Agenda – East Kildonan-Transcona Community Committee – January 26, 2026

REPORTS

Item No. 2 Plan Approval – 2615 Main Street
(North Kildonan Ward)
File DASZ 37/1984

WINNIPEG PUBLIC SERVICE RECOMMENDATION:

The Urban Planning and Design Division recommends approval of the submitted plans.

ADMINISTRATIVE REPORT

Title: Plan Approval 25-266930 – 2615 Main Street

Issue: For consideration of a Plan Approval for a proposed upgrade to an existing commercial building.

Critical Path: East Kildonan – Transcona Community Committee as per DASZ 37/1984

AUTHORIZATION

Author	Division Head	Department Head	CFO	CAO
Choi Ho, RPP, MCIP	n/a	n/a	n/a	

RECOMMENDATIONS

The Urban Planning and Design Division recommends ***approval*** of the submitted plans.

REASONS FOR REPORT

Per the Zoning Agreement for DASZ 37/1984:

> *8. No building or structure shall be erected or located on the land and no building permit issued for construction on the land unless and until plans including the location and design of the proposed buildings and structures, exterior materials and elevations thereof, accessory parking and loading areas, the location and design of landscaping, fencing and garbage enclosures, and all signs and methods of access and egress to and from the land are submitted to and approved by the Lord Selkirk-West Kildonan Community Committee and the Commissioner of Environment and thereafter identified by the signature of that Commissioner under the designation "Schedule 'A' to Zoning Agreement DASZ 37/84" and no buildings, structures or works shall be constructed or placed on the land except in accordance with that Schedule "A" to this agreement.*

The applicant has submitted:

- Site Plan with dimensions
- Floor Plans and Elevations with dimensions

IMPLICATIONS OF THE RECOMMENDATIONS

If the recommendations of the Urban Planning and Design Division are concurred in, the proposal ***can*** proceed.

HISTORY

DASZ 37/1984

- A subdivision and rezoning application was adopted by Winnipeg City Council, subject to a zoning agreement which stipulated Plan Approval as a condition.

FILE/APPLICANT DETAILS

FILE:	**ZR-PA 25-266930**
COMMUNITY:	North Kildonan
NEIGHBOURHOOD #:	4.322 - (RIVERGROVE)
SUBJECT:	Plans of Proposed Upgrade to an Existing Commercial Development
LOCATION:	2615 Main Street
LEGAL DESCRIPTION:	EXC PL 24740 LOT 2 BLOCK 1 PLAN 19456 32/34 K
APPLICANT:	Penfor Construction Ltd. (Jennefer Waskul)
OWNER:	2775680 MANITOBA LTD

DISCUSSION

SITE DESCRIPTION

- The subject property is located on east side of Main Street, between Red River Boulevard and Fernbank Avenue, in the Rivergrove Neighbourhood of the North Kildonan Ward.
- The property is zoned “C3” (Commercial - Corridor) and Main Street is an arterial road.
- The site is located within the “Established Neighbourhoods - Recent Communities” policy area under the *Complete Communities Direction Strategy 2.0*.
- The total property is 407,893 square feet (37,894.5 square feet or 9.36 acres) in assessed area.
- Currently on the site is the Rivergrove Shopping Centre along with associated parking.

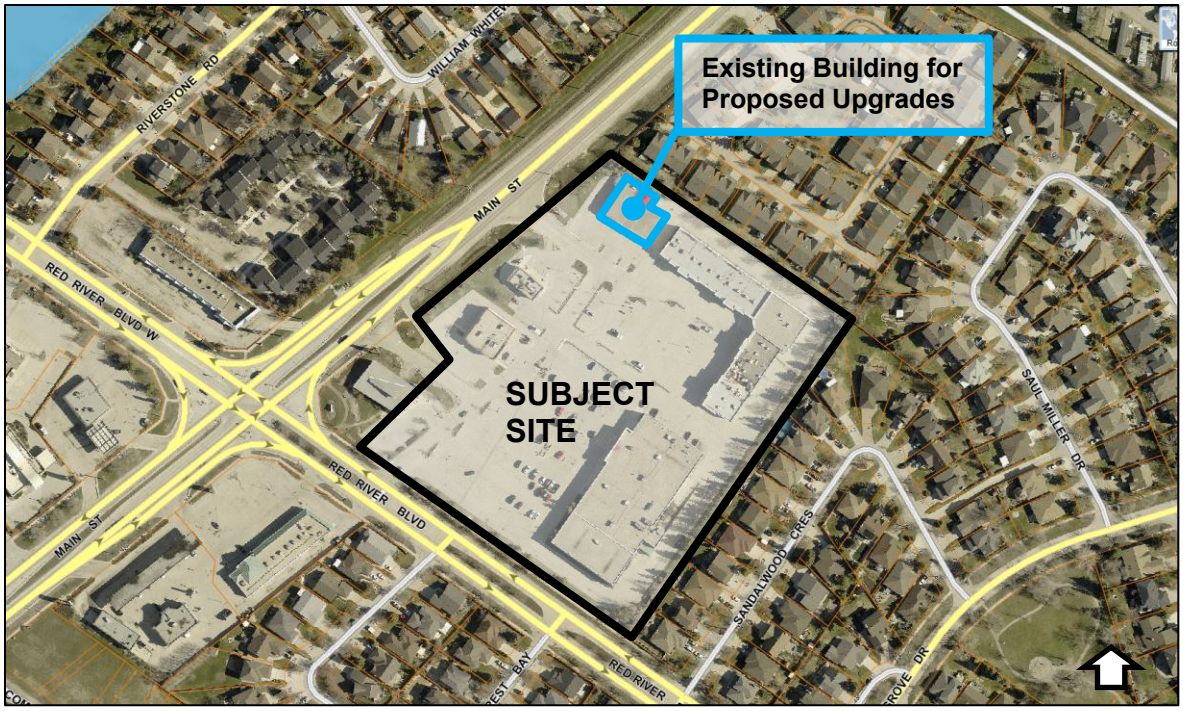

Figure 1: Air photo of subject site and surrounding context (*flown, 2024*)

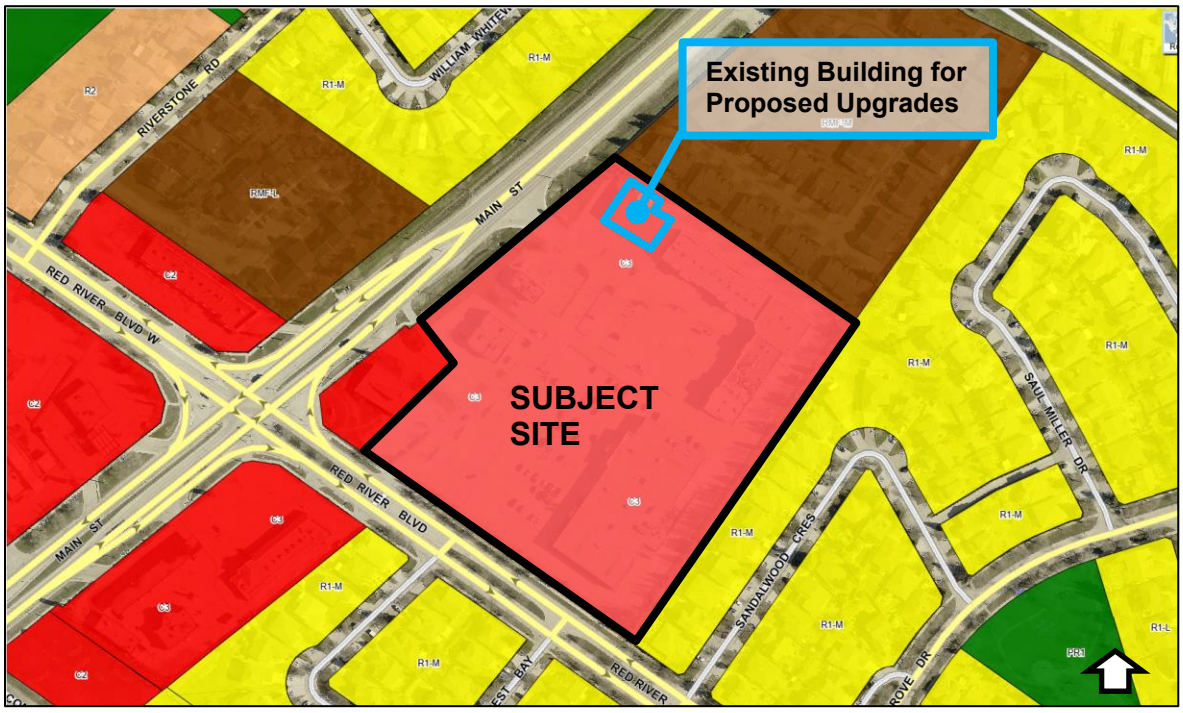

Figure 2: Zoning of the site and surrounding area.

SURROUNDING LAND USE AND ZONING (see Figure 2)

North: 2655 Main Street – single-family dwelling uses zoned “RMF-M” (Residential Multi-Family - Medium)

South: Other Commercial building uses and parking area uses within the subject site zoned “C3” (Commercial - Corridor), then Red River Boulevard

East: Other Commercial building uses and parking area uses within the subject site zoned “C3” (Commercial - Corridor), then 3-47 Sandalwood Crescent - single-family dwelling uses zoned “R1-M” (Residential Single-Family - Medium)

West: Main Street, then 7 Riverstone Road and 27-51 William Whiteway Bay – multi-family dwelling uses and single-family dwelling uses, zoned “RMF-L” (Residential Multi-Family - Large) and” R1-M” (Residential Single-Family - Medium), respectively

DESCRIPTION OF THE PROPOSED DEVELOPMENT

- The applicant is proposing to upgrade the exterior façade of the existing commercial use/building at 2615 Main Street (Liquor Mart) located on the northwest corner of the Rivergrove Shopping Centre.
- The letter of intent states that the project involves removing the existing façade and installing new EIFS cladding, lighting, and signage to create a more modern and cohesive appearance consistent with the rest of the Shopping Centre.
- The applicant indicates:
    - The materials have been selected for durability, low maintenance, and compatibility with the surrounding commercial context.
    - New lighting will use energy efficient LED fixtures to improve visibility and safety.
    - Updated signage areas are integrated into the facade design with similar locations as existing, to maintain clean proportions and a unified appearance.
    - The upgrades will refresh the storefront, enhance customer experience, and support the ongoing renewal of the Rivergrove Shopping Centre.
- There are no changes to the building footprint, use, or interior layout.
- No Variances are required for this proposed upgrade to the existing commercial building/use.

ANALYSIS AND ISSUES

COLLABORATIVE PLANNING AND CONSULTATION

With the Urban Planning and Design Division

- The applicant engaged the Urban Planning and Design Division for preliminary discussions prior to submitting a formal application.

COMPLETE COMMUNITIES DIRECTION STRATEGY 2.0

- *Complete Communities Direction Strategy 2.0* (*CCDS 2.0*) is one of four direction strategies supporting *OurWinnipeg 2045*, the city's long-range development plan, and has statutory authority as a secondary plan. The strategy guides land use and development in Winnipeg.

- The property is located in an "Established Neighbourhoods – Recent Communities" policy area as outlined in *CCDS 2.0*. The goals and policies from *CCDS 2.0* that apply to the property include:

- *Goal 2 2.0 Design new development in Established Neighbourhoods to a high standard of urban design and construction to ensure new development adds value to public and private urban spaces to create a sense of place and civic pride.*
    - *2.2 Encourage the location of commercial or mixed-use buildings at or near the front and corner side property lines to create a pedestrian orientation. Use setbacks to reinforce the public realm through landscaping and pedestrian amenities, such as entryways, patios, benches, and bicycle parking.*
    - *2.4 Encourage the use of high-quality, energy efficient, and durable exterior building façade materials.*
    - *2.5 Encourage a variety of architectural styles.*
    - *2.6 Encourage building design to include a range of architectural features that create visual interest and positively contribute to the visual aesthetics of the street and neighbourhood.*
    - *2.8 Buildings with commercial uses should be designed to support pedestrian activity by providing building elements that increase visual interest which may include, but are not limited to, the following:*
        - *a. Direct pedestrian access to main building entrances from the street;*
        - *b. Transparent storefront displays;*
        - *c. Human scaled signage; and*
        - *d. Decorative lighting, awnings, benches and other pedestrian oriented amenities.*
    - *2.10 Discourage building designs that orient the back of the building to the street.*
    - *2.14 Avoid buildings that create long blank walls facing public streets.*

- *2.15 Encourage the use of architectural features to articulate building walls in order to mitigate the impact of new building mass.*

- The proposal is consistent and meets all the applicable design policies above.

REASONS FOR THE RECOMMENDATIONS

The Urban Planning and Design Division recommends ***approval*** of the submitted plans for the following reasons:

- The plans are consistent with policies in *Complete Communities Direction Strategy 2.0.*

SUBMITTED BY

Department:	Planning, Property and Development
Division:	Urban Planning and Design
Prepared by:	Choi Ho, RPP, MCIP
Date:	January 16, 2026
File No:	ZR-PA 25-266930