

The City of Winnipeg

DOWNTOWN RESIDENTIAL DEVELOPMENT STRATEGY

Housing Development Division
Planning, Property and Development Department

2011

TABLE OF CONTENTS

Summary **4**
The Downtown Residential Development Strategy
Vision 4
Goals 4
Measures of Success 4
Strategies 5

Introduction: **6**
The Downtown Today 7
Challenges and Opportunities for Downtown Living 13
A Vision for Downtown Housing 14
A Look at Downtown Growth by Possibilities by Neighbourhood Group 16
Broadway-Assiniboine 18
Central Park 19
China Town / Civic Centre / DT portion of Centennial 20
Colony / Legislature 21
Exchange District / DT portion of West Alexander 22
Portage-Ellice / South Portage / Portage & Main / The Forks 23
Downtown Portion of South Point Douglas / Logan CPR 24

List of Tables

Table 1: Downtown and City of Winnipeg Population, 2001, 2006 and 2010 11
Table 2: Downtown and City of Winnipeg Median incomes, 2000 and 2005 12
Table 3: Projected Distribution of New Dwelling Units Created in Downtown Winnipeg 2006-2020 17

List of Figures

Figure 1: Boundaries of Downtown Residential Development Strategy Area 9
Figure 2: Downtown Population by Neighbourhood 10
Figure 3: Downtown and City of Winnipeg Household Income (2005) 12
Figure 4: Household Income by Neighbourhood (2005) 12

Summary

The Downtown Residential Development Strategy

Vision

The Downtown Residential Development Strategy envisions a downtown that

- is vibrant;
- has neighbourhoods with distinct character;
- is walkable;
- is a source of civic pride.

Goals

1. To increase the population of the Downtown
2. To create dense residential clusters.
3. To promote residential buildings and neighbourhoods in order to develop a Downtown that reflects the income diversity of the whole of the city of Winnipeg.
4. To continue to support existing downtown neighbourhoods.

Measures of Success

1. A net increase in total downtown population
   Data: Estimated based on ratio of people per unit for new development (City of Winnipeg; annually); Census data (Statistics Canada; every five years)
2. An increase in the municipal property tax base (prior to calculation of tax-related financial incentives)
3. Decreasing or elimination of the need for financial incentives to meet the forecasted number of new units

Strategies

1. Enhance the quality of downtown residential life;
2. Improve access to and from, and mobility within the Downtown;
3. Develop a strong planning framework for downtown residential development;
4. Enhance and ensure responsive and integrated City services related to downtown residential development;
5. Adapt and develop key tools to encourage desired development; and
6. Promote downtown living with developers and potential residents.

Introduction:

The intent of the Downtown Residential Development Strategy ('Strategy' or DRDS) is to outline the scope and strategies for downtown residential development. It is accompanied by the Downtown Residential Development Action Plan which identifies a variety of specific action items with implementation time frames that support the strategies identified in the DRDS. Both documents continue the efforts to create a Downtown that is growing in residential population, and is vibrant, safe, sustainable, as well as a source of civic pride. The DRDS draws on the Downtown's historic role as the social, physical, economic, and cultural hub of Winnipeg. Looking towards the next five years, the Strategy's overarching goal is to promote downtown living as a viable lifestyle choice for a number of market segments that is competitive with other location choices. It lays out an action plan to encourage the on-going development of the Downtown as an attractive and desirable place to live.

Winnipeg's development plans have identified the Downtown as an important part of the city's image, influencing how visitors and residents experience and think about Winnipeg. One key indicator identified in Plan Winnipeg 2020 Vision was "More people working and living in the Downtown.[1]" Winnipeg has made great strides in meeting this objective.

The DRDS aims to take the City's downtown residential development activities to the next level by aligning them with the more recently Council-adopted plans, OurWinnipeg, and Complete Communities, as well as other key strategies and plans[2], developed or emerging. As was the case throughout the OurWinnipeg process, the common foundation or focus is on sustainability.

Sustainability principles become easier to implement in densely populated areas, and more specifically, in strategic clusters of residential density. For example, more people allow for more eyes on the street which increases community safety. When designed with accessibility in mind, denser land uses allow for better public and active transportation, which increases connectivity between areas. In addition, increased residential density will feed the downtown retail sector which will in turn increase the residential demand.

1. Plan Winnipeg 2020 Vision (By-law No. 7630/2000). http://winnipeg.ca. p11.
2. CentrePlan Development Framework, Portage Avenue Action Strategy, Parking Strategy, Transportation Master Plan, Warehouse District Secondary Plan, South Point Douglas Secondary Plan, etc

The DRDS is only one part of a broader set of initiatives relating to downtown revitalization. There are a number of plans and strategies in place or in development that focus on improving downtown amenities and infrastructure. Some of these plans and strategies are mentioned in the accompanying Action Plan document (e.g. the Downtown Parking Strategy and the Transportation Master Plan currently being developed as part of the Our Winnipeg process). Others are not explicitly mentioned (e.g. CentrePlan Development Framework, the Downtown Retail Strategy, and the Portage Avenue Action Strategy) but have informed the directions and priorities of the DRDS. As the Downtown evolves and changes over time, it is important that the various strategic plans be simultaneously dynamic and integrated in their approaches to create a coherent and holistic framework for downtown revitalization and ultimately a better city.

The DRDS identifies four key goals and six specific strategies. These six strategies are in turn supported by almost 50 action items within the Action Plan. A number of these action items are already in place or are presently being completed. A second category represents actions that have been previously announced or will be implemented as part of other operational plans. A third category represents new initiatives. It was seen as important to include all three categories of actions to reflect the broad set of initiatives that are currently underway within the Downtown.

Rather than consolidate the responsibility for residential development within the Downtown under a single entity, it was recognized that many individuals and organizations, both within and external to the City, will need to play a leadership role in moving this agenda forward and achieving success. However, to mitigate the risk of inaction sometimes associated with diffused responsibility, an attempt was made for each action item to not only be as clear as possible regarding a concrete deliverable, but to also identify specific leads or champions which could be held accountable for the actions and their timeframes.

The Downtown Today

The DRDS focuses on housing development and actions supporting residential growth within the boundaries established by the Winnipeg Downtown Zoning by-law (see Fig. 1).[3] That being said, neighbouring communities can have a direct impact on the potential vibrancy of downtown living. These residential neighbourhoods surrounding the Downtown may influence either positively or negatively the potential for downtown residential development. However, while it is recognized that neighbouring communities should be considered as part of the discussion to identify

3. The neighbourhoods in the Downtown are Colony, Legislature, Broadway-Assiniboine, The Forks, South Portage, Portage-Ellice, Central Park, Portage and Main, Exchange District, Civic Centre, China Town, and portions of South Point Douglas, West Alexander, Centennial, and Logan C.P.R.

challenges and solutions regarding the Downtown, they are not the direct focus of this Strategy, and plans and initiatives related to them have not been identified within this Strategy's action items.

According to the 2006 Census data, Winnipeg is a city of more than 630,000 people, with over 13,000 people living in its Downtown.[4] It is estimated that this number has grown to over 14,000 today. Each year, people make millions of visits to downtown restaurants, museums, theatres, retailers, attractions and events.[5]

Downtown Winnipeg boasts a number of strengths that provide a solid foundation for future residential development. The Downtown has a strong employment base as about 16% of the city's capital region[6] workforce works within the Downtown, and about 25% works within the broader downtown region.[7] In addition, more than 16,000 students come Downtown each day, and more than 130,000 people live within a five minute drive. The arts and cultural opportunities available in the Downtown include large theatres and museums as well as small galleries and festivals. Historic buildings, especially in the Exchange District, provide a sense of the city's past and illustrate Winnipeg's rich architectural heritage. Numerous entertainment and retail options exist on a walkable scale. In fact, while within the broader city of Winnipeg, almost 70% of employed people drive themselves to work, in the Downtown, only a quarter of employed people drive themselves to work. Of the remainder, 38% walk, and 28% take public transit.[8] These unique advantages have made the Downtown an attractive place for many to visit and live.

In 2006, 13,470 residents lived in 8,340 households in the Downtown.[9] The vast majority of these downtown households live in low- or high-rise apartment buildings, and more than 90 percent of multiple-family units in the Downtown are rented.[10] These dwelling units are concentrated in three neighbourhoods within the Downtown: Broadway-Assiniboine, Central Park, and South Portage.[11] In fact, almost 80% of the downtown population lives in these three neighbourhoods (see Fig. 2).

---

4. 2006 Census: City of Winnipeg Neighbourhood Profiles. http://winnipeg.ca/census/2006/. Based on the Community Social Data Strategy, Custom Tabulation, Statistics Canada, Census of Population – 2006. Downtown Winnipeg BIZ. 2007. Downtown Trends: Downtown Winnipeg Market Research. http://downtownwinnipegbiz.com.
5. Downtown Winnipeg BIZ, 2007.
6. Refers to the City of Winnipeg and a number of surrounding municipalities – the City of Selkirk, the Town of Stonewall, and the Rural Municipalities of Cartier, East St. Paul, Headingley, Macdonald, Ritchot, Rockwood, Rosser, St. Andrews, St. Clements, St. Francois Xavier, Springfield, Tache, and West St. Paul.
7. Altus Clayton. 2008a. Downtown Winnipeg Employment Strategy (draft). Unpublished paper. Prepared in conjunction with Urban Strategies Inc.
8. City of Winnipeg 2009.
9. City of Winnipeg 2009. Statistics for the Downtown include the Colony, Legislature, Broadway-Assiniboine, The Forks, South Portage, Portage-Ellice, Central Park, Portage and Main, Exchange District, Civic Centre, and China Town neighbourhoods. They do not include the portions of the South Point Douglas, West Alexander, Centennial, and Logan C.P.R. neighbourhoods that fall within the Downtown boundaries; the population of these areas is approximately 150 people in South Point Douglas, 61 people in West Alexander, 55 in Centennial, and 115 people in Logan C.P.R.
10. Altus Clayton. 2008. Winnipeg Downtown Revitalization Strategy. Unpublished paper. Prepared in association with Urban Strategies Inc.
11. Altus Clayton. 2008.

FIGURE 1:

Boundaries of the Downtown Residential Development Strategy Area

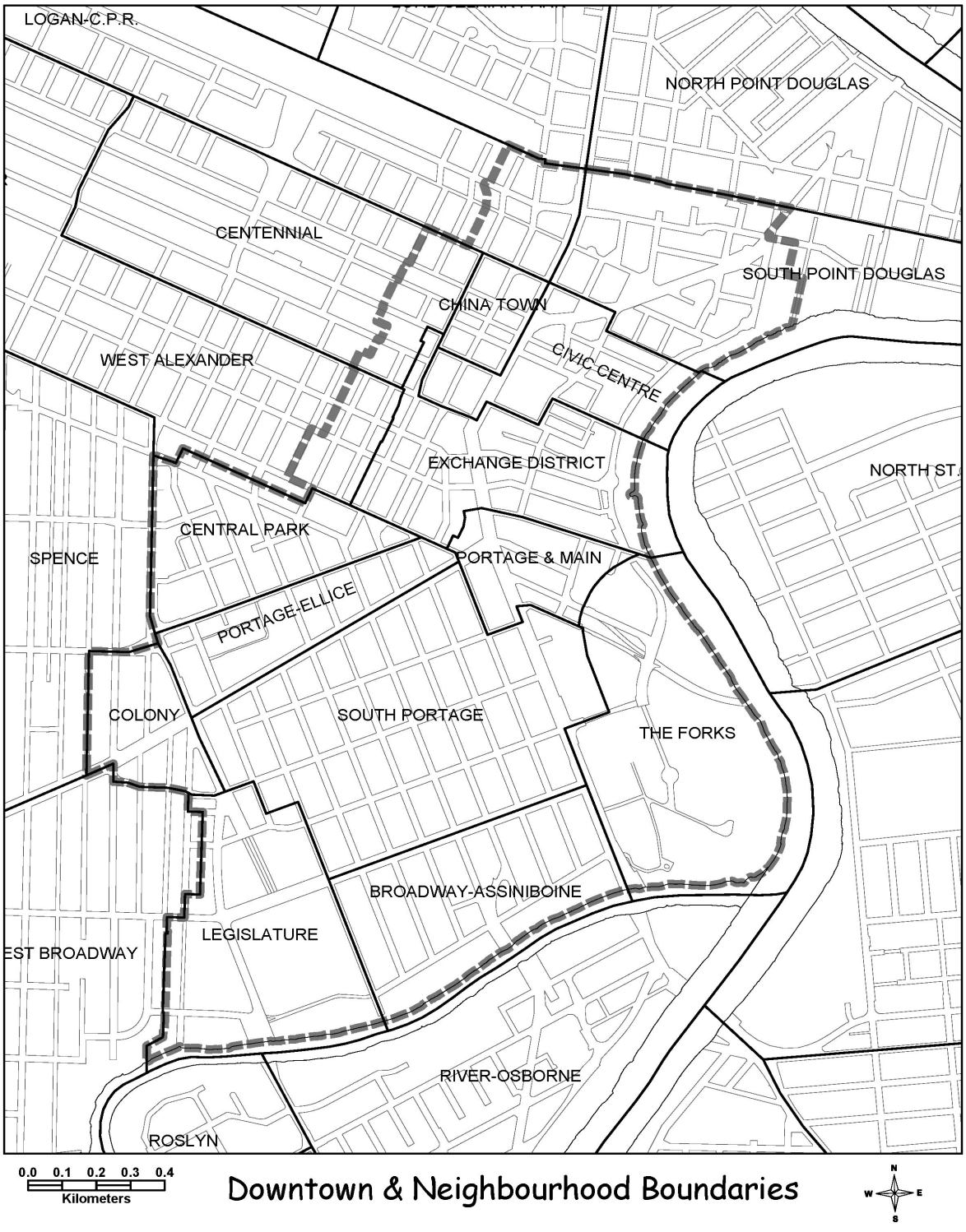
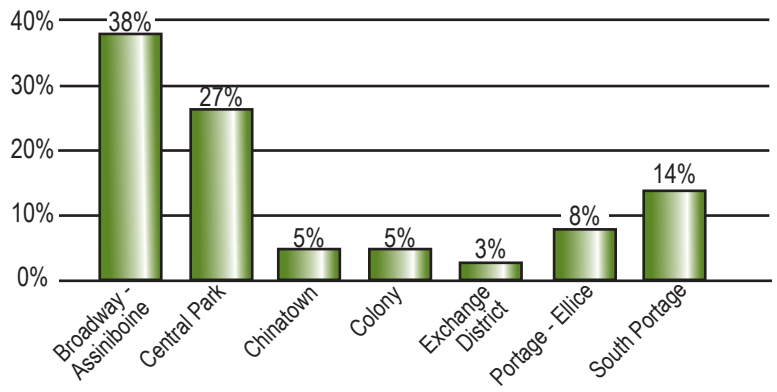


FIGURE 2:

Downtown Population by Neighbourhood



While there are a large number of affordably priced rental units in the Downtown, there are a limited number of moderately-priced ownership options. Recent condominium projects completed in the Downtown have tended to have larger units and are situated along the river, and so generally reflect higher price points.[12] This has left a gap in the mid-range of housing options in the Downtown, and offers an opportunity for development of moderately-priced rental and more attainable ownership options.

Between 2003 and 2010, over 700 new units of rental and ownership housing were completed and another 446 units are currently under construction in the Downtown.[13] Of these approximately 100 new units per year, [14] half are rental and half are condominium units. Additionally, 700+ new units will likely be proceeding within the next few years associated with projects that have been announced or are known to be in the planning process. The data suggests that momentum is building as the most recent years of 2009 and 2010 will average almost 150 new units annually.

In terms of population growth, from the Census periods of 2001 to 2006, the population of the Downtown increased by about 5%, or 655 people (see Table 1).[15] This was more than double the city's overall 2.2% change over the same period.[16] This trend of downtown growth outpacing the growth of the city as a whole has continued into 2010 where, during the 9-year period, the estimated percentage increase in population is over 70% greater than that for the city (12.3% vs. 7.1%). It is estimated that by the end of 2010, the downtown population reached 14,385 people and will be about 15,000 by the end of 2011. This is clear evidence that Winnipeggers are interested in moving to the Downtown, and that housing is being built to meet this demand.

Even as the population of the Downtown is increasing, the profile of current downtown residents is quite different from the broader Winnipeg profile.

---

12. Altus Clayton. 2008.
13. Downtown Winnipeg BIZ 2007.
14. 1146 units over a 10 year period
15. City of Winnipeg 2009.
16. City of Winnipeg 2009.

TABLE 1:

Downtown and City of Winnipeg Population, 2001, 2006 and 2010[17]

	Downtown	% Change	Winnipeg	% Change	Downtown as a % of Winnipeg
2001	12,815	--	619,544	--	2.07 %
2006	13,470	5.1%	633,451	2.2%	2.13 %
2010 (estimated)	14,385	6.8%	663,577 [18]	4.8%	2.17%
% Change 2001-2010		12.3%		7.1%	

Some of these differences would be expected. In 2006, the Downtown had a much greater proportion of people aged 25-34 than the city of Winnipeg, but fewer people under the age of 15, and fewer adults between 45 and 75.[19] A third of Downtown residents were first-generation immigrants, compared with fewer than one in five Winnipeggers.[20] Sixteen percent of Downtown residents, compared with ten percent of Winnipeggers overall, identified as Aboriginal.[21] Thirty-five percent of downtown residents were 'visible minorities', compared to the city average of 16%.[22] This cultural diversity contributes to the Downtown's energy as a cultural centre, and provides opportunities to incorporate and promote diversity to enhance the distinct character of the Downtown.

Currently, median household incomes in the Downtown are approximately half of those in Winnipeg as a whole (see Table 2),[23] and the housing options in the Downtown reflect these income levels. In the Downtown, the average household income was $33,407 in 2005, and the median household income was $25,760.[24] In contrast, the city of Winnipeg's average household income was $63,023 in 2005, and the median household income was $49,790 (see Fig. 3).[25] In part, these income level differences reflect the differences in the nature and size of housing options available in the Downtown (e.g. a higher percentage in the Downtown of multiple family rental dwellings vs. a predominance of single-family-detached, owner-occupied dwellings in the rest of the city). That is, there already exists a solid base of housing units for low-income households.

Across the Downtown, income levels are relatively similar, with the exception of the Exchange districts where average and median household incomes are substantially higher than the Winnipeg average and median incomes (see Fig. 4).[26] In general, a healthier Downtown would reflect the income diversity of the whole of the city and Census data suggests that downtown household incomes are increasing at a faster rate than the rest of the city.

17. City of Winnipeg 2009.
18. Statistics Canada population estimate, July, 2010 adjusted downwards by 3% to represent an estimated Census count
19. City of Winnipeg 2009.
20. City of Winnipeg 2009.
21. City of Winnipeg 2009.
22. City of Winnipeg 2009.
23. City of Winnipeg 2009.
24. City of Winnipeg 2009.
25. City of Winnipeg 2009.
26. City of Winnipeg 2009.

TABLE 2:

Downtown and City of Winnipeg Average & Median Household Incomes, 2000 and 2005[27]

	Downtown		Winnipeg	
	Average	Median	Average	Median
2000	$28,890	$21,264	$53,176	$43,383
2005	$33,470	$25,760	$63,023	$49,790
Percent Change		**21.14 %**		**14.77 %**

FIGURE 3:

Downtown and City of Winnipeg Household Income (2005)

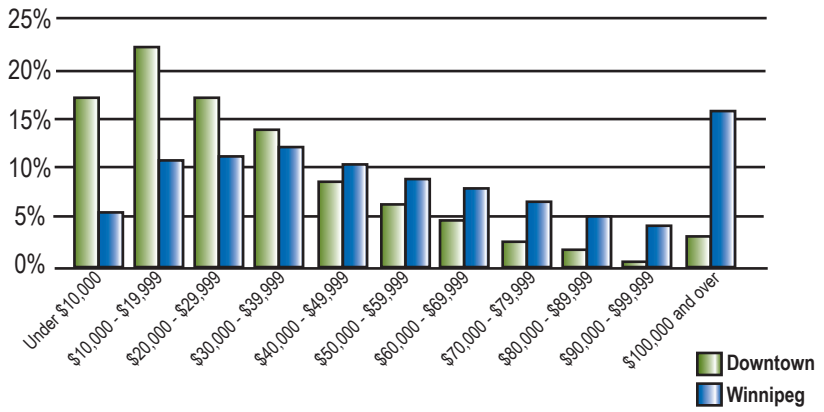
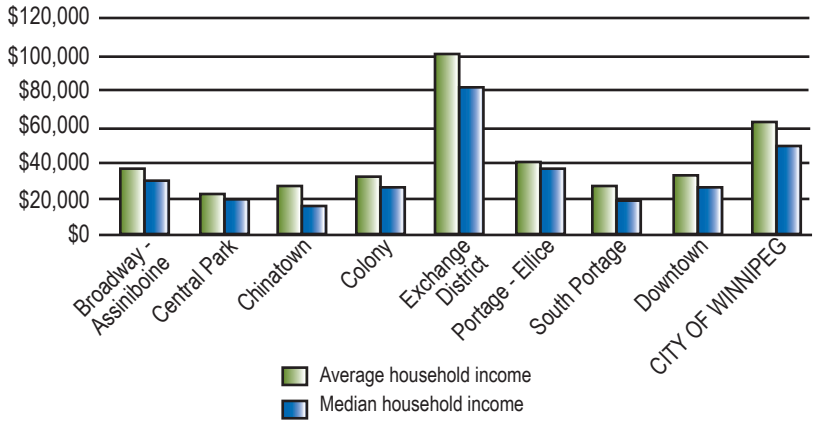


FIGURE 4:

Downtown and City of Winnipeg Household Income (2005)



27. City of Winnipeg 2009.

Challenges and Opportunities for Downtown Living

There are a number of challenges facing the development of new housing and increasing the population base in Downtown Winnipeg:

- commutes from suburbs are not overly long;
- there remains a persistent perception that the Downtown is less safe than many other areas of the city;
- the range of housing in the Downtown is not broad enough to match demand;
- the Downtown is spread out over a wide area, and so can seem disconnected and disjointed;
- there is a perceived need for additional affordable, good quality food markets;
- there is a higher cost of residential development in the Downtown, compared to other parts of Winnipeg; and
- both rental and owned units outside the Downtown remain relatively affordable.[28]

To address these challenges, two key approaches are necessary. First, Winnipeg must create an attractive environment to spur demand, by planning for and encouraging the development of amenities that would benefit residential and mixed-use communities within the Downtown. Second, it must encourage the development of more attainable units that would be affordable and attractive to younger and other moderate income buyers.[29]

Currently, there exists a high percentage of affordable rental units in the Downtown. However, while vacancy rates remain tight throughout the city, supplying the demand for rental housing may prove to be a market opportunity. In contrast, there are few ownership options in the Downtown, particularly in the lower and mid-range of prices. The development of and demand for these attainable condominium units have been a major focus of other Canadian cities' downtown housing strategies.[30] A critical component in making units attractive is that although the cost of development per square foot may be higher in the Downtown, the benefits of downtown living would outweigh the smaller living area for which a comparably-priced unit would sell outside the Downtown.[31] Therefore, the DRDS must focus as much on developing demand as on subsidizing supply.

Winnipeg's current tax-related financial incentives and subsidies to encourage development of downtown residential housing are significant and have played an important role in the recent addition of new units. However, developers are often constrained by:

- property acquisition costs;
- higher costs of construction than in the rest of Winnipeg;
- the rehabilitation and retrofitting of older buildings; and
- a still emerging demand.

28. Altus Clayton 2008b.
29. Altus Clayton 2008b.
30. Altus Clayton, 2008b.
31. Altus Clayton, 2008b.

A Vision for Downtown Housing

The overall goal of the Downtown Residential Development Strategy is to increase the number of people living in the Downtown. The strategy will facilitate this by continuing to create a Downtown that people want to live in by encouraging and providing needed amenities and a desirable living environment.

The DRDS aims to rapidly increase the population of the Downtown. The forecast is for Winnipeg to be a moderate growth city (e.g. adding 180,000 residents by the year 2031), and the challenge is for the Downtown to capture a share of this future development and population growth. The Strategy also intends to to facilitate a variety of housing options and price-points – promoting mixed-income residential buildings and neighbourhoods in order to better reflect within the Downtown the income diversity of the whole of the city of Winnipeg.

A substantial investment has already been made in Waterfront Drive, and there is much potential in this area for additional development to build on this investment.[32] The ambience of the Exchange District and the conversion of historic warehouse buildings to residential condominiums also create potential to attract people to live in the Downtown. For these reasons, the East and West Exchange Districts and the extension of Waterfront Drive have been identified as key development areas for residential projects.

Finally, there is already a solid population base clustered in the Broadway-Assiniboine, Central Park, and South Portage neighbourhoods; resources must be provided to support and maintain these neighbourhoods to ensure that they remain viable and desirable parts of the Downtown.

The DRDS, therefore, envisions a Downtown that

- has neighbourhoods with distinct character and compact residential development;
- has a growing population;
- includes residential, commercial, office and mixed-use spaces;
- offers a range of services and amenities that are attractive to residents and visitors;
- provides appropriate parking; and
- is walkable, vibrant, and a source of civic pride.

32. Altus Clayton, 2008b.

The goals set out to achieve this vision are:

1. to increase the population of the Downtown;
2. to create dense residential clusters;
3. to facilitate a variety of housing options and price-points and promote residential buildings and neighbourhoods in order to develop a Downtown that reflects the income diversity of the whole of the city of Winnipeg; and
4. to continue to support existing downtown neighbourhoods

While the DRDS identifies these five specific goals for the type and nature of downtown residential development, the City needs to support these goals through the following six specific strategies:

1. Enhance the quality of downtown residential life;
2. Improve access to and from, and mobility within the Downtown;
3. Develop a strong planning framework for downtown residential development;
4. Enhance and ensure responsive and integrated City services related to downtown residential development;
5. Adapt and develop key financial tools to encourage desired development; and
6. Promote downtown living with developers and potential residents.

Amenities are key to encouraging a vibrant and dynamic Downtown, and so the first strategy addresses issues such as essential retail services, neighbourhood character, and parks; transportation and parking options; and safety. The second strategy addresses connectivity options for the Downtown and looks at public, active, and automotive transportation options.

There is, in both the short and long term, a role for the City to play in guiding how and where residential development should take place in the Downtown. The third strategy, therefore, strengthens the City's planning framework for residential development in the Downtown. The fourth strategy describes ways in which the City can enhance and ensure a high level of responsiveness, and take a more integrated approach to providing services relating to downtown residential development. The fifth strategy includes financial tools to provide incentives for residential development.

Finally, to impact the general demand for downtown living, the sixth strategy plans to inform both potential residents and developers about the benefits of and opportunities for downtown living.

A Look at Downtown Growth Possibilities by Neighbourhood Group

Estimating growth and change over a 10 year period is difficult even in cases where many variables are under the control of a single entity. In the Downtown, change is dependent on and impacted not only by multiple factors such as market demand and general economic and population growth in the city, but also by multiple entities such as existing and future property owners and tenants, and engagement by multiple levels of government and government related agencies. Thus, the challenge of creating accurate estimates is heightened considerably.

However, to attempt an area by area analysis and forecast throughout the Downtown was considered helpful. The following, therefore, projects the distribution of new dwelling units in downtown Winnipeg from 2011 to 2020. In projecting new unit growth to population growth, the ratio of 1.6 persons per unit was used in keeping with the equivalent ratio in the 2006 Census for downtown neighbourhoods.

The recent Downtown Residential Development Grant Program supported by the Province's Community Revitalization Levy legislation has been well received and provides a significant sense of optimism regarding achieving the forecasts, particularly for the 2011 – 2015 period.

TABLE 3:

Estimated Distribution of New Dwelling Units Created in Downtown Winnipeg 2006 – 2020.

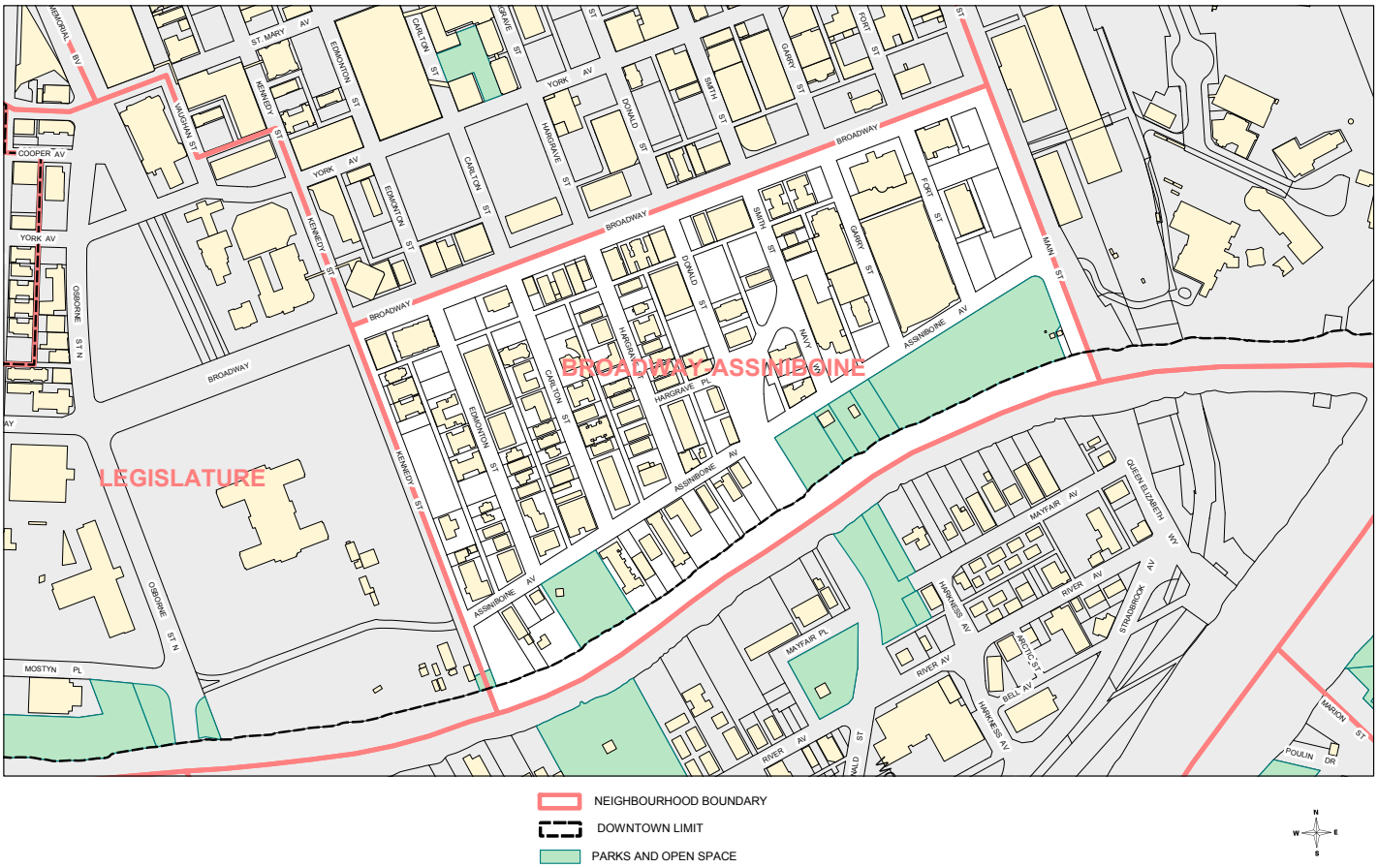
Downtown Neighbourhood Groups	Growth Potential	2006 -2010 New Units (actual)	2011 - 2015 New Units (forecast range)	2016 - 2020 New Units (forecast range)	Forecast increase in population, 2011 - 2020[33]	% of Forecast Growth
Broadway - Assiniboine	Moderate / High		100 - 300	100 - 280	624	14%
Central Park	Low	42	50 - 150	50 - 120	296	6%
China Town / Civic Centre / DT portion of Centennial	Moderate	147	50 - 180	80 - 350	528	11%
Colony / Legislature	Low	11	0 - 100	50 - 170	256	6%
Exchange District / DT portion of West Alexander	High	150	350 - 695	200 - 550	1436	31%
Portage - Ellice / South Portage / Portage & Main / The Forks	Moderate / High	193	125 - 350	175 - 525	940	20%
DT portions of South Point Douglas / Logan C.P.R.	Moderate	29	90 - 210	75 - 275	520	11%
Estimated Total Range			**745 - 2005**	**730 - 2270**		
TOTAL		572	1375	1500	4600	100%
Average / Year		**114**	**275**	**300**		

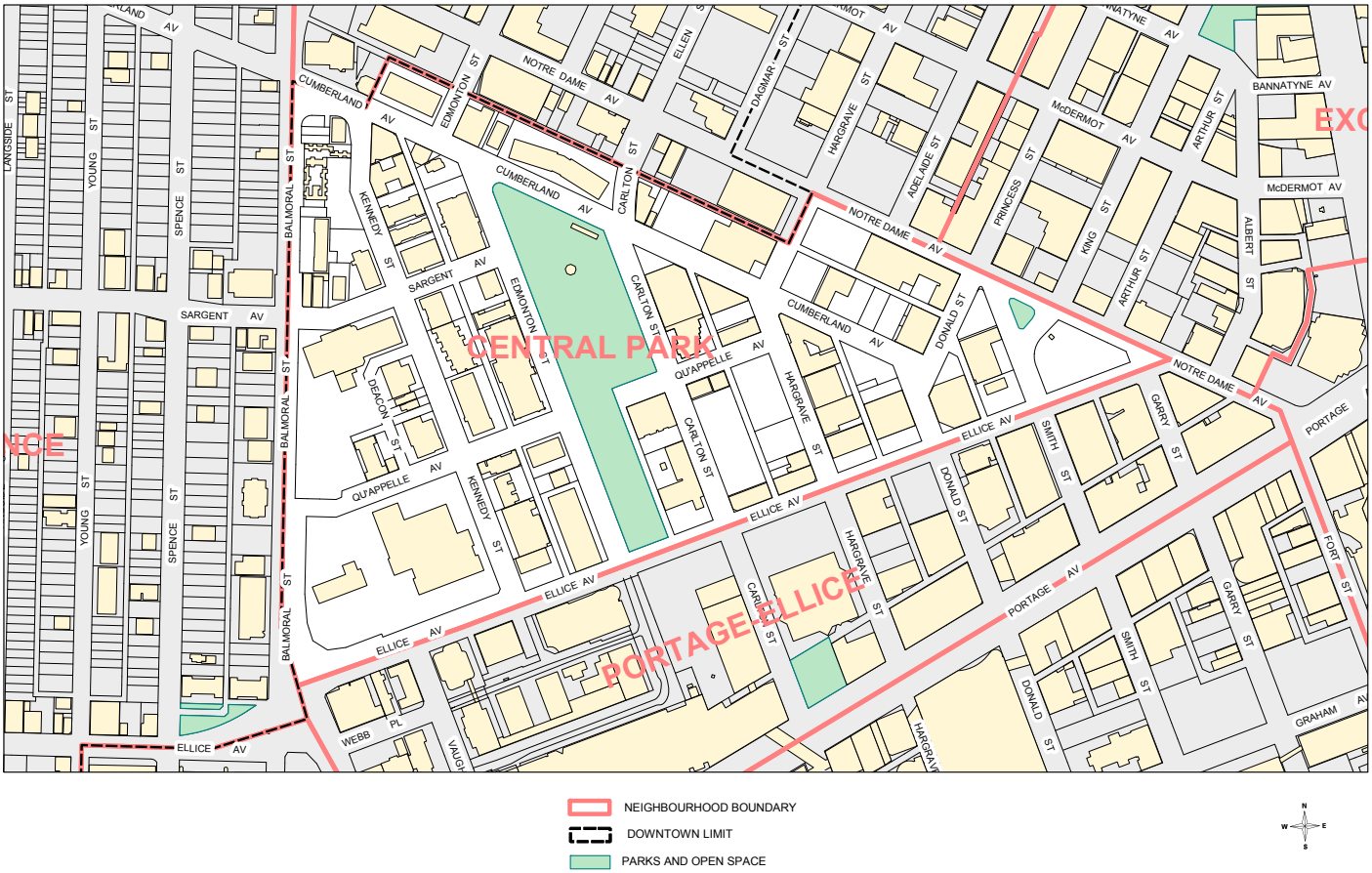
33. Assuming ratio of 1.6 individuals per unit as per 2006 Census

Broadway-Assiniboine

There is a market opportunity for new residential units to be added to the most established residential neighbourhood within Downtown Winnipeg. There are several sites already under application or being considered for new units, and over time there could be potential for redevelopment of one or more developed sites or parking lots to create additional units. At the same time, it is recognized that this neighbourhood is largely developed already, so the potential for the creation of new units is somewhat limited.

Based on the projected net new units as presented in Table 3, this neighbourhood has population growth potential of approximately 600 persons over the forecast period.

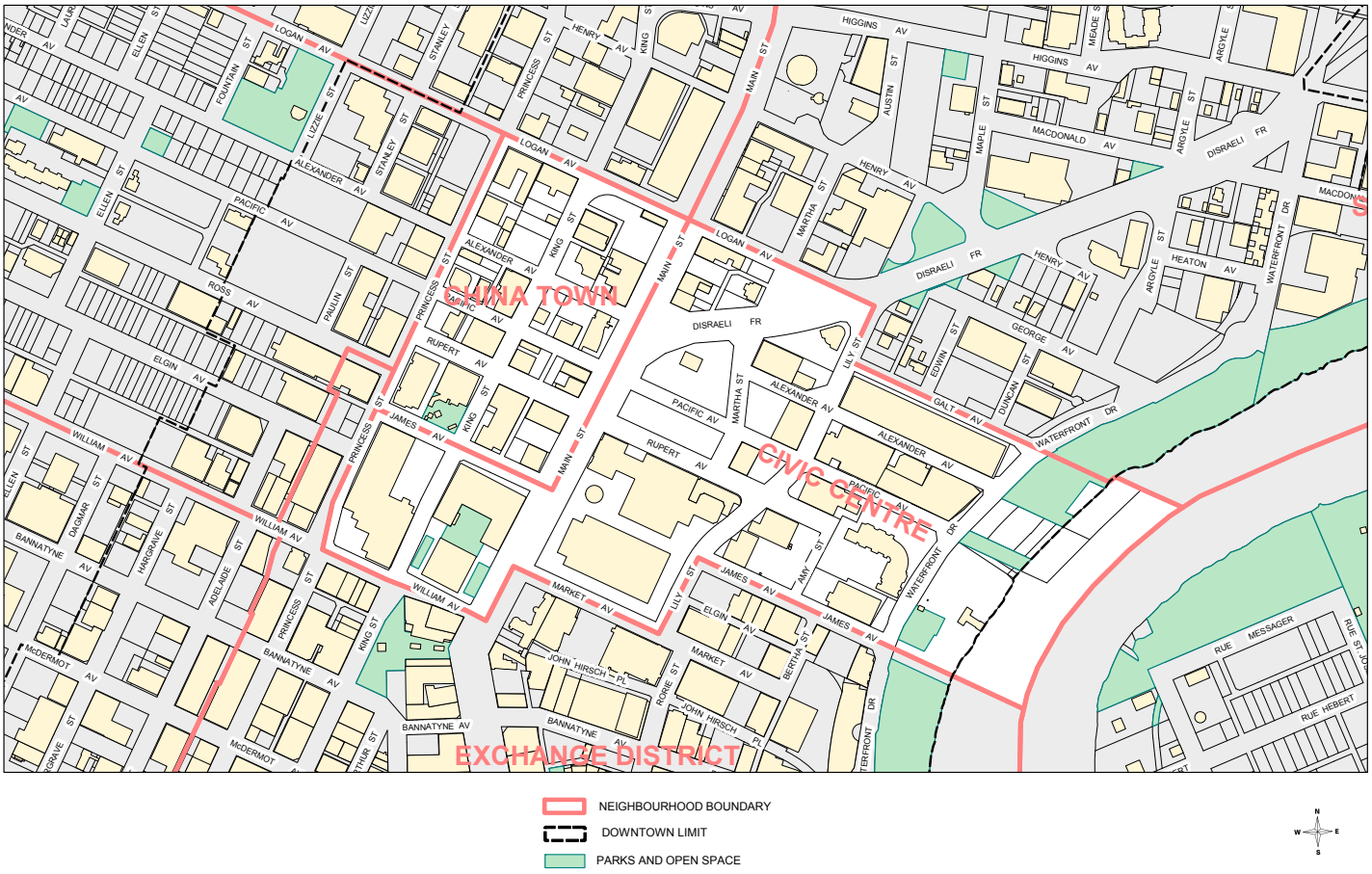




Central Park

Central Park represents the second largest residential neighbourhood in the Downtown with an established stock of affordable and rental housing units. Approximately 100 new units have been added to the neighbourhood in recent years[34] and a recently completed multi-million dollar rehabilitation and upgrade to Central Park will bring new vibrancy to the neighbourhood. There exist a number of sites that would lend themselves to additional development, but a general lack of site opportunity and market demand contributes to a moderate forecast of 185 new units during the forecast period.

34. Since 2005



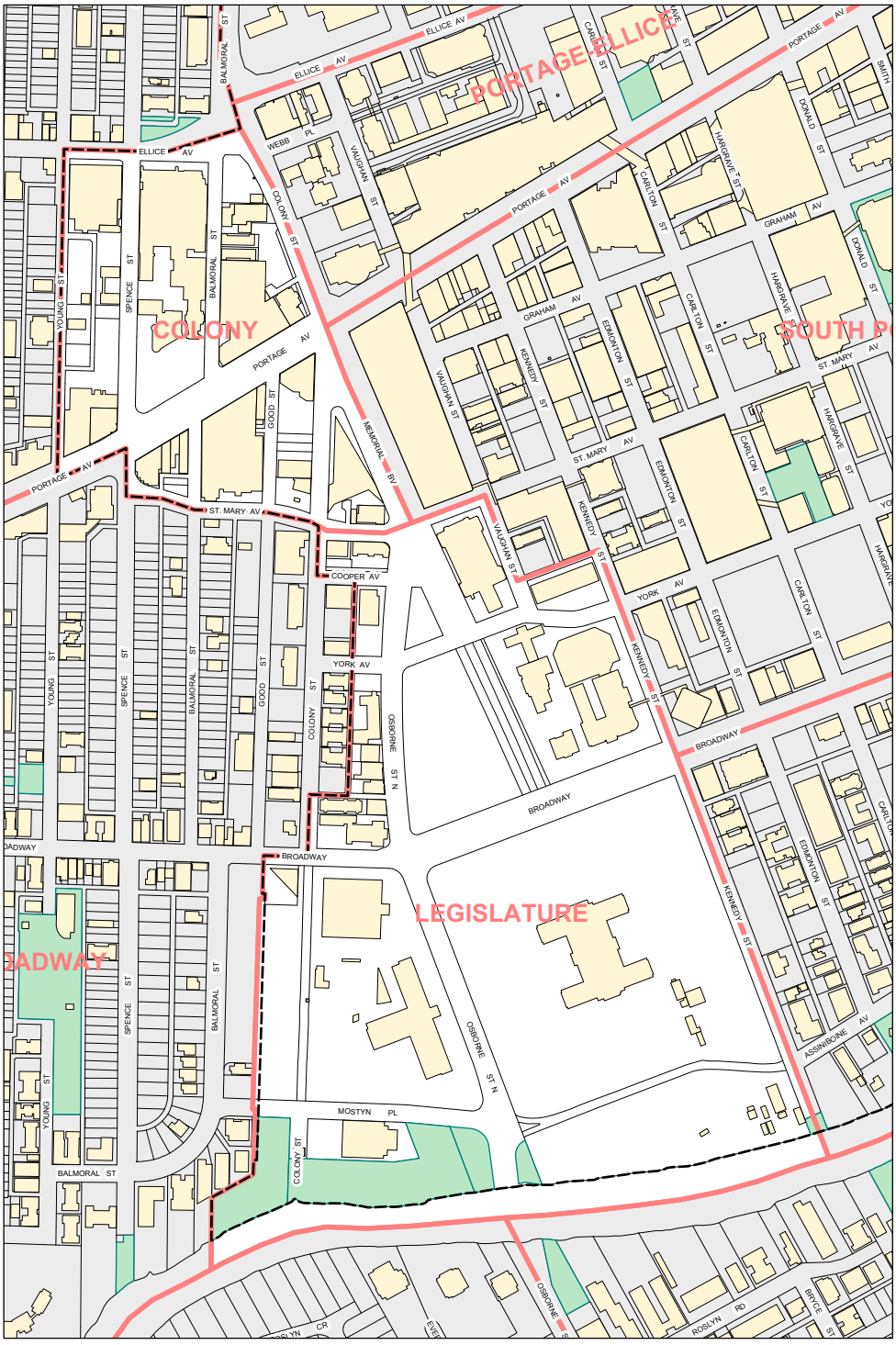
China Town / Civic Centre / DT portion of Centennial

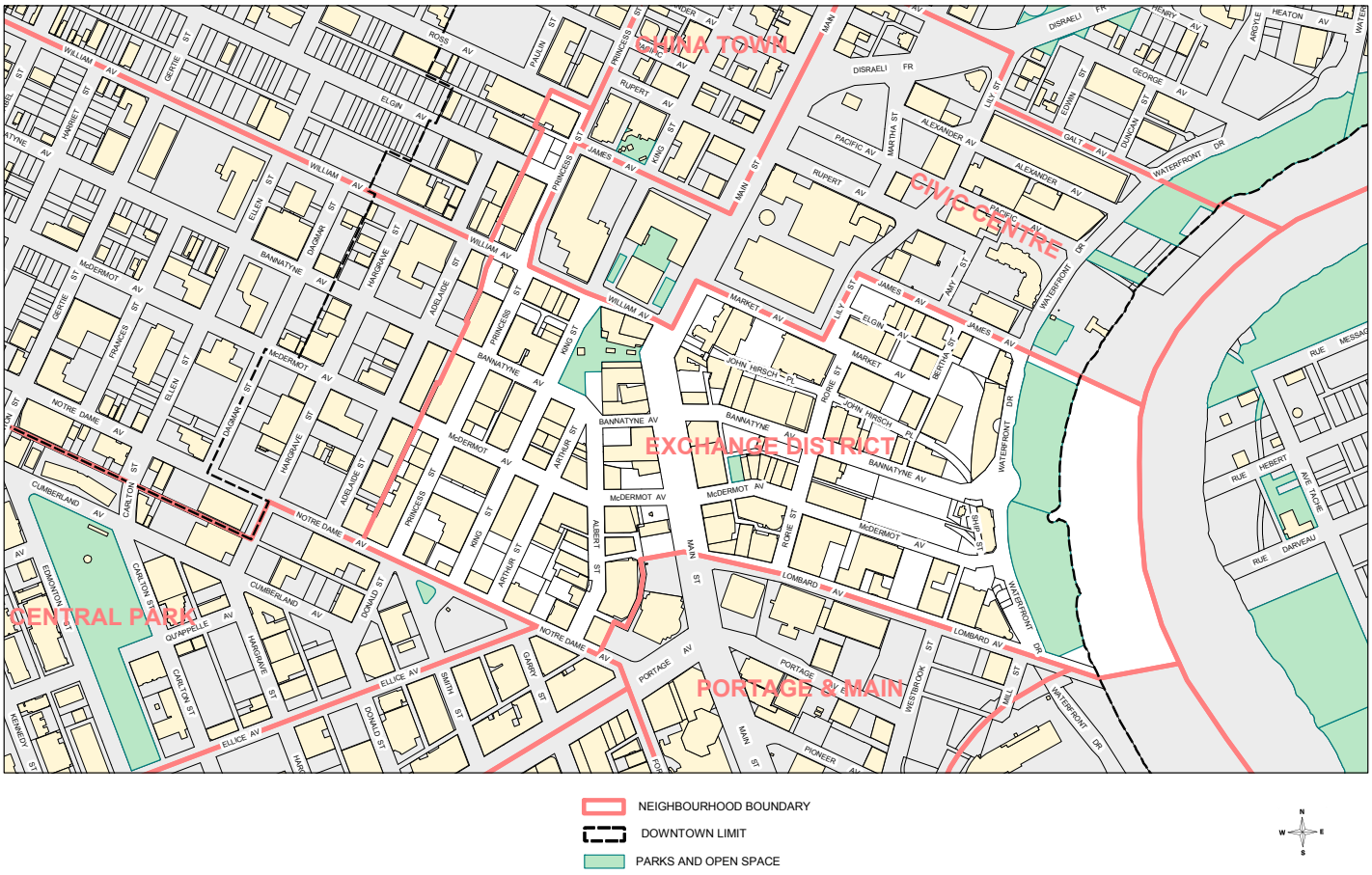
Most of the opportunity for creation of new residential units in these combined neighbourhoods lies in the Civic Centre neighbourhood where projects have already been completed along Waterfront Drive and a number of others have been proposed. The opening of Waterfront Drive has created the opportunity for additional redevelopment to occur in this neighbourhood, particularly across from or near Waterfront Drive. There is also potential for some new smaller scale redevelopment to occur in the China Town neighbourhood. The recent announcement of the 48 new units in the Peace Tower development is an important step.

Based on the projected net new units as presented in Table 3, these neighbourhoods are set to see population expand by some 500 to 600 persons over the forecast period.

Colony / Legislature

There is little residential development opportunity in these two neighbourhoods due to an established commercial and institutional presence. However, there may be some opportunity for residential development along Osborne St as well as increased housing targeted at students near the University of Winnipeg. Only 160 new units are projected in these two neighbourhoods over the next 10 years.





Exchange District / DT portion of West Alexander

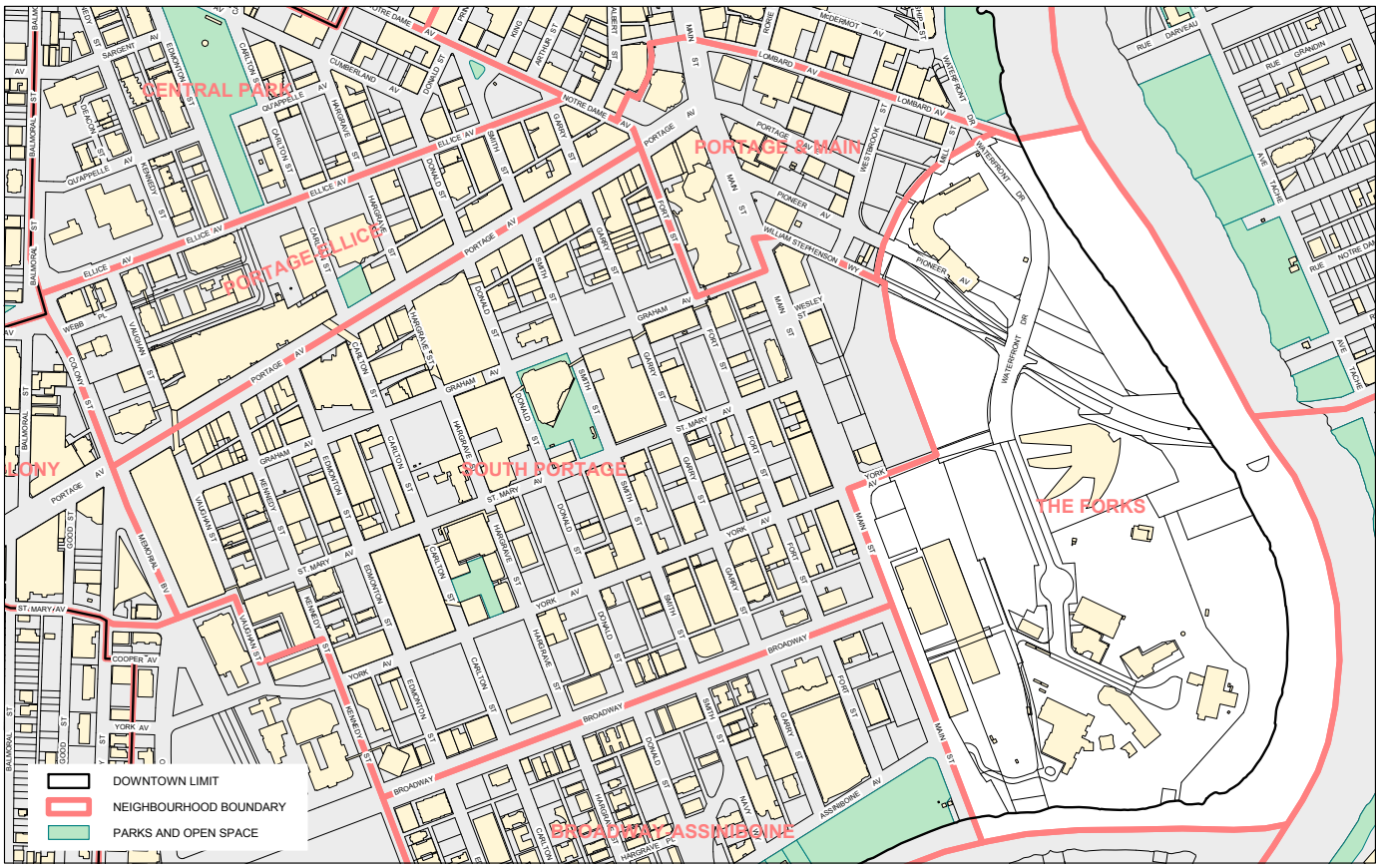
This neighbourhood is soon to be home to the largest number of new units created and occupied (or soon to be occupied) in Downtown Winnipeg in the past decade. There is strong evidence of continued demand in this area for condominium and rental apartment units in newly constructed buildings as well as in buildings converted from non-residential use. Additionally there exists opportunity in the form of additional non-residential buildings that could be converted for residential use, such as the new student housing under construction at the Royal Bank Building, as well, sites such as surface parking lots that could be redeveloped. Some of the existing buildings present challenges in converting to residential use, but the overall opportunity to include residential components in mixed-use buildings is significant. A Secondary Plan scheduled for the area may also provide impetus and direction for development.

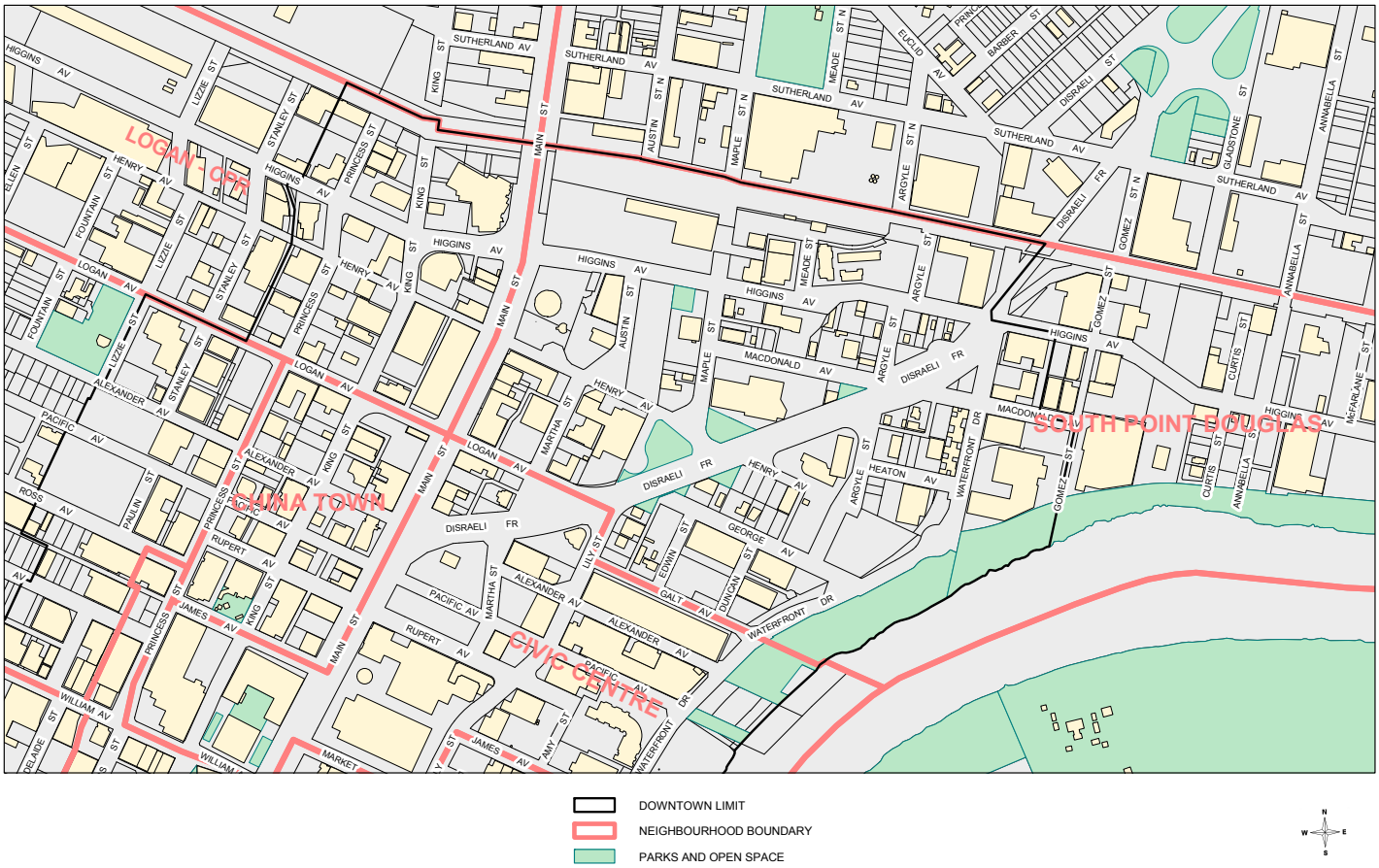
Based on the projected net new units as presented in Table 3, this neighbourhood is set to see population expand by some 1400 persons – representing a very rapid year over year percentage growth during the forecast period.

Portage-Ellice / South Portage / Portage & Main / The Forks

Although the bulk of these neighbourhoods are considered to be the 'central business district' and lend themselves more to office and retail development, there are a number of residential developments already in place representing over 20% of the downtown population as of the last census, and almost 200 new units have been added in past few years.

There is opportunity for additional residential development along the shopping and transit corridors of Portage and Graham Avenues. It is forecast that these neighbourhoods will experience a significant population growth of almost 1000 individuals over the next 10 years.





Downtown Portions of South Point Douglas / Logan CPR

These portions of neighbourhoods are considered to have significant potential to add new units over the 2011-2021 period. Already units have been added on Higgins in recent years, while others, such as the YouCube and Bell Hotel are under construction. A number of other sites are currently under investigation, such the CentreVenture site on Waterfront and George, which hold potential for a significant number of new units. The proximity of this section of South Point Douglas, which is connected by Waterfront Drive and bookended by new developments in Civic Center and the potential area redevelopment of the rest of South Point Douglas,[35] creates a number of interesting possibilities. An emerging secondary plan[36] for the area will also support the area's transition from an historic use as industrial land. South Point Douglas (including the section outside of the Downtown) has also been identified as one of eleven Area Redevelopment Sites within the OurWinnipeg document.

Based on the projected net new units as presented in Table 3, this neighbourhood is set to see population expand by over 500 persons over the forecast period.

35. South Point Douglas is identified as a Redevelopment Area in OurWinnipeg.
36. A secondary plan is being developed for the complete South Point Douglas neighbourhood (including the portion not in the Downtown) and will support the area's transition from industrial to mixed use..



Housing Development Division
Planning, Property and Development Department
361 Hargrave Street
Winnipeg. Manitoba
R3B 2K2