PART B CIGP Application: Osborne Village Master Plan

a. Organization description: Who: Is the organization a non-profit organization? Is it incorporated? What are the organization's mission statement/purpose/ objectives?

The Osborne Village BIZ (Business Improvement Zone) was established on January 1, 2003. It is a non-profit organization that acts to promote the Osborne Village business district and enhance the neighbourhood experience through marketing, beautification, placemaking, and events to bring people together. The Osborne Village BIZ represents all retail, commercial and professional businesses operating in the BIZ zone and is funded by a City of Winnipeg levy – derived from the Annual Rental Value (ARV) of businesses operating in the zone. The Osborne Village BIZ is governed by a board of directors composed of the local Councillor and representatives of nine member businesses.

The Osborne Village BIZ mission is to support, beautify, improve and maintain Osborne Village as a desirable and vibrant business district where people are drawn to live, work, shop, and play 365 days a year.

The objectives of the BIZ are to enhance the area's public spaces and create a vibrant business environment that supports the social and economic wellbeing of the neighbourhood. As the advocates for Osborne Village and its businesses, we have identified the need and opportunity to develop a strategic Master Plan. Through a process that engages BIZ members, neighbourhood residents, and community stakeholders, the intent of the Plan is to articulate a renewed vision for Osborne Village, identify the BIZ's and community's collective priorities, and define a road map for revitalization.

b. Project description: What are you planning to do - include a detailed "scope of work" and a minimum of two cost estimates. Note: For large upscale projects, identify which portion or components of the project you wish to have funded by C.I.G.P.

We are planning to develop a Master Plan for the Osborne Village community. This plan would deliver the following key goals and objectives:

- Clearly define the character of the Osborne Village district
- Create a more beautiful streetscape for the community to be proud of
- Involve the community stakeholders
- Create a strong social and communal atmosphere to attract people and places that make up the BIZ
- Encourage active transportation
- Further enhance the live-work-play model
- Increase visitors and customers from the greater Winnipeg area
- Enhance safety in the neighbourhood

This scope of work is comprised of the following stages:

1. Background Review
Prepare an inventory of existing conditions as an analysis tool, including demographics, streetscape, infrastructure, existing businesses (inventory), vacancies if any, development activity, building densities, safety, lighting, underutilized spaces, street trees, painting, parking, seating, access to water, communal gathering areas including the bell tower, etc.

Site Walk-around
Identify specific locations of interest, anecdotal information.
The overall intent of this initial stage is to collaborate in scoping out our broader

strategy – defining project objectives, identifying issues and key areas of focus, capturing our collective vision for the project, and outlining the planning process. The site visit will also be valuable to trigger the type of conversations that generate team enthusiasm and elevate our creative instincts.

2. **Community + Stakeholder Engagement**
Gain community input from a range of demographics, increase investment, and inform priorities using the following multi-platform approach:

BIZ survey – develop meaningful questions, to be posted to SurveyMonkey
Open House – The BIZ to chair open house and SMM to assist with preparation of materials/ boards and other documents.
Social Media – opportunity to engage with younger demographic. Connected to the BIZ Instagram/ website etc.
Focus Group Discussion – visioning meeting with the BIZ board/ focus group and one final presentation.
Final Strategic Plan/ Master Plan Community Review – provide an opportunity to update the community groups on the proposed design work.

3. Conceptual Design + Program Development
Develop a spatial framework that addresses goals and objectives from community and stakeholder input. Framework should allow for a range of activities/ events and policy recommendations. Research of relevant urban examples of what other business improvement areas or communities have done (ie. Vancouver Park Board Green Spaces, City of Toronto Pocket Parks).

Conceptual Design to include an annotated graphic master plan of the area of study, identifying key streetscape modifications (ie. Opportunities for street trees/ planting, recommended conversion to shared streets), proposed site furnishings, lighting, public art or other installations, surface treatments, and implementation

strategy (outlining priorities and budgets). A high-level order of magnitude will be provided for proposed design by “priority zones” as funding becomes available.

Programming initiatives
Develop a list of programs/ events/ initiatives and provide the “spatial infrastructure” to support. May include pop-up patios, live music, public art festivals, etc., or could be sustainability/ environmental focused (ie. Waste diversion program, safety program).

Where are you planning to do it - include a site plan identifying the exact location of where the work is being done.

Much of the engagement and exploratory work will be done on site in Osborne Village (meetings, working sessions, community engagement events, site visits, etc.). The strategic directions and actions coming out of the planning process will likely range from community-wide initiatives to site-specific investments.

Why are you doing it, purpose of the project - include project objectives, how the project will be available for public use or enhance public use of the space or facility and how the organization is planning to accomplish those objectives.

It has been more than 15-years since the Osborne Village Secondary Plan was adopted. The neighbourhood has experienced significant change since that time, and it is essential that, as a community, we renew the vision and review our priorities for the future. While the neighbourhood continues to experience significant residential growth, the business district has faced challenges and relied on an ad hoc approach to development. There has been no aligning vision, or focused effort, to direct and unify the area’s growth and tap into the potential of the most densely populated neighbourhood in Winnipeg.

Once heralded as the 'the best neighbourhood' in Canada, Osborne Village has seen a decline in public perception, safety and vibrancy - we must take this opportunity to gather stakeholders and redefine a vision to create a plan for the future of Osborne Village.

On paper, Osborne Village is an urban gem. The residential density, mix of businesses, proximity to Downtown, access to public transit, and walkability have it on par with destination neighbourhoods around the world; yet we are somehow falling short.

The Osborne Village BIZ wants to use its position to harness community spirit to rebuild and reinvest in the neighbourhood by renewing the vision and working with the community to develop a strategic Master Plan that capitalizes on the Village's inherent assets and establishes a framework to restore and sustain its vibrancy.

When are you planning to do it – include project timelines including anticipated start and end dates.

We would commence work on the project in June 2022 with the completion of the project December 2022. The proposed work plan is divided into four stages as follows:

Stage 1 Background Review
June - August 2022

Stage 2 Community + Stakeholder Engagement
September - October 2022

Stage 3 Conceptual Design + Program Development
November- December 2022