Minutes – City Centre Community Committee – September 4, 2026

REPORTS

Item No. 4 Plan Approval – 1350 Pembina Highway
(Fort Rouge-East Fort Garry Ward)
File DAV 162618/2026D

COMMUNITY COMMITTEE DECISION:

The City Centre Community Committee concurred in the recommendation of the Winnipeg Public Service and approved plans for 1350 Pembina Highway.

DECISION MAKING HISTORY:

Moved by Councillor Gilroy,

That the recommendation of the Winnipeg Public Service be concurred in.

Carried

Brent Bellamy submitted a presentation in support of the matter.

ADMINISTRATIVE REPORT

Title: Plan Approval 26-222735 – 1350 Pembina Highway

Issue: Plans for a proposed mixed use residential and commercial building.

Critical Path: City Centre Community Committee

AUTHORIZATION

Author	Division Head	Department Head	CFO	CAO
Dylan Chyz-Lund, RPP, MCIP		n/a	n/a	

RECOMMENDATIONS

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

REASONS FOR REPORT

This report is required because plans of development on the site require approval by the City Centre Community Committee per condition 1 E of Council's September 26, 2024 approval of Report Item Number 16 - Amendments to the Real Estate Policy Framework in Support of Affordable Housing.

IMPLICATIONS OF THE RECOMMENDATIONS

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

HISTORY

DAV 26-162618\D

- The City of Winnipeg approved Variances for the yards, parking, and window treatment in spring, 2026.

FILE/APPLICANT DETAILS

FILE: **ZR PA 26-222735**

COMMUNITY: City Centre

NEIGHBOURHOOD #: 1.612 - (CRESCENT PARK)

SUBJECT: Plans for a proposed mixed use residential and commercial building.

LOCATION:	1350 Pembina Hwy
APPLICANT:	Joshua Smith (Freedhome Developments Ltd.) 230 Main St Unit 207 Winnipeg, MB R3C 1A8

DISCUSSION

SITE DESCRIPTION

- The subject site is located on the east side of Pembina Highway, north of Dowker Avenue in the Crescent Park neighbourhood of the Fort Rouge – East Fort Garry ward.
- Under the *Complete Communities Direction Strategy 2.0,* the site is in a "Regional Mixed Use Corridor" policy area.
- The subject site has been approved to be Rezoned "CMU" Commercial – Mixed Use district.
- The subject site is accessed by a rear lane which is intended to be further widened.

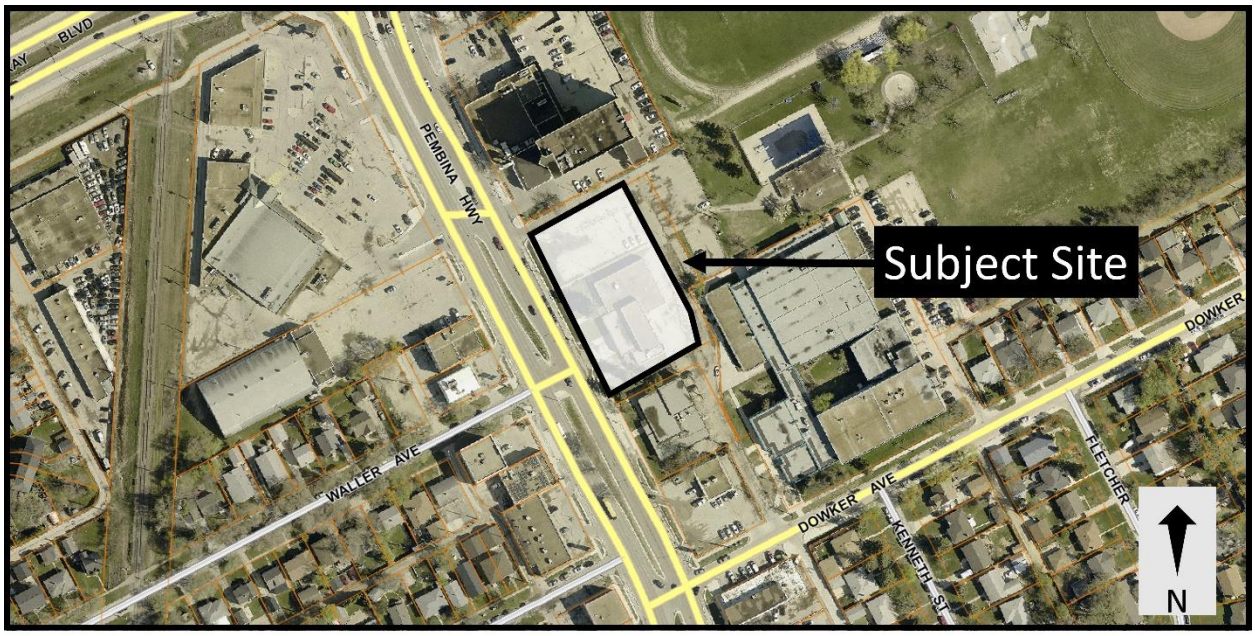

Figure 1: Aerial photo of subject site and surrounding area (flown 2024).

SURROUNDING LAND USE AND ZONING (See Figure 2)

North: a rear lane, then a parking area for a commercial use (a hotel), zoned "C2" Commercial – Community district.

South: A public walkway, then a City of Winnipeg library zoned "PR3" Parks and Recreation – Regional/City-Wide district.

East: A rear lane, then a high school use zoned “PR3” Parks and Recreation – Regional/City-Wide district.

West: Pembina Highway, then commercial uses zoned “C2” Commercial – Community district.

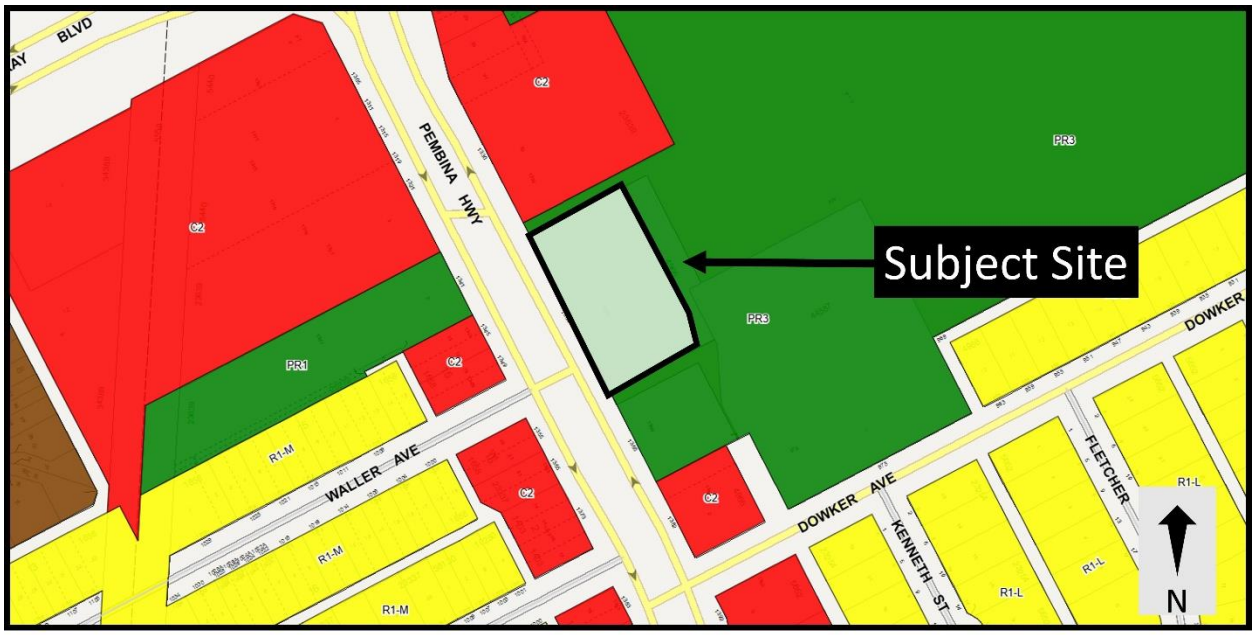

Figure 2: Figure 2: Zoning of the site and surrounding area.

DESCRIPTION OF THE PROPOSED DEVELOPMENT

- The applicant intends to construct a seven-storey, mixed use building. The building would:
    - Include 150 residential dwelling units, of which 40% are intended to be have rents less than 80% of the Median Market Rate.
    - Have a 2’ – 5/8” front yard setback.
    - Have a 4’ south side yard setback.
    - Have a 4’ – 3 ¼” north side yard setback.
    - Include balconies on the north, east and west facades.
    - Be clad primarily in EIFS, with significant floor-to-ceiling window coverage along the Pembina Highway frontage.
    - Have commercial retail unit spaces and entrances facing Pembina Highway.
- The site plan also shows a total of 107 vehicle parking spaces
- Parking spaces are accessed directly from the lane, and from the north portion of the lane.

ANALYSIS AND ISSUES

COMPLETE COMMUNITIES DIRECTION STRATEGY 2.0

The *Complete Communities Direction Strategy 2.0* (*CCDS 2.0*) is one of four direction strategies supporting *OurWinnipeg*, the city's long-range development plan, and has statutory authority as a secondary plan. The strategy guides land use and development in Winnipeg. *CCDS 2.0* provides policy guidance when assessing proposals that are seeking entitlements or changes to the *Winnipeg Zoning By-Law*.

The subject site is located in a "Regional Mixed Use Corridor" policy area of *CCDS 2.0*. The following goals and policies of *CCDS 2.0* apply to the proposal:

- Goal 3 - *Ensure Corridors provide a comfortable pedestrian environment and attractive public realm.*

  Regional Mixed Use Corridors

  - *3.7 Encourage development on Regional Mixed Use Corridors to enable a comfortable pedestrian environment and attractive public realm through the use of design elements which may include, but are not limited to the following:*

    3.7.1 Providing minimal building setbacks from the public right-of-way to define the street edge.

    3.7.2 Having entrances provide direct access to the public sidewalk.

    3.7.3 Promoting a fine-grained and transparent street-level façade with active ground floor uses

    3.7.4 Minimizing impacts of vehicular access and parking on the pedestrian environment.

    3.7.5 Promoting pedestrian-scale signage.

  - *3.2 Fine-grained local commercial uses and vertical mixed-use buildings with ground floor commercial uses will be encouraged.*
  - *3.5 Design the public realm and right-of-way to promote improvements to the pedestrian and cycling environment, including pedestrian- and transit-oriented streetscaping enhancements.*
  - *3.10 Use tools such as local area planning, zoning, or design guidelines to further implement these design principles.*

The proposed building is located close to the front property line, with direct connections to the commercial units and the building lobby from Pembina Highway. The ground-floor uses have significant window coverage and are intended for commercial / programming space, promoting an active ground floor area. Balconies on the second storey and above provide outdoor space directly abutting the street. Together, all of these features prioritize the pedestrian environment and an attractive public realm by ensuring the building wall creates a well defined street edge and by ensuring the front façade treatment promotes the comfort of pedestrians.

REASONS FOR THE RECOMMENDATIONS

The Urban Planning Division recommends **approval** of the submitted plans because they comply with *OurWinnipeg 2045* and *Complete Communities Direction Strategy 2.0*.

CONSULTATION

- N/A

OURWINNIPEG POLICY ALIGNMENT

OurWinnipeg is the City of Winnipeg's long-range development plan. Applicable Policies for Urban Mixed Use Corridors include the following:

6.21 Regional Mixed Use Corridors

- *Recognize that a primary function of designated Regional Mixed-Use Corridors is for the efficient movement of people, goods and services, while transitioning the functional design over time to support mixed-use intensification and transit-orientation.*

The proposed development application aligns with *OurWinnipeg* for the following reasons:

- It facilitates the creation of a comfortable pedestrian environment through the use of active ground-floor uses and reduced setbacks to the street.

WINNIPEG CLIMATE ACTION PLAN ALIGNMENT

Consideration was given as to whether this report connects to any of the specific Goals and Objectives in the *Winnipeg Climate Action Plan* (*WCAP*)and it was determined that the *WCAP* is not applicable to this specific report.

WINNIPEG POVERTY REDUCTION STRATEGY ALIGNMENT

Goal 2: The City actively Plans for and Partners in Affordable Housing

Goal 4: Community Well-Being Supports for those in Greatest Need are Increased

SUBMITTED BY

Department:	Planning, Property and Development
Division:	Urban Planning and Design
Prepared by:	Dylan Chyz-Lund, RPP, MCIP
Date:	August 27, 2026
File No:	**ZR PA 26-222735**