Ave. East & Pioneer Ave.

• Streetcar System
St. Boniface City Hall from The Forks

On Axis With The Union Station Dome
THE PROVENCHER BRIDGE IS AN OPPORTUNITY TO CREATE A SYMBOL OF DOWNTOWN REVIVAL, RECONFIRM THE HISTORIC LINKS BETWEEN TWO CULTURES & FOCUS ON THE RIVERS AS OUR GREAT NATURAL ASSETS

ALTERNATIVES INCLUDE:

- Build a separate vehicular bridge and a pedestrian bridge with commercial development opportunities
The Forks

CanWest Global Park

Enhance the Connection From Bannatyne to the Waterfront
ENHANCE PORTAGE AVENUE EAST AND PIONEER AVENUE AS PRIMARY PEDESTRIAN ROUTES LINKING PORTAGE & MAIN TO THE FORKS:

- Complete CanWest Global Park
- Link the Exchange District to the Red River along Bannatyne
- Develop a Portage & Main Landing
Juba Park Public Dock at Bannatyne and the Red River

Upgrade Existing Waterfront Walkways

Promote Use of the Splash / Dash System

Re-Develop the Alexander Dock Area
LINK THE THUNDERBIRD HOUSE & THE EXCHANGE DISTRICT SOUTH TO THE FORKS WITH:

- a waterfront drive
- an historical streetcar system along the Red River
- Splash-Dash transportation systems
- Improved waterfront walkways
- Develop Rupert Avenue as a primary pedestrian route leading to the Museum of Man and Nature
- Develop the Alexander Dock & surrounding lands into a waterfront activity centre
Provide Broadband / Fibre Optic Infrastructure
PROVIDE A BROADBAND / FIBRE OPTIC INFRASTRUCTURE REQUIRED FOR HIGH TECHNOLOGY COMPANIES

• Create a high technology corridor through the Exchange District providing access:
  • to high technology companies,
  • Red River College’s Downtown Campus,
  • City Hall, and
  • the Manitoba Centre of Knowledge at the south and Neeginan at the north end of the corridor.
Find a way to make beauty necessary.....

.....Find a way to make necessity beautiful

Anne Micheals
ART DOWNTOWN

INVEST IN THE PUBLIC REALM

Quality Design Contributes To The Character Of Great Cities

- Distinguish entranceways to downtown, neighbourhoods & districts
- Provide incentives to attract arts, culture & entertainment amenities downtown
PRESERVATION, CONSERVATION & AESTHETIC ENHANCEMENTS

Rivers, Parks and Green Spaces

Promote river front access and enhancement. Cultivate urban design suitable for a winter city with sun catches, wind sponges, neighbourhood parks and public green spaces. Protect, preserve and enhance the urban forest by coordinating tree planting with utilities and maintenance. Envision and manage the downtown as a single entity composed of component parts that support the wellness of the whole. Treat the urban environment with respect and apply high inter-departmental standards in public works and maintenance procedures.

View the rivers not as outside boundaries, but as entryways to all downtown. For example, establish major boat docking facilities or landings, along the Red at the Provencher Bridge to draw people up Portage Avenue East, along the Baseball Park, into the Portage and Main intersection and establish a landing at the foot of Bannatyne Street to improve access to the Exchange District, Portage Avenue and the other downtown districts. Build a riverside drive or parkway connecting The Forks, Provencher Bridge and the Exchange District. Consider the streets leading away from the Red River as fingers extending from the river front and the parkway. Look for ways to connect the amenities of our river environment to downtown life.

Art and Aesthetics

Integrate art and aesthetics into every aspect of the downtown landscape. Go beyond installation art into the realm of harmonized beauty, form and function. Community based public art programs should be broadly accessible, consultative and inclusive. Respectful treatment of our public spaces ingrains a sense of civic ownership and pride. Aesthetic elements incorporated into the downtown palette, reinforce the notion of place, define district characters and solidify identities.
Good Design is Good Business

Quality design contributes to great cities’ characters. Quality design incorporates principles of universal access, crime prevention through environmental design and context enhancement. Architectural standards articulated through representative groups can reflect a broad range of opinion and perspective. Consultative design review processes are more constructive than adversarial processes, especially in cities that cannot afford to alienate developers.

The key is to clarify architectural characteristics to be protected and the community needs to be strong enough to refuse inappropriate designs. Innovative designs must not be lost to bureaucratic meddling or architectural provincialism. Open minds and broad experiences in a design review process will encourage good design that complements a project’s surroundings.

Comfort, Safety and Ease of Movement

Safety is more than the absence of crime - it is the presence of comfort, familiarity and accessibility. A comfortable downtown is one that is easy to maneuver as a pedestrian. It means having pleasant experiences while walking around. It means there are objects to admire, vistas to enjoy and thoughtful regard for walking surfaces, weather protection and safety features. Pedestrians should be able to know where they are in the downtown and experience low stress levels as they confidently find their way. Signs should be clear and easy to read. Connect east and west Main Street areas with pedestrian crossways and distinctive markers.
Recommendations

- **Preserve, protect and enhance downtown’s natural and built heritage.**
  - Develop amenities that attract people to downtown’s natural and built heritage assets.
  - Design a downtown maintenance program to establish healthy and vigorous plants and trees.
  - Promote a private-public program to install and maintain annual plantings throughout downtown.
  - Merge contemporary uses into heritage sites to restore life and viability.
  - Subject all new facades, buildings, public amenities to citizen design review.
  - Install awnings to provide protection with weather protection as an alternative to enclosed walkway systems.
  - Establish boat docking facilities at points along the rivers as part of a water taxi system.
  - Establish a major docking facility (Landing) at the base of Portage and Main on the Red River and encourage through signs and other means, access to the Exchange, The Forks and all downtown.
  - Build a riverside drive or parkway connecting The Forks, Provencher Bridge, Juba Park, the Exchange District and Neeginan.

- **Consider all physical aspects of urban environments that make experiences pleasurable, civilized and positively interactive.**
  - Encourage high quality design in public and private projects.
  - Develop guidelines for “safe” designs.
  - Increase street level and back lane lighting.
  - Promote pedestrian comfort and enjoyment in, for example, enhanced pedestrian walkways with consideration for ‘splash zones’, snow clearance, surfaces, benches and street furniture.
  - Support commerce at street level as alternatives to skywalk outlets to spill activity towards the street.
  - Provide public washrooms and rest sites for pedestrians.
  - Support programs directed at providing safe and healthy activities for youth.
  - Institute a percent for art program which adds a small charge proportionate to development costs and building permits on new and renovation projects to be administered by a community based body.
  - Amplify local arts and historic identity through public art and legends projects and involving artists on design teams.
  - Support the work and office of the Downtown Safety Coordinator.
Private-public partnerships are critical in downtown revitalization efforts. Municipal powers cannot adequately finance necessary initiatives and must be joint ventured with other levels of government and with the private sector. Reinvestment by the community must be supported with innovative and unconventional methods. Downtown planning and development implementers must recognize relationships within economics, market power and livability in setting regulations and stimulating programs. Dependencies on government grants could be reduced by developing community trusts and reinvestment mechanisms. Establish a comprehensive, constantly updated downtown database of existing conditions (both built form and human resources/activities), to assist private and public sector decision makers and to make downtown Winnipeg known to the world.

**Recommendations**

- **Invest in the public realm.** The public realm has inherent non-commercial value, such as green space, river fronts, meeting places, streets and sidewalks, which must be honored. The overall quality of a city depends on public realm preservation that in turn attracts investment.
  - Demonstration projects show how ideas can be realized and can work successfully.

- **Support and encourage private sector investment** that advances CentrePlan’s goals and fulfills Development Framework directions. The dynamic evolution of our city will be advanced with private/public sector interest in long term expansion and stability
  - Set the stage for a positive investment environment. Strive for reasonable, consistent systems and municipal cooperation.
  - Create an economic development program, using the data base and new web site, that is labour intensive, encourages import substitution, has synergistic and multiplier effect.
  - Support continuous information gathering, analysis and dissemination of downtown data.
  - Establish a small business incubator program.
  - Organize and conduct a business forum to identify issues and opportunities for business retention and recruitment.
  - Support the program with enabling zoning regulations.
Winnipeg.....Toward 2010 states
“The City seeks to make the downtown an attractive, distinctive, and vibrant place for Winnipeggers & visitors alike.”

CentrePlan envisions:
• The downtown exhibiting a strong sense of community & belonging,
• The downtown characterized by prosperity & a spirit of innovation,
• The downtown as a model of effectiveness & efficiency,
• The downtown having a soul & personality all its own,
• Political & community leadership with a clear direction and commitment to cultivate ongoing development of the downtown as a vibrant, welcoming & secure environment where people want to be & stay.

The Development Framework describes a physical plan for the future of downtown Winnipeg. The next question is, how can the vision be accomplished?
PLAN, DEVELOP, OPERATE & MANAGE THE DOWNTOWN AS A SINGLE & SPECIAL ENTITY

• Identify, define, enhance & create unique & distinctive Neighbourhoods, Districts & Character Areas
• Protect, preserve & enhance four Neighbourhoods for residential development
• Link downtown Neighbourhoods, Districts & Character Areas together with:
  • the Downtown Flyer
  • transportation systems,
  • a streetcar system,
  • a boat / bus system,
  • quality pedestrian ways, and
  • bicycle routes
• Preserve, protect & enhance downtown’s natural and built heritage
• Invest in the public realm
• Support & encourage private sector investment
CentreVenture Development Corporation was created by City Council of the City of Winnipeg on May 13, 1999 to be the duly constituted authority to provide leadership in creating and sustaining business opportunities and economic growth in downtown Winnipeg.

CentreVenture Development Corporation will develop, support and nurture a climate of cooperation and participation with existing and potential investors, businesses, renters, art groups, all levels of government and all citizens of the City of Winnipeg to achieve the economic, physical and social revitalization of downtown Winnipeg.

CentreVenture adopts the vision of CentrePlan described in the Development Framework document as its focus for downtown rejuvenation.
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