LAND DEDICATION RESERVE FUND APPLICATION FORM

SECTION 1: APPLICANT INFORMATION					
Name of Organization:	St. James Village Business Improvement Zone (BIZ)				
Mailing Address:				Postal Code:	
Phone:		Fax No.:		E-mail address:	
Name(s) of designated representatives to be contacted about this application:	Name:	Melanie Maher		Phone (daytime):	
	Position:	Executive Director		Phone (evening):	
	Name:	Chelsea White		Phone (daytime):	
	Position:	Chair of St. James Village BIZ		Phone (evening):	
How long has the organization been in operation?	38 years				
Select Community Committee Area where project is located:	Assiniboia X	City Centre ☐	Riel ☐		
	East Kildonan-Transcona ☐	Lord Selkirk-West Kildonan ☐			

SECTION 2: PROJECT INFORMATION			
Name of Project:	Aluminum Sign Project (Phase 1)		
Location of Project:	St. James Street to Sackville Street (along Portage Avenue)		
Project is located on City of Winnipeg owned lands?	YES X	NO ☐	
Project Start Date:	July 2025	Anticipated Completion Date:	Fall 2025
Total Estimated Project Cost: $ 21,436.80			
Land Dedication Reserve Fund Requested Amount: $ 20,000.00			

LIST OTHER PROJECT FUNDING SOURCES		AMOUNT	CONFIRMED	
Source #1	St. James Village BIZ	$ 1,500.00	YES X	NO ☐
Source #2		$	YES ☐	NO ☐
Source #3		$	YES ☐	NO ☐
Source #4		$	YES ☐	NO ☐
Source #5		$	YES ☐	NO ☐

SECTION 3: DETAILED PROJECT DESCRIPTION

- Community need/ support for the project
- Community consultation, if applicable (surveys, open houses, etc.)
- City of Winnipeg staff involved in project to date
- Scope of work
- Professional cost estimate or minimum of 2 quotes
- Project schedule

Project details, plans and supporting documentation may be submitted as attachments.

The St. James Village BIZ is initiating Phase 1 of a new aluminum signage project to strengthen community identity and enhance the area's visual appeal. This phase will involve the installation of 12 custom aluminum signs on Manitoba Hydro poles, replacing the 40 branded banners that were removed in April 2024 due to extensive wind damage. Located along Portage Avenue—an area prone to strong winds—these fabric type banners had been in use for many years and were replaced multiple times but ultimately posed a safety concern.

Since their removal, the only remaining BIZ identifier is the entrance sign near St. James Street. Installing new aluminum signs will re-establish a visible and welcoming BIZ presence, helping residents and visitors recognize the area as a distinct commercial district. This renewed visibility will support local businesses by increasing awareness and drawing more foot traffic.

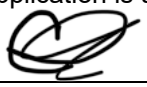
The branded signs will be constructed from durable materials designed to work with the wind, offering long-term use with minimal maintenance. They will also complement existing streetscape features, including metal lighted trees and our *Portage Avenue Plazas*, which feature live trees, benches, bike racks, and seasonal enhancements.

The total estimated cost for Phase 1 (12 signs) is $21,436.80, covering custom fabrication, angle mounting brackets, and professional installation. Project Start: July 2025 with the estimated Completion Date: Fall 2025.

This project will help create a lasting impact by increasing safety, enhancing community pride, and supporting local economic development through stronger visual identity and placemaking.

SECTION 4: APPLICANT SIGNATURES

I/We hereby certify that I/we am/are the authorized signing officer(s) for the applying organization and this application is accurate to the best of my/our knowledge.

	Chelsea White	Chair	July 11, 2025
SIGNATURE	NAME (PRINTED)	TITLE/POSITION	DATE
	Melanie Maher	Executive Director	July 11, 2025
SIGNATURE	NAME (PRINTED)	TITLE/POSITION	DATE

Submit completed application to:

Land Dedication Reserve Fund Grant Program
Planning, Property and Development Department
Urban Design Division
15-30 Fort Street, Winnipeg, MB R3C 4X5
e-mail: PPD-LDR@winnipeg.ca

The City of Winnipeg

Signage Requirements

Signage Requirements:

No person or business shall display, install, or affix any sign, symbol, notice, or lettering of any kind anywhere on City of Winnipeg-owned assets or property without approval by the City of Winnipeg.

To have a sign approved, submit proposed sign design to **marketing@winnipeg.ca**
Be sure to include:

- all text in legible font, graphics, and logos
  Note: For signage in recognition of sponsorships and/or donations, only the sponsor and/or donor relationship with the City of Winnipeg will be recognized on the sign.
- proposed sign dimensions
- fabrication specifications
- proposed location of sign
- plan for installation

Submitted sign designs will be reviewed by departments to ensure compliance with all relevant City of Winnipeg by-laws, policies, and processes.

City staff will convey approval or comments back to the applicant within fifteen (15) business days.

Signs must not be installed until approval is provided from the City of Winnipeg to the applicant in writing.

Upon approval, applicants are responsible for all costs related to:

- fabrication of the sign
- installation*, repair, replacement, and/or removal of the sign
- insurance required by the City of Winnipeg

* Installation of the sign must be done by (a) City of Winnipeg staff, or (b) a City of Winnipeg approved contractor under the supervision of City of Winnipeg staff.