Agenda - Executive Policy Committee – December 5, 2012

Report - Standing Policy Committee on Property and Development – November 30, 2012

Item No. 9 Urban Design Strategy and Image Route Strategy Review and Update

STANDING COMMITTEE RECOMMENDATION:

On November 30, 2012, the Standing Policy Committee on Property and Development recommended that an extension of time of 180 days be granted for the Winnipeg Public Service to report back as directed on February 22, 2012, and submitted the matter to Council.

Agenda - Executive Policy Committee – December 5, 2012

Report - Standing Policy Committee on Property and Development – November 30, 2012

DECISION MAKING HISTORY:

STANDING COMMITTEE RECOMMENDATION:

On November 30, 2012, the Standing Policy Committee on Property and Development recommended that an extension of time of 180 days be granted for the Winnipeg Public Service to report back as directed on February 22, 2012, and submitted the matter to Council.

COUNCIL DECISION:

On February 22, 2012, Council concurred in the recommendation of the Standing Policy Committee on Property and Development and adopted the following:

1. That the designated Image Routes identified in the Image Route Enhancement Strategy (1991) be updated to include all Regional Mixed Use Corridors identified in the Complete Communities Direction Strategy By-law No. 68/2010:
   A. Pembina Highway
   B. Portage Avenue
   C. Main Street
   D. Henderson Highway
   E. St. Mary's Road
   F. St. Anne's Road
   G. Nairn / Regent Avenue West

2. That the designated Image Routes shall continue to include the three additional key routes / destinations identified in 1991 for visitors coming to the City of Winnipeg:
   A. Highway #1 East/ Fermor Avenue/ Osborne Street
   B. Wellington Avenue/ St. James Street to Portage Avenue (Airport Route)
   C. Downtown – all routes

3. That the Winnipeg Public Service develop urban design criteria for all Image Routes, to be included in an Urban Design Strategy including but not limited to parking, signage, building setbacks, lighting, accessibility and landscape standards.

4. That the Winnipeg Public Service also be directed to develop design guidelines for Major and Minor arterials routes that are not designated as Image Routes (e.g. Kenaston, Bishop Grandin, McPhillips), to be included in an Urban Design Strategy.

Report - Standing Policy Committee on Property and Development – November 30, 2012

DECISION MAKING HISTORY (continued):

COUNCIL DECISION (continued):

5. That the Urban Design Strategy, including the Image Route Strategy review and update, be initiated and completed in 2012 by the Public Service and brought forward for endorsement by Council.

6. That a funding strategy be developed for Image Routes and referred to the 2013 Capital Budget for consideration.

7. That the Proper Officers of the City be authorized to do all things necessary to implement the intent of the foregoing.