



# *AGE-FRIENDLY* BRANDON



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# CITY 7410: STUDIO BACKGROUND

CITY PL

## TEAM BRANDON MEMBERS:

Ryan Fox - Environmental Design  
Choi Ho - Architecture  
Dan Iskierski - Environmental Studies  
Chris Gibson - Sociology/Geography  
Kahla Pretty - Sociology  
Isaac Laapah - Development Planning

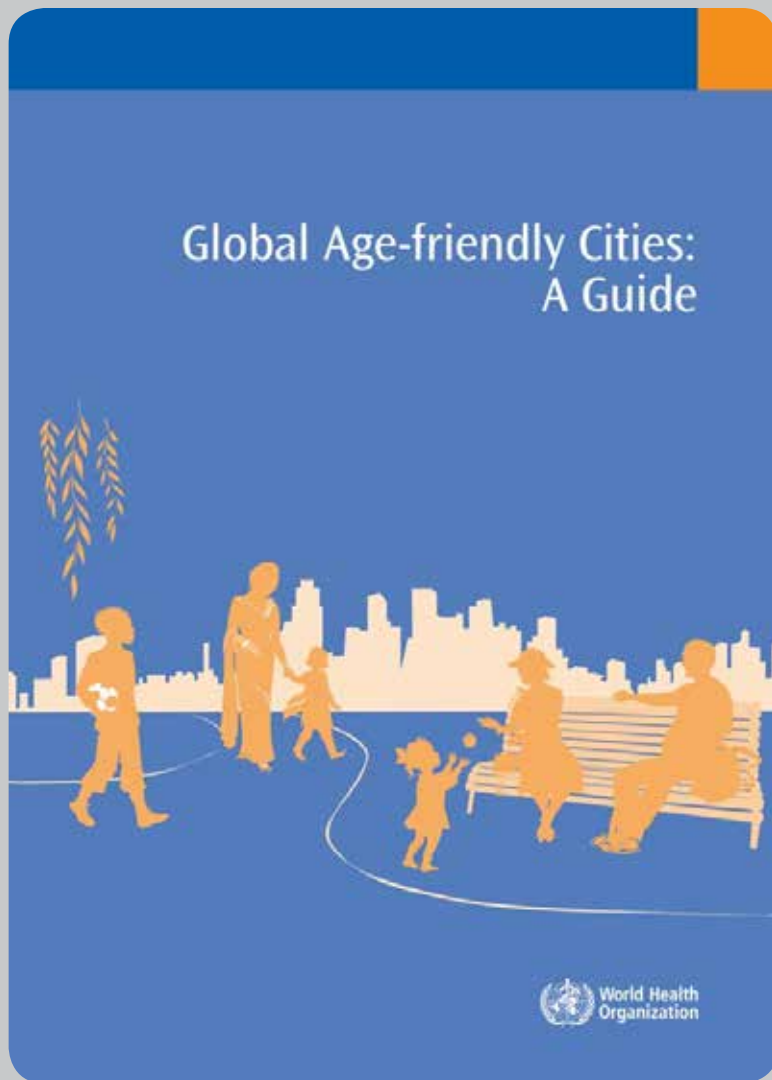
“The specific focus of the term will be to produce visions of age-friendly human environments. In 2011, the first of the baby boom generation started to retire, its corresponding population bubble will rise to the top of population charts (see for example, Hodge 2008). Baby boomers are known as a well-educated, vocal generation that have high expectations for the lives that they lead. But there are questions about whether cities and towns are prepared for this impending demographic change, and whether they meet the needs and desires of older adults in general. Is suitable housing available? Are transportation systems adequate? Can older adults remain independent and active as they age, or will they become an increasing large burden on health and social services?”

“In 2018, this studio will examine three different environments to determine how age-friendly they are. It will study precedents for improving the physical form and services available and accessible to older adults in other places. And finally, the studio will illustrate how to improve the age-friendliness of the study locations. This work will be documented in print and electronic form and will become the content for a web site that will act as a resource for the study communities and for others that would like to address similar issues.”

-CITY 7410 Syllabus

# W.H.O.: AGE-FRIENDLY GUIDE





The World Health Organisation created the Age-friendly: a guide and published it 2007 to engage cities to become more age-friendly. With the trend of rapid growth of the population over 65 years of age and of urbanization it is critical to create spaces that accommodate this development. The guide highlights 8 domains that cities and communities can address to better adapt their structures and services to the needs of older people. The WHO states that the proportion of the global population aged 60 will double from 11% in 2006 to 22% by 2050. Stats Canada has projected that by 2035 the population of age 65 and older will account for 23% to 25% of Canada's population. During our assessment we focused on Housing, Transportation, Open Spaces & Buildings and Social Participation. We encompassed the other four into the realm of social participation.

# SUPPORTING DOCUMENTS

For the research portion, we used a few documents that helped us understand Brandon at the macro level as well as the Downtown at a micro level. We found that Brandon has a vast amount of resources and studies that have been done previously. The documents that we utilized the most for the research are:

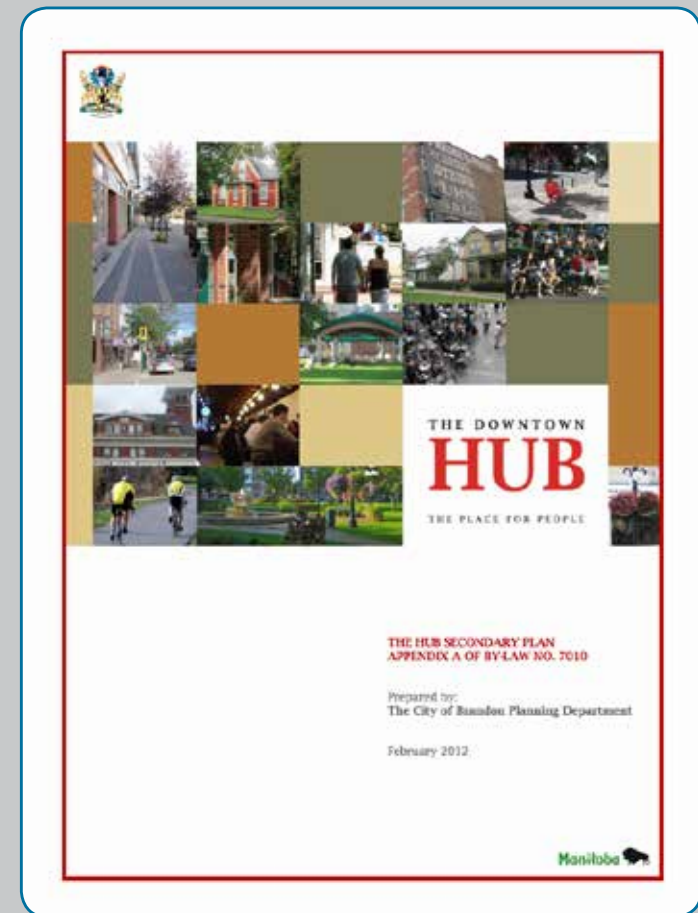
City of Brandon- A Prairie City: Greenspace Master Plan, 2015

City of Brandon Accessibility Plan, 2016

City of Brandon Planning Department: The HUB Secondary Plan, 2012

Economic Development Brandon: Relocation Guide, 2018

Statistics Canada: Brandon Census Profile, 1996, 2006, 2011, 2016







Statistics  
Canada



5 squared tags with one square representing hearing, one square representing sign language, one square representing mobility issues, one square representing accessible washrooms, and one square representing service animals.

The City of Brandon  
Accessibility Plan

410 9<sup>th</sup> Street  
Brandon, MB  
R7A 6A2

December 12, 2016

This publication is available in alternative formats upon request.

RELATIONSHIP INFORMATION



# WHY AGE-FRIENDLY CITIES?

An age-friendly city is not only about making urban design for the aging population. It is about creating a space that is equitable, intergenerational and inclusive for everyone. Using the age-friendly city guidelines we can make sure that everyone, including the aging population is supported through infrastructure and social participation.

# GETTING TO KNOW BRANDON





# OVERVIEW

## SITE CONTEXT

### LOCATION: BRANDON, MB



### HISTORY



PHOTO CREDIT: HISTORYPIN.ORG

Brandon was erected around 1881 and became a city in just over a year. The success of this city is due to the construction of the Canadian Pacific rail line which runs through it. It is the second largest city in the Province of Manitoba and is a hub for parts of Eastern Saskatchewan and northern North Dakota.

### CLIMATE

#### TEMPERATURE EXTREMES

**H**IGH 28°C  
**L**OW -17°C

#### SUN



ANNUAL  
HOURS:  
2358 HRS

#### WIND MAP



#### PRECIPITATION

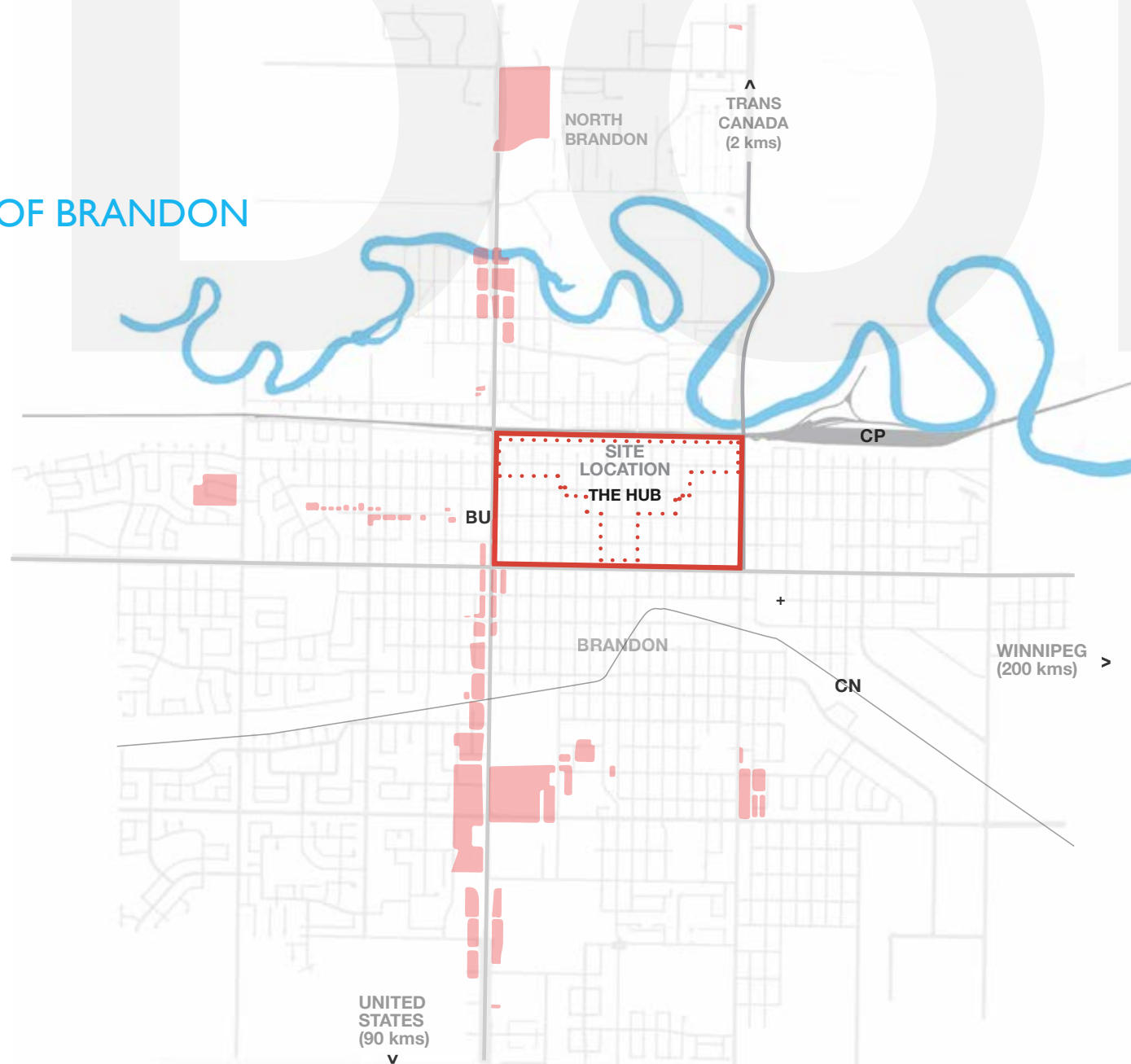
ANNUAL  
AVERAGE:  
474MM

### THE HUB



The Downtown HUB is the very heart of Brandon's downtown. In recent years, the city has heavily investing into the revitalization of their downtown, including the development of various strategic plans in an attempt to attract visitors, inhabitants, investors, and new businesses into the area.

# CITY OF BRANDON



## LEGEND

- PLAN: CITY OF BRANDON**
- DOWNTOWN LOCATION
  - ASSINIBOINE RIVER
  - COMMERCIAL AREAS
  - CP CP RAIL LINE
  - BU BRANDON UNIVERSITY
  - + REGIONAL HOSPITAL
  - CN CN RAIL LINE

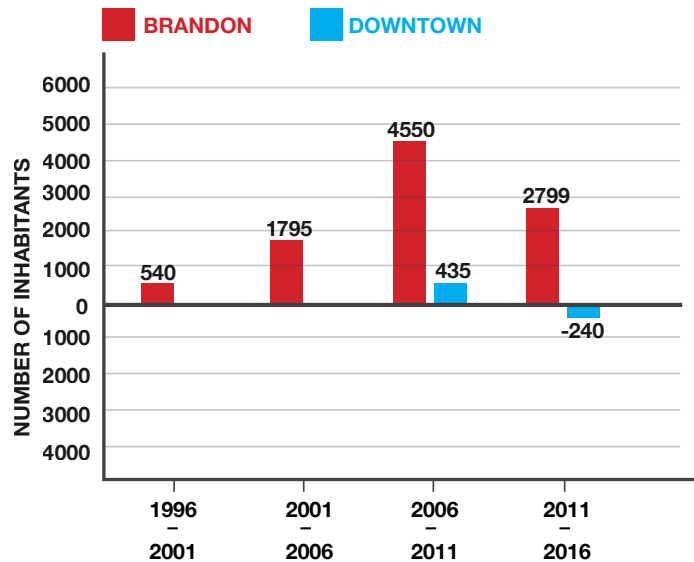


# DEMOGRAPHICS

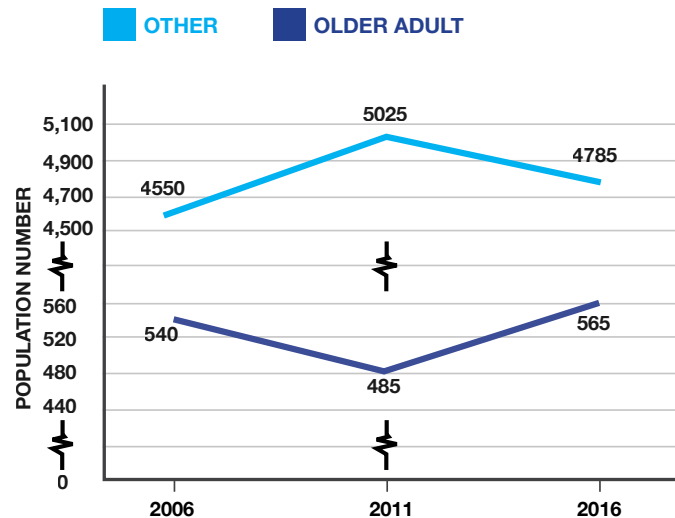
While the population of Brandon increased 6.1% from 2011 to 2016, the Downtown Brandon population for the same period decreased by 4.8%. This shows a reduction in density of the downtown area. Demographic parameters such as the income levels, education and employment are looked at from the point of Downtown Brandon on one hand and the whole of Brandon on the other hand.

## BRANDON POPULATION: 48,860

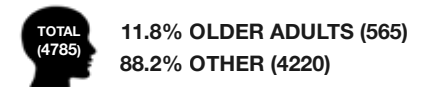
### POPULATION GROWTH



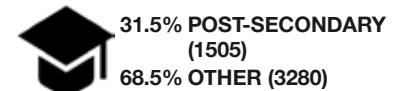
### DOWNTOWN POPULATION



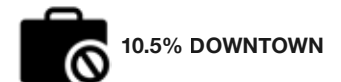
#### POPULATION (2016):



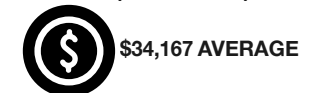
#### EDUCATION:



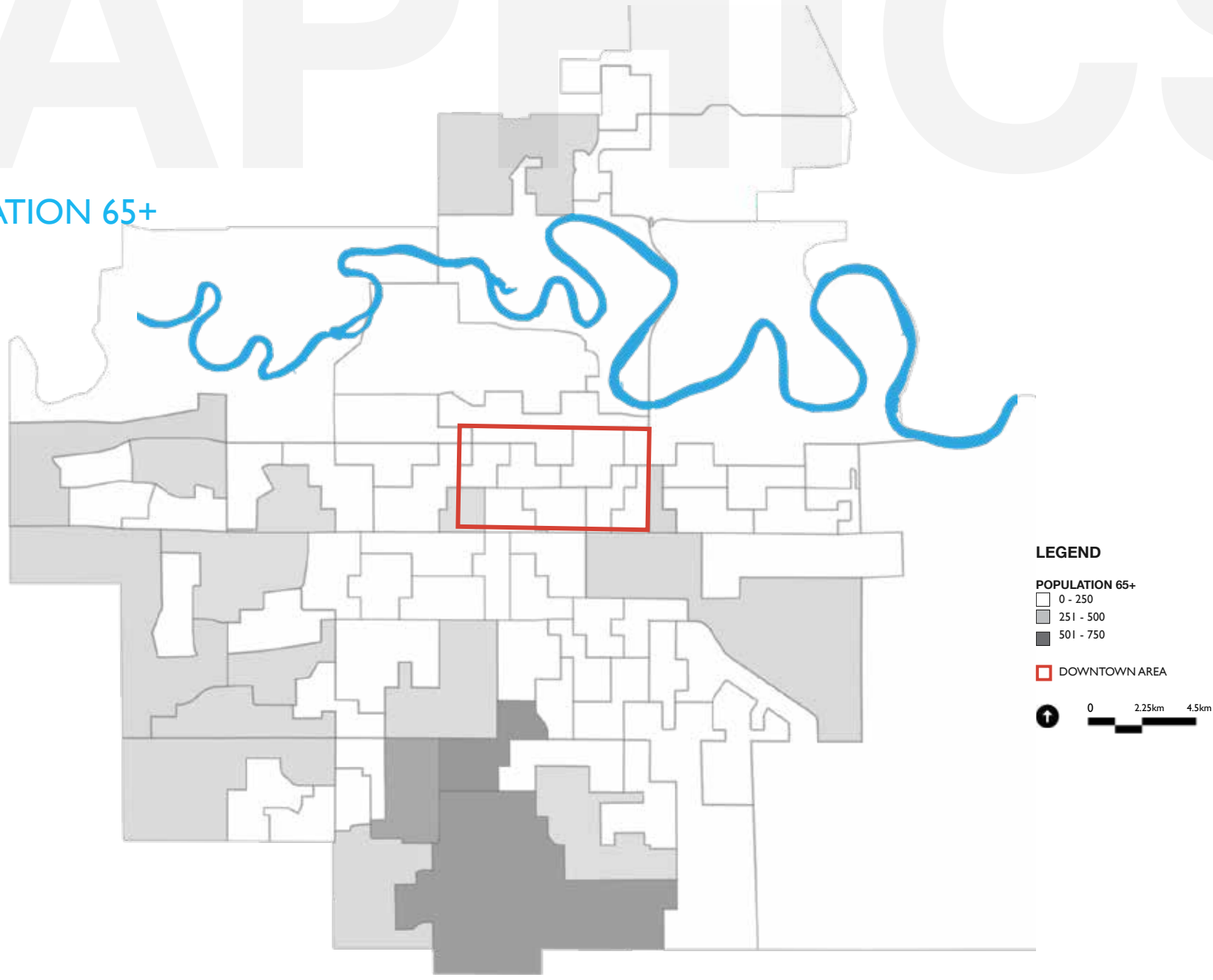
#### UNEMPLOYMENT RATE:



#### INCOME (INDIVIDUAL):



POPULATION 65+

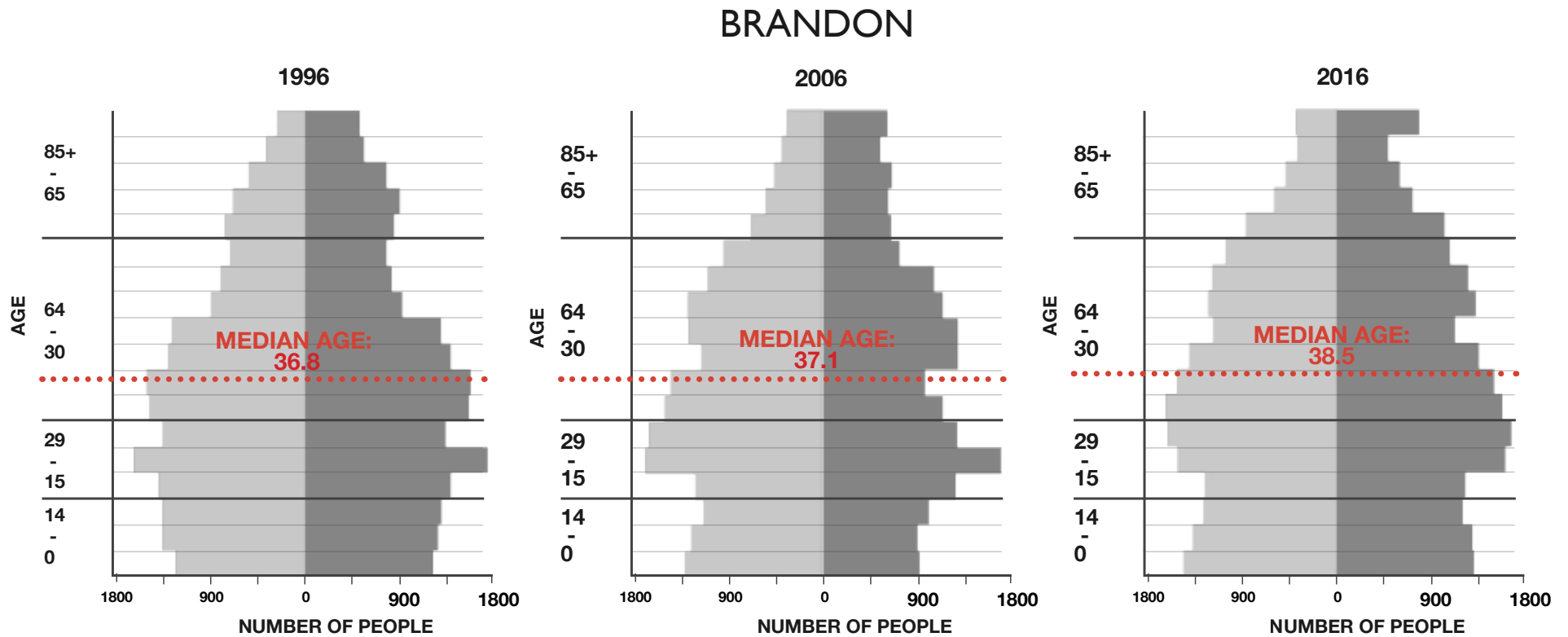


# DEMOGRAPHICS

## AGE ANALYSIS

### LEGEND

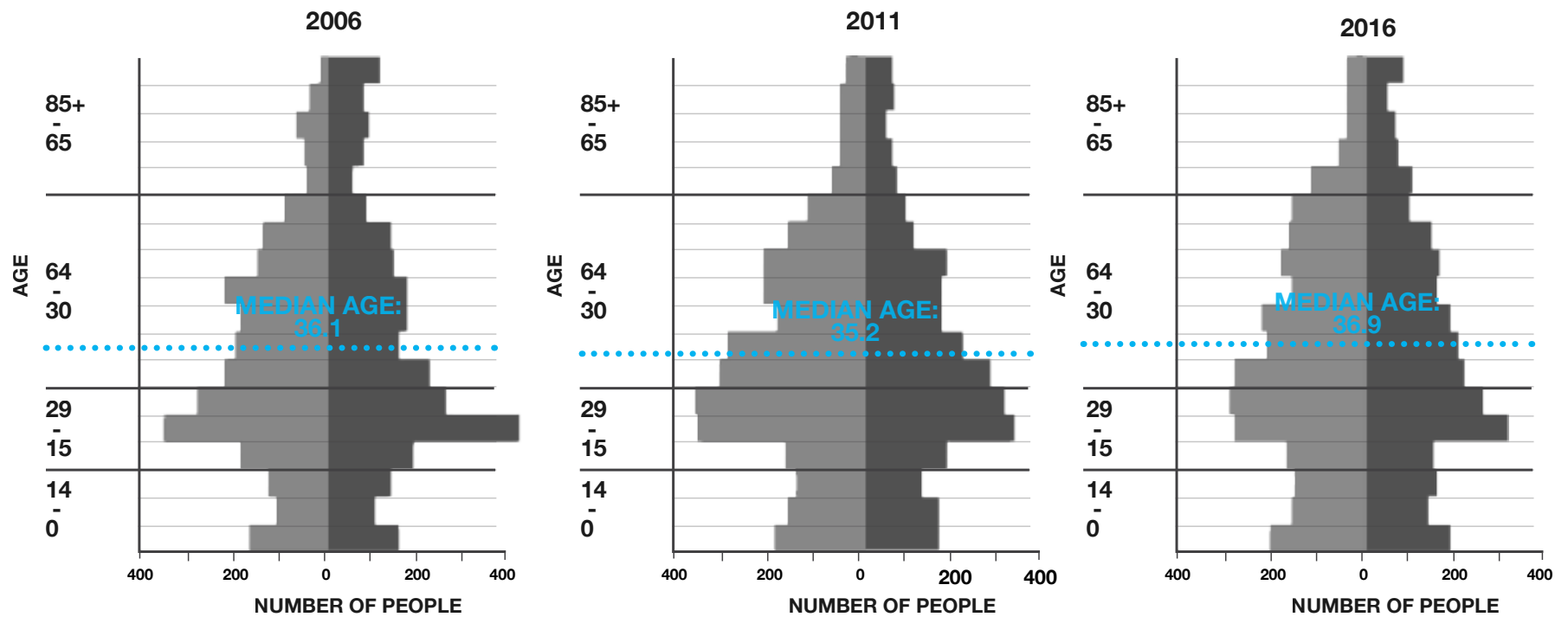
MALE FEMALE





# RAPPHICS

## DOWNTOWN



# HOUSING

Well-designed housing situated in close proximity to services, amenities and transit is crucial for an aging population to remain comfortable in its community. Guiding housing development in locations that already possess the above attributes will provide options for older adults and any future aging population while reinforcing existing infrastructure.

## HOUSING STOCK DIVERSITY

SINGLE-FAMILY HOUSING



ROW HOUSING



MIXED-USE HOUSING



SMALL APARTMENT HOUSING



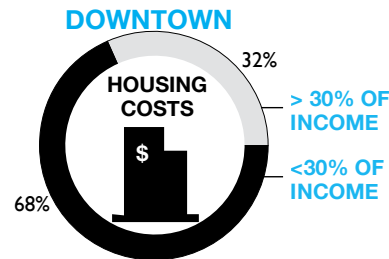
MID-RISE APARTMENT HOUSING



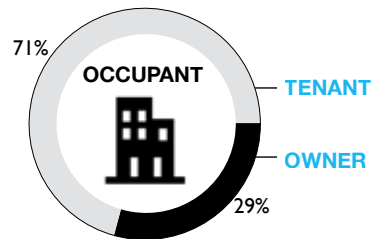
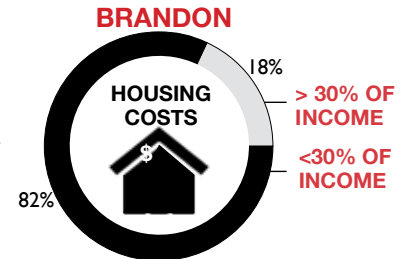
MID/HIGH-RISE APARTMENT HOUSING



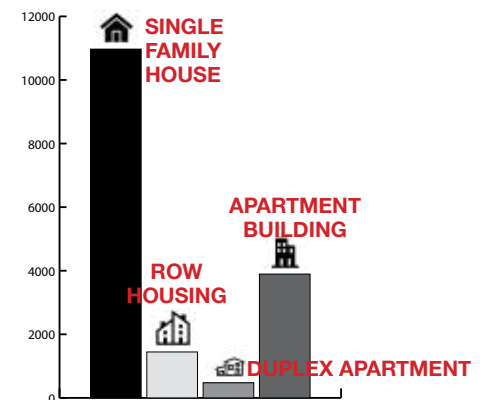
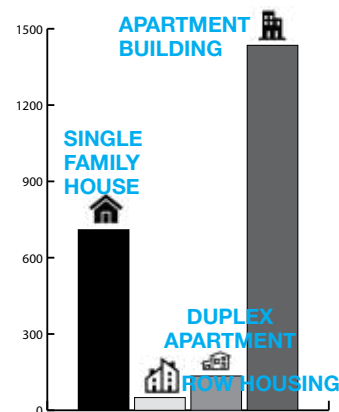
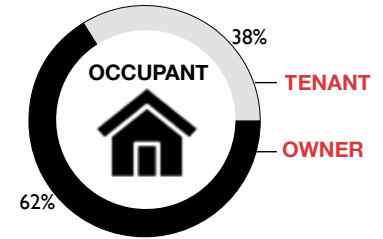
## HOUSING CHARACTERISTICS



HOUSING AFFORDABILITY



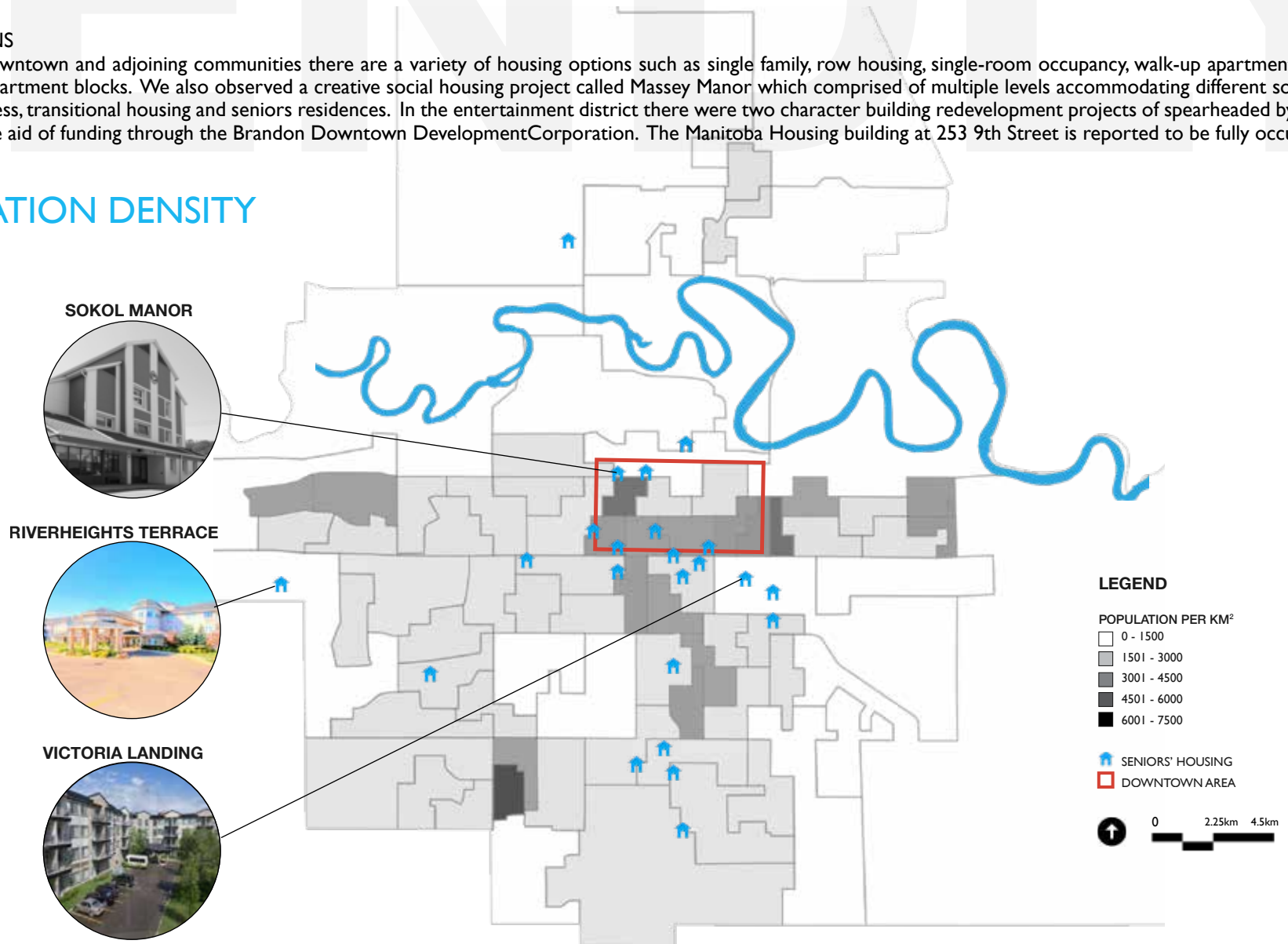
OWNING VS. LEASING



## OBSERVATIONS

Throughout downtown and adjoining communities there are a variety of housing options such as single family, row housing, single-room occupancy, walk-up apartment buildings and mid-rise apartment blocks. We also observed a creative social housing project called Massey Manor which comprised of multiple levels accommodating different social needs like homelessness, transitional housing and seniors residences. In the entertainment district there were two character building redevelopment projects spearheaded by Dr. Jason Sneath with the aid of funding through the Brandon Downtown Development Corporation. The Manitoba Housing building at 253 9th Street is reported to be fully occupied.

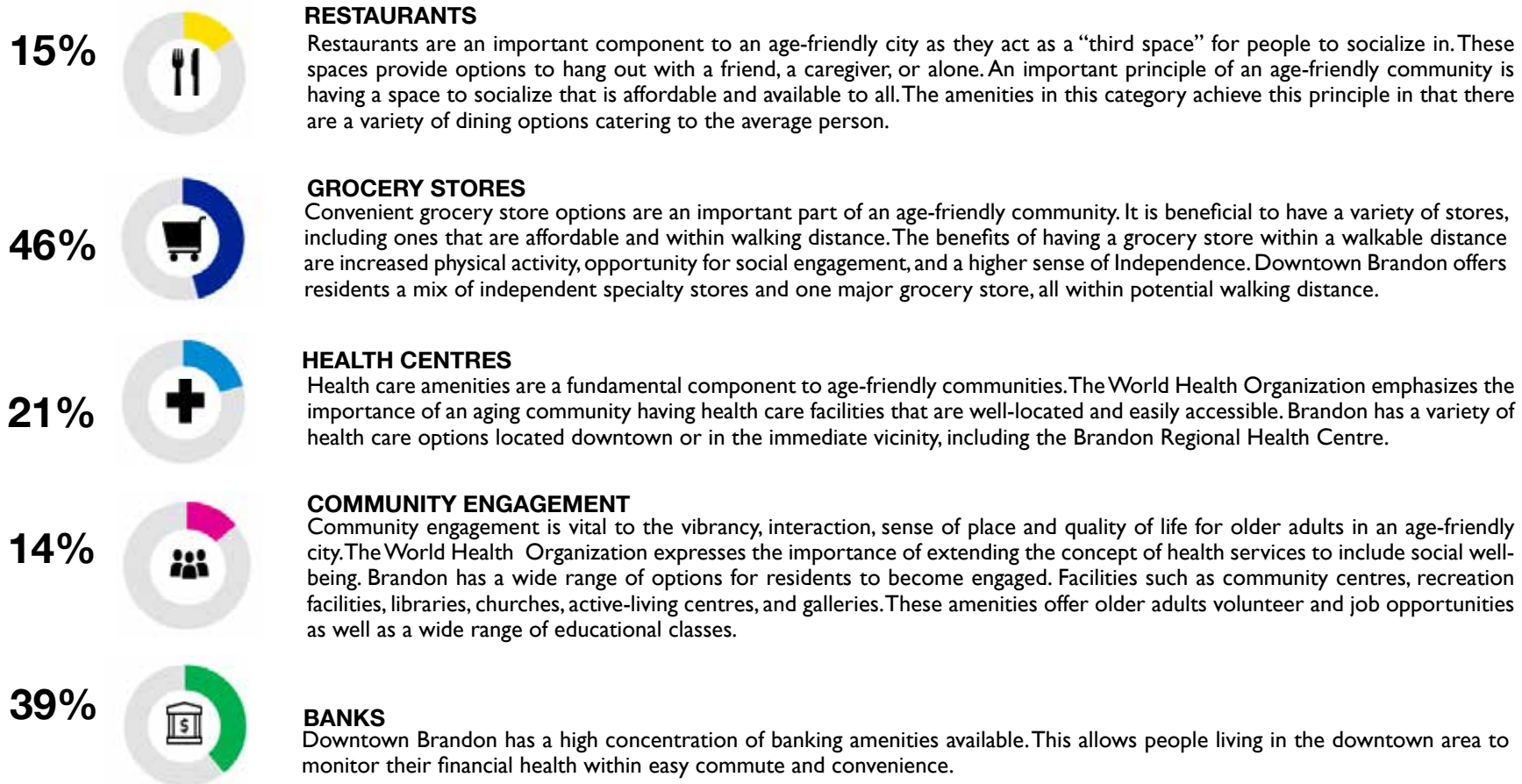
## POPULATION DENSITY



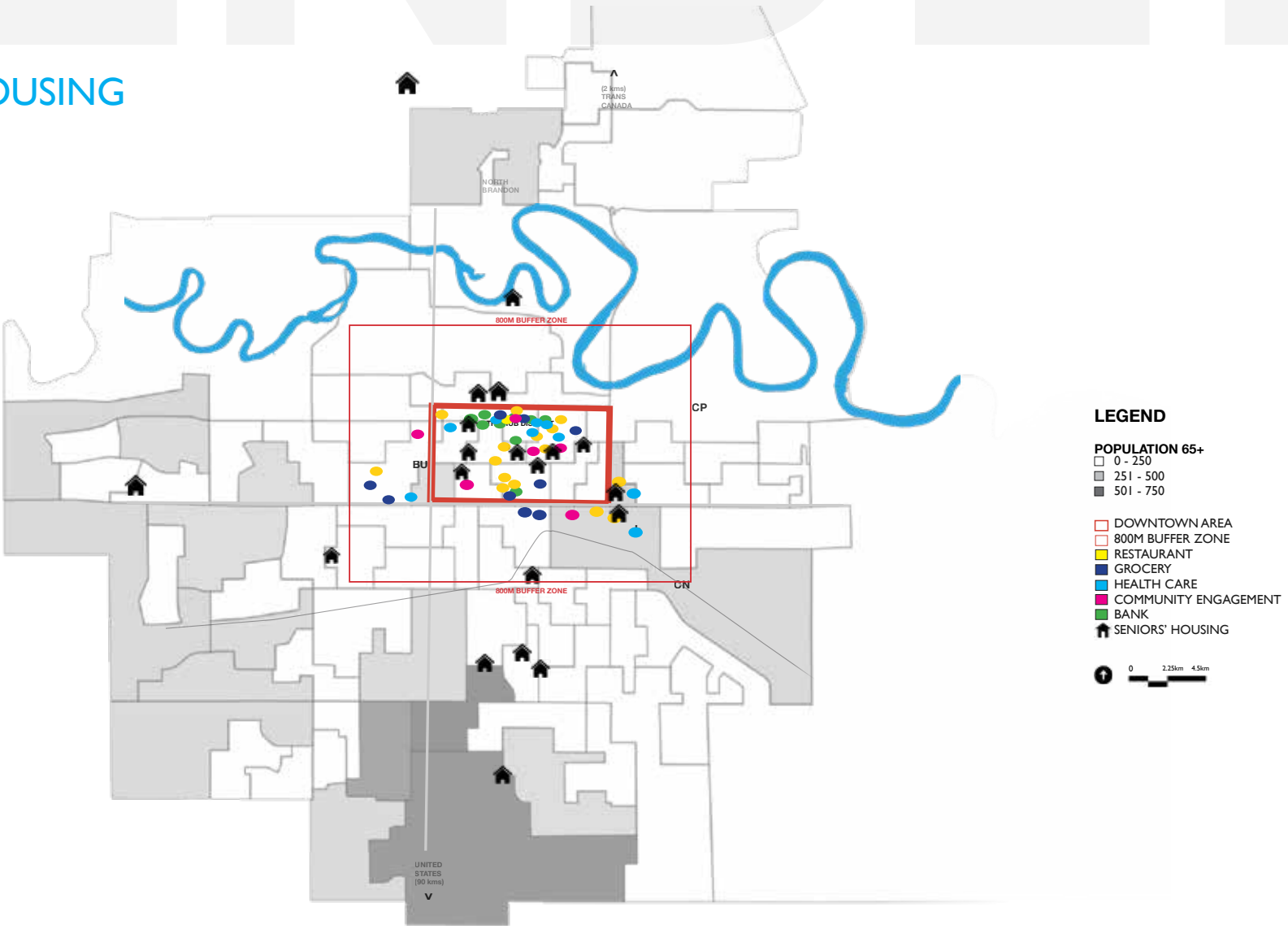
# SOCIAL PARTICIPATION

Social participation from Brandon's older population will be best achieved when venues and activities are conveniently located, are free or have fair pricing, available at suitable times, easily accessible, and reached by public transportation. These opportunities are a great way for older adults to connect with others their age or with other generations, which creates healthy and happy aging.

## DOWNTOWN SOCIAL AMENITIES (% OF AMENITIES LOCATED DOWNTOWN FROM TOTAL OF BRANDON)



## SENIORS' HOUSING & AMENITIES





# TRANSPORTATION

The City of Brandon offers a range of transportation options that are accessible to many. The city's predominantly grid-based street system is easy to navigate and connect to the arterial roads. Brandon is adjacent to the Trans Canada Highway which allows access for major transport into and out of the city. Assessment of downtown area noted that Brandon is very accessible to the aging population by means of offering multiple modes of transportation. There were a few drawbacks when looking deeper into the hours of operations, connectivity and physical infrastructure.

## PUBLIC TRANSIT

### 11 BUS ROUTES

#### BUS FARE:

\$1.50 (Adults)

\$1.25 (Seniors and Youth)

#### BUS STOPS:

Approximately 24 bus stops in the downtown boundaries. The distance between bus stops is between 350 to 500m.

#### BUS BENCHES/SHELTERS:

Not all are equipped

#### DOWNTOWN TRANSIT TERMINAL:

All buses are routed through the terminal. Since buses do not connect directly to all neighbourhoods, passengers must use the terminal to transfer buses.

#### ACCESSIBILITY:

All buses are equipped with a wheelchair ramp, can lower to curb level, and announce to the passenger the stop name and bus number.

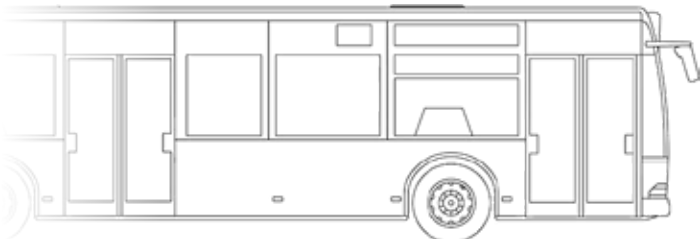
#### BUS SIGNAGE:

Bus stop signs are small and not always situated in a highly visible location.

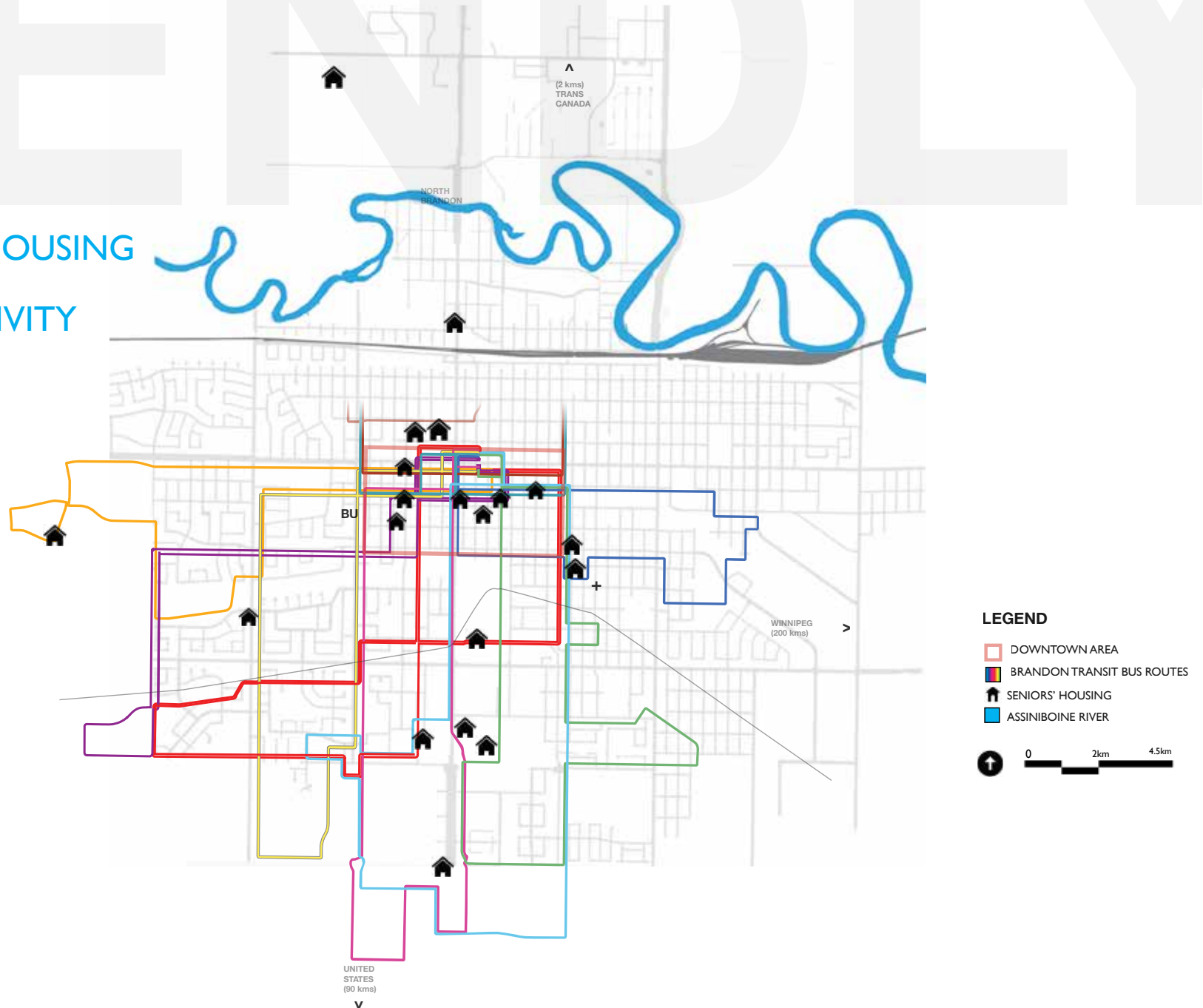
#### HOURS OF SERVICE:

Monday-Saturday: 6am-12am,

Sunday/Statutory Holiday Service 8am-8pm



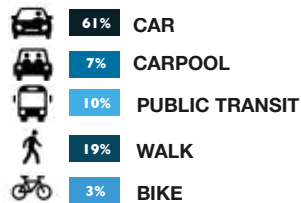
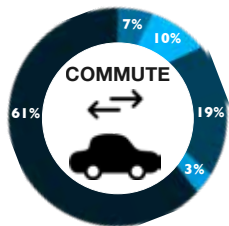
# SENIORS' HOUSING & TRANSIT CONNECTIVITY



# TRANSPORTATION

Brandon is located at the junction of two major highways, the Trans Canada #1 and Provincial Trunk #10. Canadian Pacific and Canadian National Railways provide freight services, while VIA Rail offers passenger service northwest of the City in the nearby community of Rivers, MB.

## COMMUTING HABITS



Although this pie chart demonstrates the employed population 15+, we can use these statistics to gather data on car dependency.

With more than half the employed downtown population utilizing a vehicle to commute to work, this may indicate that the city as a whole needs to look at the connectivity of alternate methods of transportation.

According to the 2016 census, Brandon's downtown houses approximately 10% of the city's population. Investing in transportation connectivity and accessibility for active transportation is beneficial to reducing car dependency.

## DOWNTOWN BIKE ROUTE



### LEGEND

- DOWNTOWN BIKE ROUTE MAP**
- HUB BOUNDARIES
  - ACTIVE TRANSPORTATION ROUTES
  - RESTAURANT
  - GROCERY
  - HEALTH CARE
  - COMMUNITY ENGAGEMENT
  - BANK
  - SENIORS' HOUSING



## OTHER TRANSPORTATION MODES

### ACTIVE TRANSPORTATION

#### BIKE

There is only one designated bike route in the downtown area. It is a shared route with vehicles and is not protected. The path runs East to West through the downtown on Lorne Avenue. Studies show that cycling increases when infrastructure is put in place that protects the cyclist.

#### WALK

Brandon as a whole is easy to navigate with its predominantly grid street pattern. Each downtown block is built with manageable walking distance.

### OTHER TRANSPORTATION

#### HANDI-TRANSIT

Fare: \$4 (one way trip).

Handi-Transit service provided through Brandon Transit is available to anyone who has mobility issues.

This service will pick the passenger up and drop them off at the desired locations.

Hours of Service.  
Monday-Saturday: 6am-12am  
Sunday: 8am-8pm

#### COMMUNITY TRANSPORT

Brandon Friendship Center provides a transport service to the Aboriginal/Inuit/Metis community.

Fare: unknown  
Hours of Service: unknown

#### TAXI SERVICE

Fare: determined by pick up fee and distance of trip.

5 taxi service companies available.  
Hours of Service:  
24 hours per day, 7 days a week

# RENDLY

## TRANSPORTATION CONNECTIVITY

### RAIL SERVICES



Via Rail provides passenger service from a depot in Rivers, MB located 40 kilometres northwest of Brandon. Connecting passengers from the West coast to the East coast of Canada.



### BUS SERVICE



Greyhound Canada was a link to many of the smaller towns. The service is now no longer available to Western Canada.



### TRUCKING



Brandon is a transportation hub and has great access to major highways to operate either inter-provincially or internationally.



### AIR SERVICE



West Jet provides direct passenger air service to Calgary, AB. Connecting you to other air service providers flying to popular destinations.



### AIR SHUTTLE



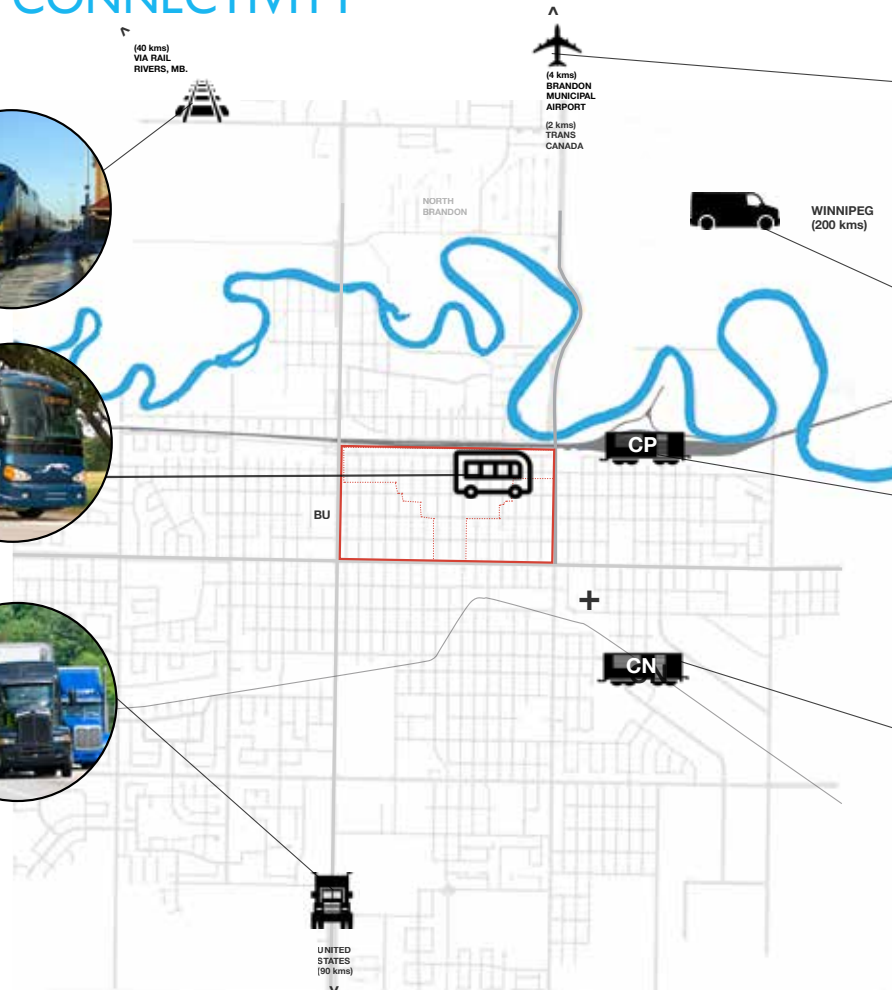
Brandon Air Shuttle offers ground transportation service to and from Brandon and Winnipeg International Airport. Home pick-up and drop-off is available in Brandon.



### FREIGHT SERVICES



CP and CN Railways provide freight services to Canada and the United States.



### LEGEND

- DOWNTOWN LOCATION
- ASSINIBOINE RIVER
- CP RAIL LINE
- BU BRANDON UNIVERSITY
- + REGIONAL HOSPITAL
- CN RAIL LINE





# OUTDOOR SPACES

## DOWNTOWN OUTDOOR ANALYSIS

### OUTDOOR SEATING



Along major arterials  
Conversational  
Faded red colour  
Metal material  
Easy city maintenance  
Durable material  
Business/pedestrian interaction

### CYCLE PATH



Designated bike lane  
Painted sharrow signs

### CLEANLINESS



Evenly dispersed bins  
Bins affixed to poles  
High off ground  
Beautification initiative  
Complimented w/larger -  
(Lower to ground) bins

### SAFETY



Police patrol  
Community policing  
Bike patrol  
Crime stoppers  
Community immobilization

### STANLEY PARK



Water spray park  
Adventure playground  
Basketball hoops  
Beach volleyball court  
Picnic tables  
Shelter  
Outdoor fitness equipment  
Flower garden  
Lawn bowling green  
Tennis/pickle ball courts  
Paved walking paths  
Washrooms

### PRINCESS PARK



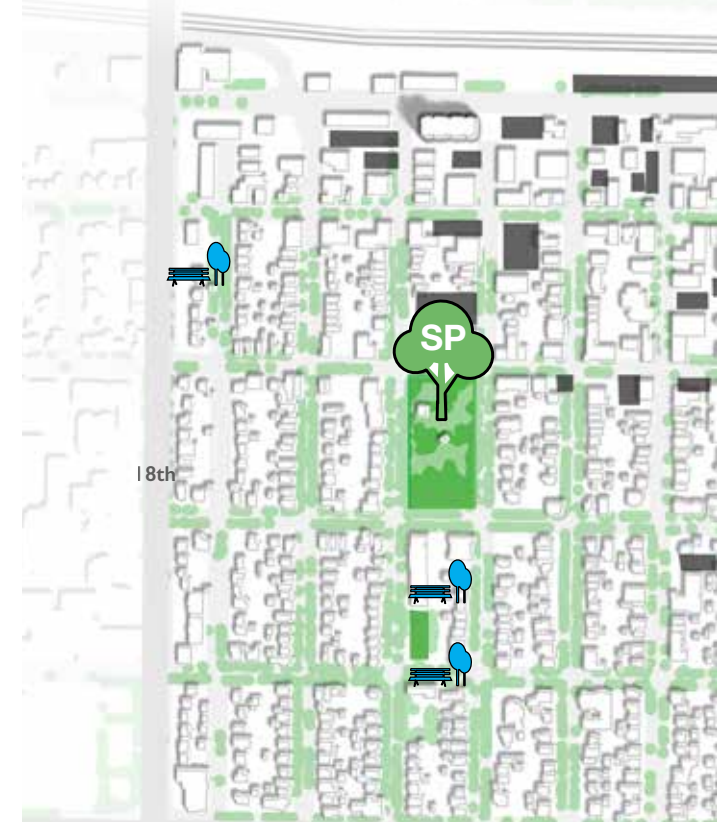
Picnic tables  
Flower gardens  
Walking path  
Seating  
Commemorative fountain

### DOWNTOWN FACADES



Tyndall stone  
Metal/wood  
Metals  
Brick  
Tile/brick  
Painted brick  
Rough stucco

## SURFACE PARKING LOTS & OUTDOOR SPACES



### LEGEND

■ BUILDING FOOTPRINT  
■ GREEN SPACE  
● TREES

■ SURFACE PARKING LOTS  
■ OUTDOOR SPACES  
■ STREET VIEW LOCATION



# RENDLY

## STREET VIEWS



Victoria



PACIFIC



ROSSER



PRINCESS



LORNE

# BUILDINGS

## BUILDING ACCESSIBILITY

Downtown has a fair amount of buildings with accessible fronts (existing or recently built-in), some with automatic entry.

Mentioned in the City of Brandon Facilities Accessibility Plan are some barriers people face. Here is one example:

### AR MCDIARMID CIVIC COMPLEX:

“West side of building, accessible parking spot is beside loading zone.

If loading zone is occupied, you would have to go around the back of the vehicle to access the ramp as the area is curbed.

Directional signs at south entrance and west entrance are not clear.

Confusion on which door to use to enter building.

Accessible meeting space but no automatic door openers to meeting rooms.”

(City of Brandon Accessibility Plan, p 70-71)



PHARMACY



RESTAURANT



HERITAGE BUILDING



CIVIC CENTRE



BANK



PUB



RECREATION CENTRE



TOWN CENTRE



SCHOOL



CITY HALL

## ZONING

The Downtown HUB: The Place for People written in February 2012, provides the framework to begin implementing the vision for The HUB. The Secondary Plan encompasses the majority of the commercial areas in the downtown.

### 3 CORE VALUES:

#### DIVERSITY:

The downtown core is about diversity of both people and experience. It is a good place to live, work, and play for everyone regardless of age or income level.

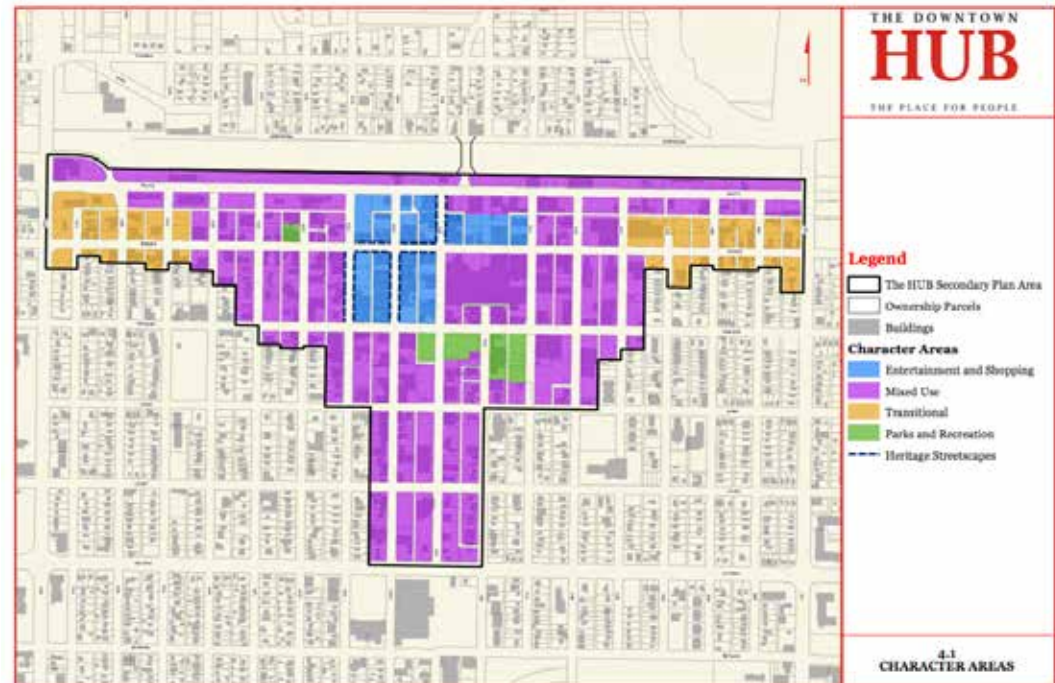
#### UNIQUENESS:

Experiences that are found downtown, the merchants, activities, and promotions, are unique to downtown and need to be capitalized on.

#### CHARACTER:

“Building on the bones of the historic buildings and turn of the century architecture in the area, downtown is meant to remind citizens of where we’ve come from and the values upon which the city was built.”

(The HUB Secondary Plan, p 2)





# VISION

## VERSION 1:

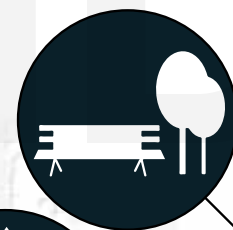
Downtown Brandon should be an ideal place to age, at any stage of life and for community members of all abilities and lifestyles. The Vision is the result of our research and community consultations. The ideas shared in this report are identified in physical and social elements and include a suggested strategy. The vision is about creating a downtown that is reflective of Brandon's needs and to assist in removing some barriers to promote a better quality of life.

## VERSION 11:

This vision for Brandon includes a community which creates tools, practices, and programs to enable the development of a place for people through connectivity, inclusion, and participation. A downtown that is built for pedestrians has a multitude of interesting activities, sites and amenities.

This vision intends to embolden the Brandon identity and create a strong sense of place within the community. Lastly, we believe these opportunities can help foster an environment for healthy living while enabling active ageing in the community.

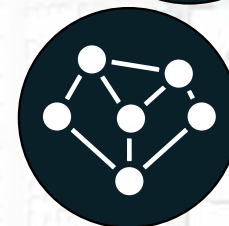
**SOCIAL SPACES**  
Woonerf street design / gathering spots / street community / green corridors / market areas / a post-industrial park



**CONNECTIVITY (PHYSICAL)**  
Bus stops / bus bumps / transit programming / variety of transportation options / enhance public, active, and pedestrian transportation / diligent winter street maintenance



**CONNECTING LOCAL AREAS**  
The Flats / Assiniboine River / adjacent residential neighbourhood / Super Store / Brandon University



**SOCIAL PARTICIPATION**  
Street art program / communal agriculture / Toolshed program / volunteering initiatives



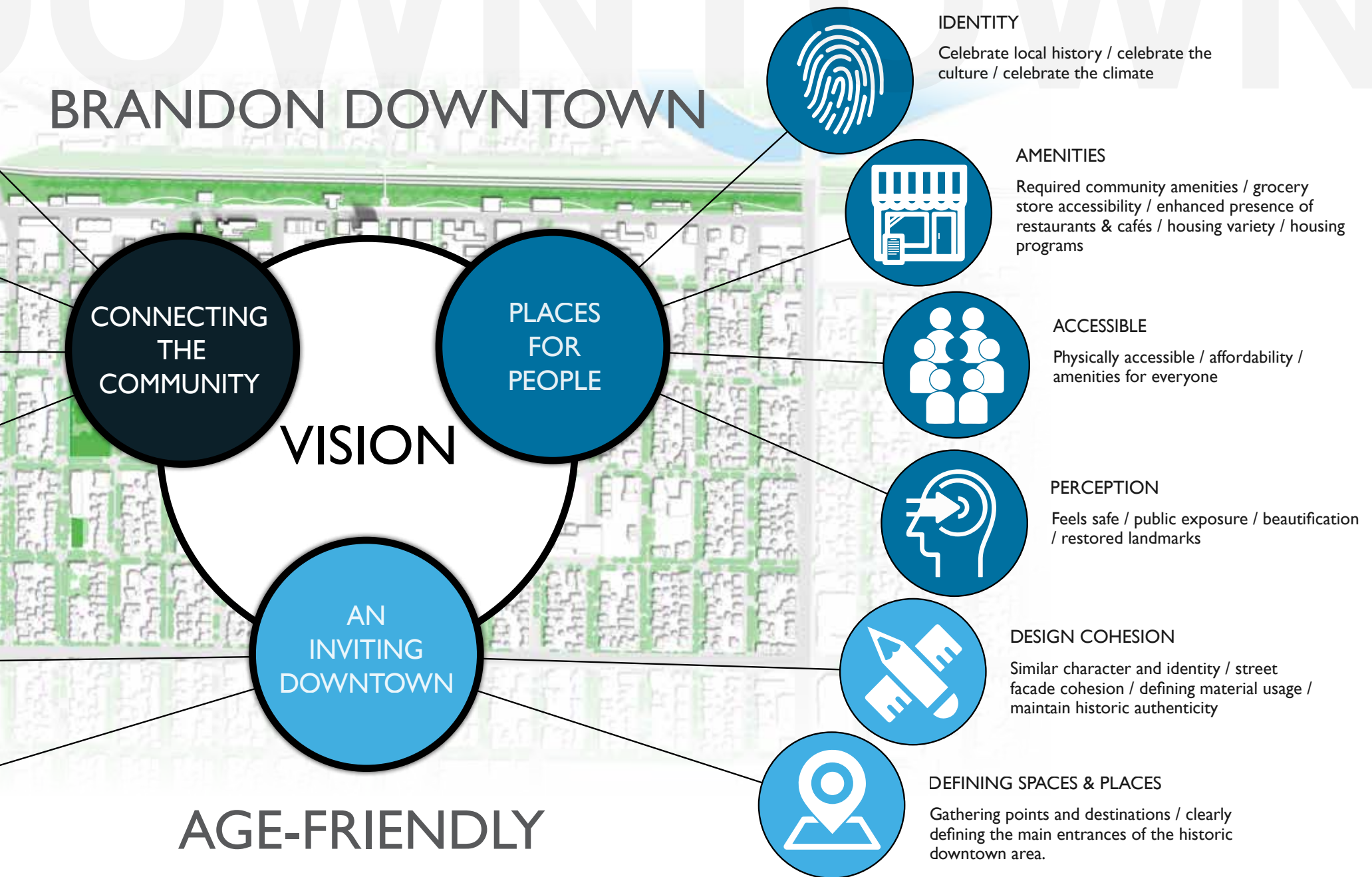
**INCLUSIVE FOR ALL**  
Intergenerational / interesting amenities for all



**VIBRANT**  
Beautification / activities / events / amenity diversity / recreational opportunities



# BRANDON DOWNTOWN



# VISION

## HISTORIC RESTORATION



Restore the facades of the historic structures and the heritage wall advertisements found throughout the historic downtown.

## SIDEWALK WALKABILITY



Enhance the pedestrian experience, safety, and movement to enable walkability across all streets throughout the downtown.

## URBAN STREET LIGHTING



Develop attractive lighting between 6th to 12th Street, especially around important gathering spots and areas seen as unsafe. Throughout the winter months, enhanced seasonal lighting is recommended.

## MIXED-USE PEDESTRIAN STREET



On 9th Street between Rosser and Pacific Avenue, construct a Woonerf styled street (mixed-use pedestrian street with limited vehicle access) for pedestrian activities and exterior commercial use such as restaurant or café patios.

## TOWN CENTRE REVITALIZATION



Create incentives to lease out the Town Centre building on Rosser to a new client such as an educational institution.

## DISTINCTLY DEFINING THE HUB



Create a stronger visual break or differentiation around 6th and 11th Street along Rosser and Princess Avenue to enhance the entrance and create a distinct spatial differentiation between the historic downtown and the non-historic downtown.



**DOWNTOWN MAP**

The Flats

Pacific Ave

Rosser Ave

Town Centre

Princess Ave

18th 17th 16th 15th 14th 13th 12th 11th 10th 9th 8th 7th 6th 5th 4th 3rd 2nd 1A

Lorne Ave

Louise Ave

Victoria Ave

0 m 50 m 100 m

↑

● / PLACES FOR PEOPLE ● / AN INVITING DOWNTOWN ●

CONNECTING THE COMMUNITY

DOWNTOWN MAP

The Flats

Pacific Ave

Rosser Ave

Town Centre

Princess Ave

Lorne Ave

Louise Ave

Victoria Ave

18th 17th 16th 15th 14th 13th 12th 11th 10th 9th 8th 7th 6th 5th 4th 3rd 2nd 1st IA

0 m 50 m 100 km

CONNECTING THE COMMUNITY ● / PLACES FOR PEOPLE ● / AN INVITING DOWNTOWN ●

DOWNTOWN MAP

The Flats

Pacific Ave

Rosser Ave

Town Centre

Princess Ave

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Victoria Ave

18th 17th 16th 15th 14th 13th 12th 11th 10th 9th 8th 7th 6th 5th 4th 3rd 2nd 1A

0 m 50 m 100 km

CONNECTING THE COMMUNITY ● / PLACES FOR PEOPLE ● / AN INVITING DOWNTOWN ●

DOWNTOWN MAP

The Flats

Pacific Ave

Rosser Ave

Town Centre

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Louise Ave

Victoria Ave

18th 17th 16th 15th 14th 13th 12th 11th 10th 9th 8th 7th 6th 5th 4th 3rd 2nd 1st IA

0 m 50 m 100 km

CONNECTING THE COMMUNITY ● / PLACES FOR PEOPLE ● / AN INVITING DOWNTOWN ●

DOWNTOWN MAP

The Flats

Pacific Ave

Rosser Ave

Town Centre

Princess Ave

Lorne Ave

Louise Ave

Victoria Ave

18th 17th 16th 15th 14th 13th 12th 11th 10th 9th 8th 7th 6th 5th 4th 3rd 2nd 1st IA

0 m 50 m 100 km

CONNECTING THE COMMUNITY ● / PLACES FOR PEOPLE ● / AN INVITING DOWNTOWN ●

**DOWNTOWN MAP**

The Flats

Pacific Ave

Rosser Ave

Town Centre

Princess Ave

18th 17th 16th 15th 14th 13th 12th 11th 10th 9th 8th 7th 6th 5th 4th 3rd 2nd 1A

Lorne Ave

Louise Ave

Victoria Ave

0 m 50 m 100 m

↑

● / PLACES FOR PEOPLE ● / AN INVITING DOWNTOWN ●

CONNECTING THE COMMUNITY

DOWNTOWN MAP

The Flats

Pacific Ave

Rosser Ave

Town Centre

Princess Ave

Lorne Ave

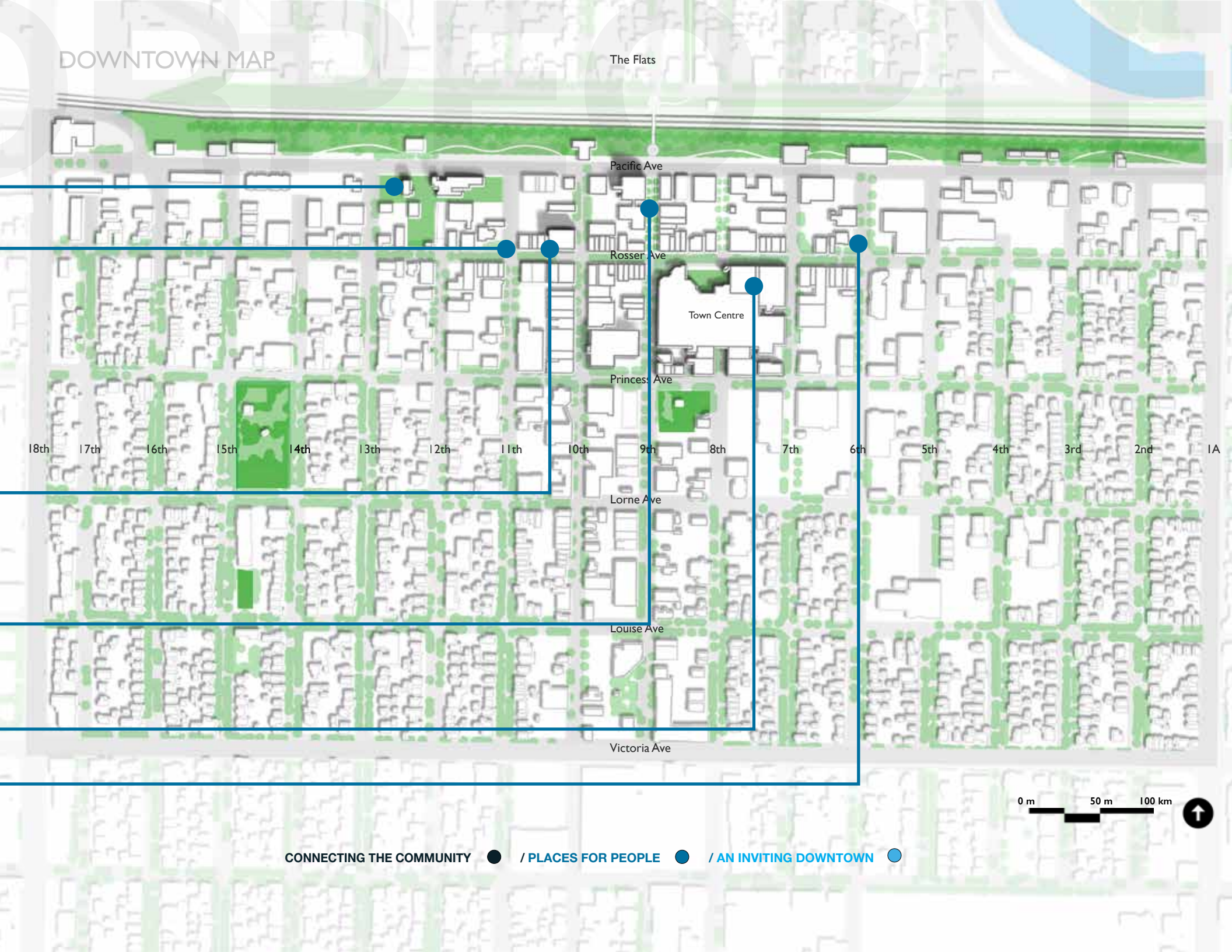
Louise Ave

Victoria Ave

18th 17th 16th 15th 14th 13th 12th 11th 10th 9th 8th 7th 6th 5th 4th 3rd 2nd 1st IA

0 m 50 m 100 km

CONNECTING THE COMMUNITY ● / PLACES FOR PEOPLE ● / AN INVITING DOWNTOWN ●



DOWNTOWN MAP

The Flats

Pacific Ave

Rosser Ave

Town Centre

Princess Ave

Lorne Ave

Louise Ave

Victoria Ave

18th 17th 16th 15th 14th 13th 12th 11th 10th 9th 8th 7th 6th 5th 4th 3rd 2nd 1st IA

0 m 50 m 100 km

CONNECTING THE COMMUNITY ● / PLACES FOR PEOPLE ● / AN INVITING DOWNTOWN ●

# VISION

## POST-INDUSTRIAL PARK

Convert the historic grain elevator, industrial containers, and the portion of the block containing the open market into a intergenerational dynamic local market & post-industrial park destination.

## GREEN PROMENADE

Create an attractive mixed-use promenade and green corridor, which offers some flexibility for selective future commercial amenities along the north side of Pacific Avenue.

## URBAN AGRICULTURE

Temporarily utilize and restore empty lots within the downtown along Rosser and Princess Avenue with construction temporary public garden boxes.

## PEDESTRIAN BRIDGE

Construct a pedestrian bridge connecting the core of the downtown to the Brandon Flats and the Assiniboine River green-space.

## ENHANCED TRANSPORTATION

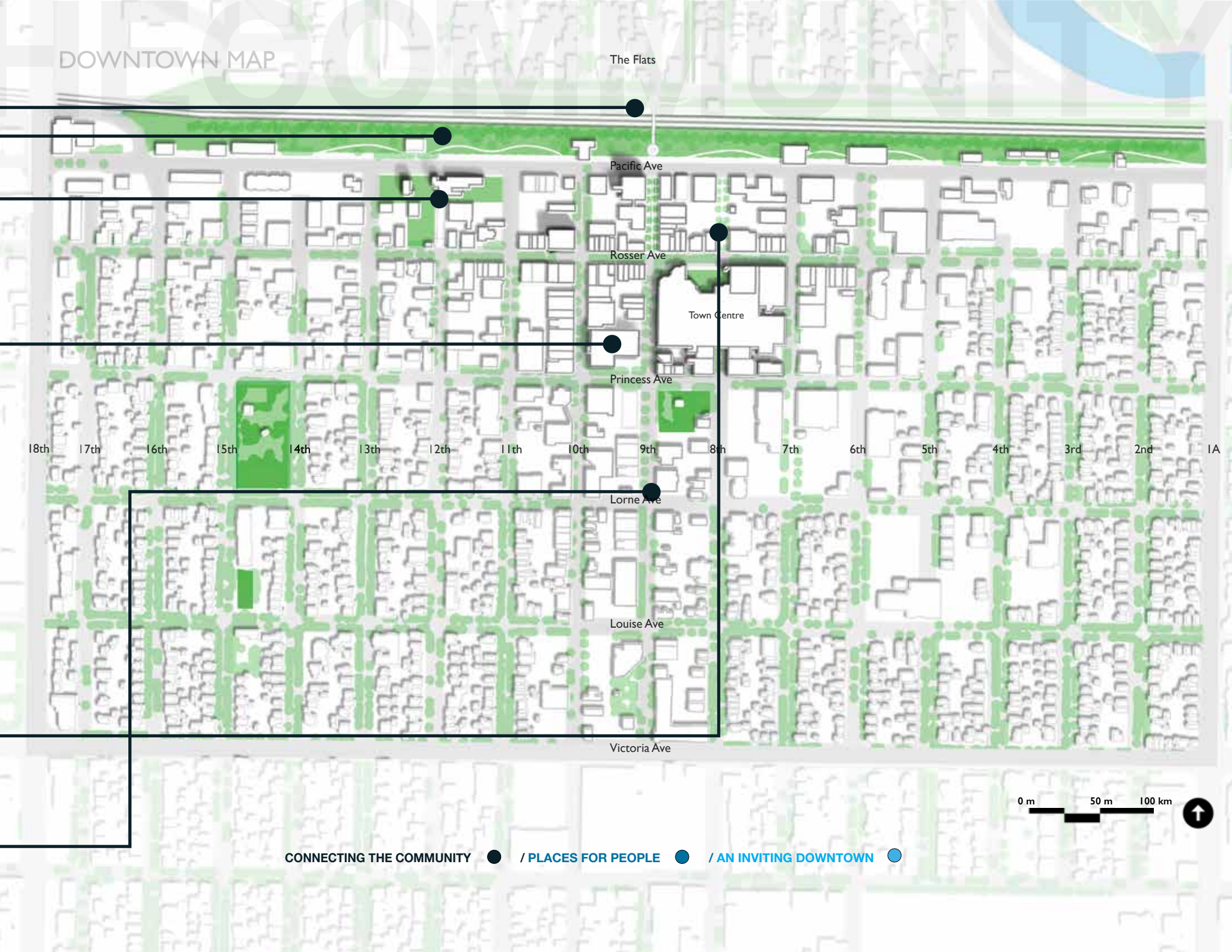
Slow or calm vehicular traffic along Rosser Avenue between 6th and 12th Street for enhanced pedestrian or active transit use and safety.

## DEVELOPMENT OF LORNE & 9TH

On Lorne Avenue and 9th Street, prioritize walkability, public transportation, and active transportation for neighbourhood connectivity, desirability, and safety.



# DOWNTOWN MAP



The Flats

Pacific Ave

Rosser Ave

Town Centre

Princess Ave

Lorne Ave

Louise Ave

Victoria Ave

18th

17th

16th

15th

14th

13th

12th

11th

10th

9th

8th

7th

6th

5th

4th

3rd

2nd

1A

0 m 50 m 100 km



CONNECTING THE COMMUNITY



/ PLACES FOR PEOPLE



/ AN INVITING DOWNTOWN



# VISION

## ENHANCED DOWNTOWN CORE



Redevelop and restore the McKenzie Seeds buildings and the surrounding block into an important entertainment & shopping area with medium to high-end urban dwellings.

## ALLEYWAY BEAUTIFICATION



Beautify the downtown alleyways especially using features such as: attractive lighting, vegetation, public art/murals, and pedestrian sidewalk paving.

## PUBLIC ART



Create public art projects or photogenic murals throughout the historic downtown area, especially in areas with high foot-traffic or areas seen as undesirable.

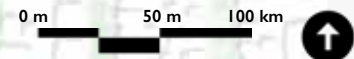
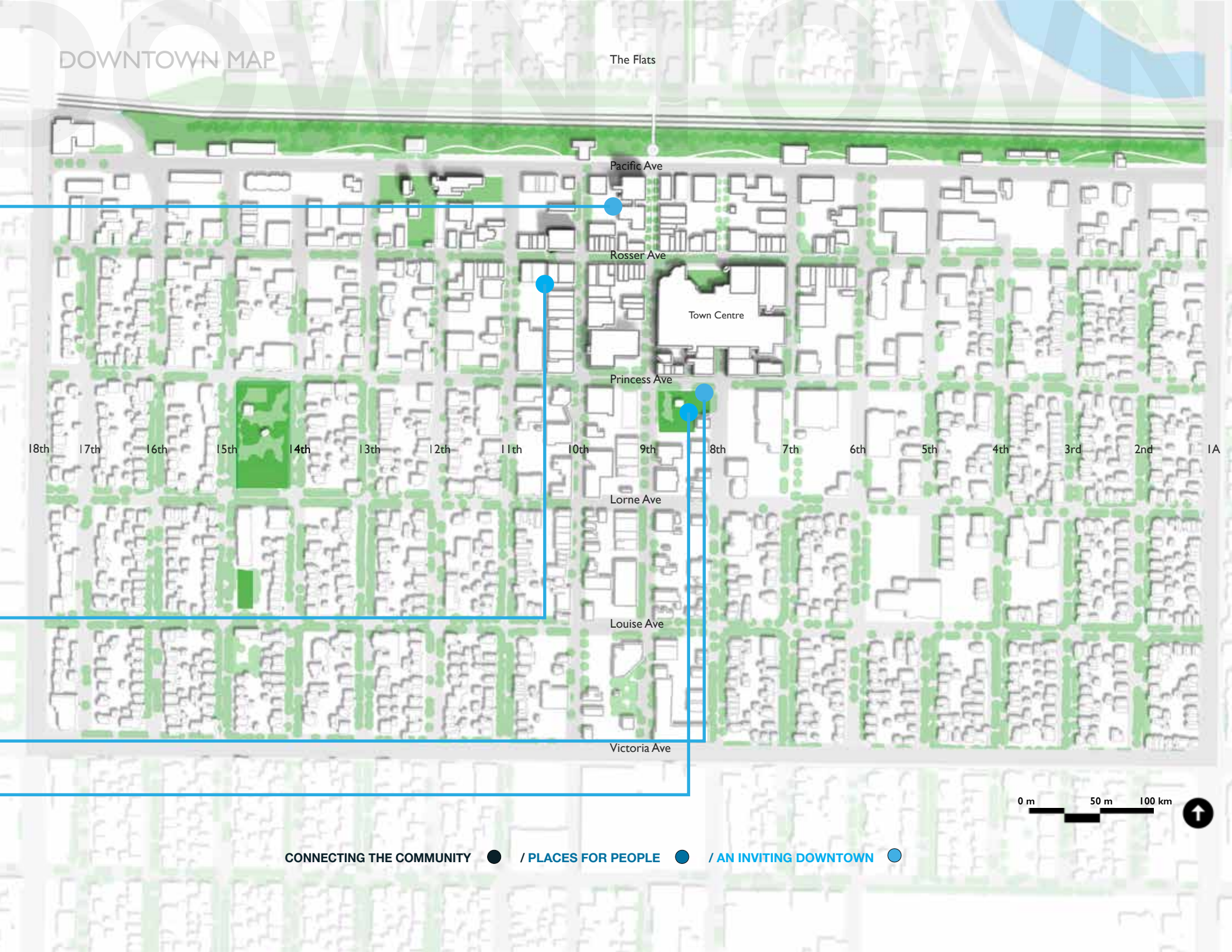
## GATHERING POINTS



Develop designated gathering points and destinations around the downtown core for special public events and leisurely activities.



# DOWNTOWN MAP



CONNECTING THE COMMUNITY ● / PLACES FOR PEOPLE ● / AN INVITING DOWNTOWN ●

**PLACES  
FOR  
PEOPLE**



## PHYSICAL/SOCIAL

This vision for downtown Brandon includes an environment for people which promotes social inclusion and provides its citizens with a range of places and opportunities for social participation within a respectful environment.

We have suggested many methods to foster this environment, but the most important aspects are a variety of opportunities that are affordable, engaging, and inclusionary.

# PLACES FOR PEOPLE

## DO YOU KNOW WHERE MY WOOL SOCKS ARE?

**INTENDED AREA :** Rosser & Princess

**TYPE :** Building & Outdoor / Social Amenities

**POSSIBLE PHASE :** **EARLY** / MID / LONG

**OBJECTIVE:** Embrace and explore outdoor streets in winter.

**STRATEGY:** Extend the patio season by creating sheltered enclaves and allowing firepits in appropriate locations. Patios are great for outdoor interaction and street viewing. They are mostly utilized during the warm summer months; however, their contribution to outdoor activity goes beyond summer. Winter patios can be piloted at the Prairie Firehouse and Frasier Sneath coffee shop on Princess and Rosser respectively. If successful, the pilot project can be replicated in other locations downtown.

**BENEFITS:** Provide a winter experience of outdoor socialization and street activity / Potential of increasing pedestrian movement and interaction in downtown during the winter months / Adventurous exploration for seniors, young adults and youth to interact with the outdoor environment / Increased economic activity downtown during winter

**CONNECTION TO AGE-FRIENDLY:** Winter can be an isolating time of year. Providing incentives to get outdoors and engage socially can help with feelings of loneliness felt by all members of society; especially older adults. Embracing winter also enhances a sense of place and identity.

**PRECEDENT:** Winter patios project in Edmonton



# PLACES FOR PEOPLE

## BRING ON THE HOT CHOCOLATE!

**INTENDED AREA :** Rosser, Princess, & Lorne

**TYPE :** Building & Outdoor / Social Amenities

**POSSIBLE PHASE :** **EARLY** / MID / LONG

**OBJECTIVE:** Create a place for people downtown during the winter months, that contributes to the identity while changing the misconception of it being unsafe.

**STRATEGY:** Brandon hosts many summer festivals involving musical shows or food truck wars; just to name a few. However, during the winter months, downtown Brandon has fewer activities to attend. Currently, Brandon has festivals during the winter months such as the Westman Multi-Cultural Festival and the Royal Manitoba Winter Fair. However these are both located indoors. Currently, Brandon has only the Westman Multi-Cultural Festival during the winter months. Having more winter events would help attract people to the downtown area, keeping the area lively during the colder months. Streets such as Lorne, Princess, and Rosser are all ideal locations. A winter lights festival for example can help support local artists of Brandon, while creating potential to attract artists from other parts of Manitoba and Canada.

**BENEFITS:** Offers a range of activities throughout the year / Promotes year-round tourism / Increases downtown activity during the cold months / Improves perception of downtown, particularly at night / Gives opportunities for social activities in winter / Entices older adults to get outdoors / Increased economic benefits for downtown / May provide impetus for related businesses to relocate downtown

**CONNECTION TO AGE-FRIENDLY:** Having winter activities in the downtown entices public participation and enriches a sense of personal safety; particularly at night.

**PRECEDENT:** Calgary has a winter lights festival called GLOW, which is a family-friendly light festival located in multiple locations throughout the heart of downtown. Examples of attractions or activities provided by this festival include art installations, projections, live performances, mobile adventure playground, and an outdoor skating rink.



# PLACES FOR PEOPLE

## DO YOU ACCEPT COUPONS?

**INTENDED AREA :** Entire Downtown

**TYPE :** Building & Outdoor / Social Amenities

**POSSIBLE PHASE :** EARLY / **MID** / LONG

**OBJECTIVE:** Provide financial assistance and food security for ageing adults on fixed/lower incomes.

**STRATEGY:** Implement a policy which provides a food voucher/ coupon, to be redeemable at the farmers market, to older adults (65+) who are on a fixed or low income.

**BENEFITS:** Provides fresh, nutritious, unprocessed foods to older adults / Supports healthy ageing / Encourages the sale and consumption of local products / Provides passive opportunities for social engagement

**CONNECTION TO AGE-FRIENDLY:** Fixed incomes can make it challenging for older adults to be able to purchase quality local grains, meats and produce.

**PRECEDENT:** The United States has a Senior Farmers' Market Nutrition Program which subsidizes low income seniors with food coupons. These coupons can be exchanged at farmers' markets, roadside stands, and community supported agriculture programs.





## NO FALLS STOP HERE

**INTENDED AREA :** Rosser

**TYPE :** Building & Outdoor / Social Amenities

**POSSIBLE PHASE :** **EARLY** / MID / LONG

**OBJECTIVE:** Create a space for people to connect year-round while supporting the local economy.

**STRATEGY:** Downtown Brandon currently has a farmer's market located at Town Centre, which runs year-round. It is located indoors during the winter months and is available inside the parkade during the summer months. Although this is a great market and provides a space for vendors to sell their products, we propose to move the farmers market to a more visible downtown location where it can remain in one place all year. We suggest working with the Canadian Mental Health Association and the Global Market to expand capacity at their location. This would extend the interest of the Entertainment and Shopping District further West.

**BENEFITS:** Increases sense of downtown identity / Affordable leisure and shopping space / Promotes social interaction and engagement / Creates a sense of identity with the conversion of vacant buildings, which can reflect the heritage of the city / Creates a sense of community through the support of local business and employment and volunteer opportunities

**CONNECTION TO AGE-FRIENDLY:** Social participation and community connections help foster relationships and maintain good health. Markets provide opportunity for social engagement and light physical activity that facilitates active living. Economic benefits for older adults on fixed incomes could also be combined with other initiatives such as the senior coupon program.





# PLACES FOR PEOPLE

## I'M TRYING TO WALK HERE!

**INTENDED AREA :** Entire Downtown

**TYPE :** Building & Outdoor / Social Amenities

**POSSIBLE PHASE :** **EARLY** / MID / LONG

### OBJECTIVE:

To create a safe continuous network of sidewalks to improve downtown walkability.

### STRATEGY:

Provide visible and functioning crosswalks in downtown intersections.

Where applicable, provide overhead illuminated pedestrian cross lighting.

### BENEFITS:

Increases visibility of pedestrians to drivers / Increases pedestrian safety  
/ Improves walkability / Encourages more foot-traffic in walk downtown

### CONNECTION TO AGE-FRIENDLY:

The inclusion of bump outs, middle medians, illuminated crosswalks and raised crossings at intersections provides a safe crossing for seniors who require more time to traverse the street. Pedestrian crossing intersections should include lights and have visual and audio signals to allow sufficient time for older adults to cross the road.



Fig. Taken from, nacto.org.

# PLACES FOR PEOPLE

## SLIP-N-SLIDE!

**INTENDED AREA :** Rosser, Princess, and 9th

**TYPE :** Building & Outdoor / Social Amenities

**POSSIBLE PHASE :** **EARLY** / MID / LONG

**OBJECTIVE:** Create a safe winter pedestrian experience downtown.

**STRATEGY:** Prioritize snow clearing on sidewalks to facilitate walking downtown.

**BENEFITS:** Improved safety / Maintains downtown walkability / Increases winter outdoor activity / Improved health of seniors

**CONNECTION TO AGE-FRIENDLY:** Snow clearing increases friction on sidewalks and reduces the possibility of falling especially among seniors. Salting and sanding of sidewalks prevents ice formation on sidewalks and keeps them visible, walkable and fall free. Use of wheel chair and walkers by older adults and less-abled persons is possible in winter when sidewalks are cleared of snow.



# PLACES FOR PEOPLE

## HOW DO YOU EXPECT ME TO GET UP THERE!

**INTENDED AREA :** Entire Downtown

**TYPE :** Building & Outdoor / Social Amenities

**POSSIBLE PHASE :** EARLY / **MID** / LONG

**OBJECTIVE:** Improve building accessibility.

**STRATEGY:** Ensure building entrances are accessible following universal design features such as wide doorways, ramps and suitable staircases.

**BENEFITS:** Creates an inclusive environment downtown for people with mobility issues / Influences more people to visit the amenities available / May entice older adults to live downtown

**CONNECTION TO AGE-FRIENDLY:** The design of building entrances has a correlation with the perception of downtown structures by older adults. Buildings can appear either welcoming and inviting or difficult to access. Either of the perceptions may influence seniors' desire to relocate to downtown or frequent the services available. Wide doorways provide a spacious entrance for wheelchair and walker users to access buildings with little to no difficulty. Ramps increase the ease of accessing buildings which have staircase entrances. Buildings with ramps enable people using wheelchair and walkers to enter with no assistance. The inclusion of staircases which are not too steep and have railings aid easy entry for persons with impaired mobility. These features create a positive impression about downtown buildings and benefits businesses that occupy them.



# PLACES FOR LE

## GIMME A BREAK

**INTENDED AREA :** Rosser and Princess

**TYPE :** Building & Outdoor / Social Amenities

**POSSIBLE PHASE :** **EARLY** / MID / LONG

**OBJECTIVE:** Create intermittent rest places for pedestrians on downtown sidewalks.

**STRATEGY:** Upgrade sidewalk seating with more comfortable durable materials that will not be as cold during chilly times of the year. The conversational seating style is encouraged to be reincorporated because of the relaxed position and social engagement opportunities. Additional sidewalk benches in between the conversational seating areas between Princess and Rosser Avenue provide enough resting spots and increase walkability.

**BENEFITS:** Encourages downtown visitation / Facilitates healthy living / Makes downtown more accessible for all

**CONNECTION TO AGE-FRIENDLY:** Periodic seating provides rest opportunities to pedestrians and other active transportation users. Having sidewalk seats entices pedestrians to walk longer distances because of the intermittent breaks. Regular spacing of outdoor seats should be included to ensure access by all, especially for those who cannot walk longer distances.



**CONNECTING  
THE  
COMMUNITY**



## PHYSICAL

This vision for downtown Brandon includes a community that is connected through the built environment. Increased connectivity through transit and pedestrian walkways will enhance the mobility and independence of people of all ages.

It is important to ensure that older adults can engage in their day to day lives in a safe and effective manner involving all modes of transportation.

## SOCIAL

This vision for downtown Brandon is an inclusive community that provides a range of affordable programs. We believe the most beneficial programming contributes to all areas of community life, engagement, and opportunities.

Social programs that are intergenerational provide a multitude of learning and educational opportunities across the spectrum of the community.

# CONNECTING THE COMMUNITY

## PASS ME THE ROBERTSON?

**INTENDED AREA :** Downtown

**TYPE :** Social Amenities

**POSSIBLE PHASE :** **EARLY** / MID / LONG

**OBJECTIVE:** Create a third place of purpose for older adults especially men.

**STRATEGY:** Encourage the establishment of a program downtown like the Men's Shed movement across many cities in North America. The Men's Shed initiative can be enhanced with volunteer programs such as the alleyway beautification or movable gardens project.

**BENEFITS:** Sheds open possibilities for people to productively contribute to community building / Creates a productive third place for seniors / Recreates sense of purpose / Provides volunteering opportunities with community projects

**CONNECTION TO AGE-FRIENDLY:** Older adults, especially men, who have lived a large part of their lives in active service benefit from activities during retirement. An Initiative like the Men's Shed creates an environment for men to fight isolation, depression and loneliness through community projects, socialization and knowledge sharing. Men's Shed serves as a third place where men occasionally meet to enjoy each other's company, play games, learn about age-related health issues and build their volunteering capacities. Active aging activities encourages participation of older adults in community events, promote community integration and addresses isolation, depression and loneliness

**PRECEDENT:** The Woodhaven Men's Shed in Winnipeg is an example of how men in retirement come together to utilize their skills and contribute to the social wellbeing of each another.



# CONNECTING THE CITY

## LET'S MEET AT THE PARK!

**INTENDED AREA :** Princess Park

**TYPE :** Building & Outdoor / Social Amenities

**POSSIBLE PHASE :** EARLY / **MID** / LONG

**OBJECTIVE:** Create healthy, active, and social opportunities for senior residents of downtown Brandon.

**STRATEGY:** Redevelopment of Princess park to make it a modernized urban gathering spot which is responsive to the outdoor recreational needs of ageing residents. Inclusion of public bathrooms and shelter in the park's redesign will supplement the comfort it provides to visitors. The addition of a stage, comfortable and easily accessible seating enhances the park's attractiveness for downtown events such as festivals and concerts as well as other recreational uses by seniors. The installation of an iconic feature will create a landmark visualization for the park.

### **BENEFITS:**

**CONNECTION TO AGE-FRIENDLY:** An urban park which has features easily accessible to older adults such as seats, adult play grounds, and is within walking distance encourages utilization by older adults. The presence of well maintained, adequate shelter and washrooms makes a public park age- friendly. Infrastructure that facilitates public festivities provides engaging and affordable social opportunities for older adults.



# CONNECTING THE KNOWLEDGE IS POWER

**INTENDED AREA :** Town Centre

**TYPE :** Social Amenities

**POSSIBLE PHASE :** EARLY / **MID** / LONG

**OBJECTIVE:** Increase activity at the Town Centre through change of use.

**STRATEGY:** Convert the commercial section of the town centre into an educational hub for Brandon University's downtown campus, Robertson college, Assiniboine community college and any other educational resource-based community programs (Men's Shed, cooking classes, etc.). Town Centre has a major impact on the image of downtown. Repurposing it into an educational resource hub will improve the types of activities in the building, pedestrian traffic and alter the image of the building.

**BENEFITS:** Increase in pedestrian traffic in downtown to boost local businesses / Increase the use value of the Town Centre building / Intergenerational learning/educational opportunities / Provides social opportunities for older adults

**CONNECTION TO AGE-FRIENDLY:** The use of town centre can be expanded to include a centre for intergenerational learning and activity where older adults and the youth can share skills and ideas in activities such as cooking, sewing, computer education, and others.





# CONNECTING THE COMMUNITY

## BREAKING BREAD TOGETHER

**INTENDED AREA :** Rosser Avenue

**TYPE :** Social Amenities

**POSSIBLE PHASE :** **EARLY** / MID / LONG

**OBJECTIVE:** Build or transfer cooking and preservation skills while fostering a sense of community. These classes can be a valuable addition to the farmers market.

**STRATEGY:** Create a food club that offers food safety, cooking, canning, bread making and other educational classes that incorporates intergenerational learning/teaching opportunities.

**BENEFITS:** Teaches or transfers knowledge of cooking skills / Provides social engagement opportunities / Can promote intergenerational knowledge transfer or cooperation

**CONNECTION TO AGE-FRIENDLY:** Social opportunities that offer a chance for learning and/or teaching are excellent intergenerational bonding experiences. Sharing in the fruits of the labour also provide affordable food options.

**PRECEDENT:** The West Broadway Good Food Club has a number of cooking and educational classes for their members and people in the neighbourhood. This program offers people unfamiliar with local produce the opportunity to educate themselves on how they can incorporate these ingredients as part of a healthy diet. Workshops promote development of skills including canning, bread making, food safety, and first aid are also available. These workshops also provide volunteer and employment opportunities for the community.





# CONNECTING THE COMMUNITY

## GOING DUTCH

**INTENDED AREA :** 9th Between Rosser & Pacific

**TYPE :** Building & Outdoor / Social Amenities

**POSSIBLE PHASE :** EARLY / **MID** / LONG

**OBJECTIVE:** To create a more pedestrian and age-friendly environment through the control of traffic.

**STRATEGY:** Woonerfs are pedestrian prioritized mixed-use streets which represent a creative way to calm traffic, while maintaining an aesthetically pleasing environment. They provide aesthetically pleasing space for pedestrians while naturally slowing traffic.

**BENEFITS:** Increased sense of independence / Increased sense of safety / Provides a place to rest on the street, while remaining engaged with the environment

### CONNECTION TO AGE-FRIENDLY:

A pedestrian friendly downtown creates an environment that is compatible for people with different capacities. Slowing traffic allows for comfortable crossing, and a place to rest within the built form. The built environment should promote independence, safety, and inclusion.



# CONNECTING THE COMMUNITY

## THERE'S MORE THAN ONE WAY

**INTENDED AREA :** Rosser & Princess

**TYPE :** Building & Outdoor / Transportation

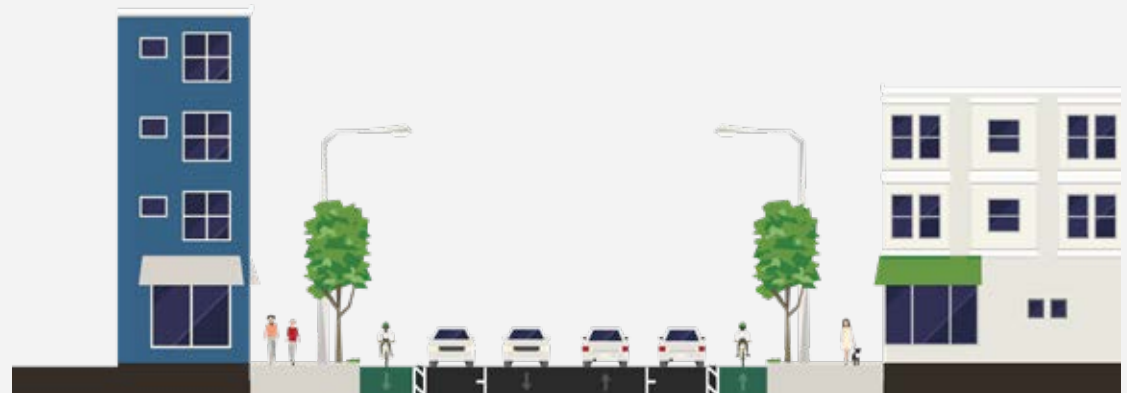
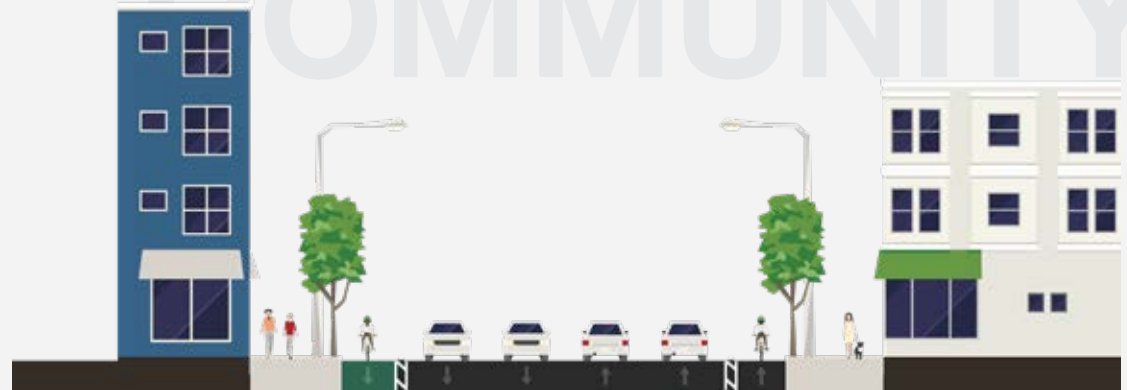
**POSSIBLE PHASE :** EARLY / MID / **LONG**

**OBJECTIVE:** Calm vehicular traffic and create a better pedestrian environment.

**STRATEGY:** Convert Rosser and Princess Avenues to two-way streets to slow down traffic or implement traffic calming measures to foster a more pleasant and safe pedestrian experience.

**BENEFITS:** Improved safety for cyclists and pedestrians / Easier for drivers to access amenities on either avenue / More foot traffic and access for motorists will increase economic activity

**CONNECTION TO AGE-FRIENDLY:** One-way streets with the sequencing of timed lights for traffic flow tend to encourage higher speeds which makes it more dangerous for pedestrians.



# CONNECTING THE

## DOWNTOWN TO THE FLATS & BEYOND

**INTENDED AREA :** Pacific & 9th to 8th N

**TYPE :** Building & Outdoor / Transportation

**POSSIBLE PHASE :** EARLY / MID / **LONG**

**OBJECTIVE:** Create pedestrian/active transportation link between downtown and The Flats neighbourhood.

**STRATEGY:** Build pedestrian/active transportation bridge connecting Pacific Avenue and 9th Street with 9th Street North, with an additional connection linking Red Willow Trail.

**BENEFITS:** Provides walkable access for residents of the Flats to amenities downtown / Encourages active living for residents downtown and the Flats / Connects downtown with larger active transportation routes / Provides further incentive to complete City of Brandon Greenspace Master Plan by connecting active transportation to parks along the Assiniboine and the Riverbank Discovery Centre

**CONNECTION TO AGE-FRIENDLY:** The pedestrian bridge connects older adults in The Flats neighbourhood with the downtown. Prioritizing pedestrians also encourages an active lifestyle while dedicating infrastructure provides safety from vehicular traffic.



# CONNECTING THE COMMUNITY

## WILL YOU GO TO THE PROMENADE WITH ME?

**INTENDED AREA :** North Pacific Street

**TYPE :** Building & Outdoor / Transportation

**POSSIBLE PHASE :** EARLY / **MID** / LONG

**OBJECTIVE:** Create interest and activity along Pacific Avenue

**STRATEGY:** Redevelop Pacific Street along the north side into a commercial promenade. The promenade can be connected to the pedestrian bridge between 9th and the Flats neighbourhood. Because of the limitations of development along this section near the railroad, we suggest incorporating movable elements such as boxcar retail or small food vendors. Addition of outdoor seating and attractive paving will add to the aesthetic value along Pacific Avenue.

**BENEFITS:** Offers a range of activities throughout the year / promotes year-round tourism / Increases downtown activity during the cold months / Improves perception of downtown, particularly at night / Gives opportunities for social activities in winter / Entices older adults to get outdoors / Increased economic benefits for downtown / May provide impetus for related businesses to relocate downtown

**CONNECTION TO AGE-FRIENDLY:** A commercial promenade along Pacific Avenue will attract more people to this part of downtown. More people frequenting commercial establishments creates a sense of safety through numbers.





# CONNECTING THE

## WHICH WAY TO THE BUS STOP?

**OBJECTIVE:** Improve bus commuter safety and comfort at designated bus stops downtown.

**STRATEGY:** Extend sidewalk and curbs to form bus bulbs. Create clearly defined space for bus stops space for pedestrian movement and enhance stop features such as lighting, shelters and pavement. The inclusion of bus bulbs in the street design of downtown increases commuter's safety, comfort, convenience and interaction at bus stops. Bus stops fitted with shelter and heated seats increase comfort for commuters in winter and contributes to an overall increase in ridership. Bus bulbs have the added advantage of reducing the distance of crosswalks as they utilize portions of on-street parking space, and reduces risks associated with the street crossing.

**BENEFITS:** Increases bus ridership / Improves commuter comfort and safety / Facilitates safe street crossing before or after riding the bus

**CONNECTION TO AGE-FRIENDLY:** The motivation to ride a bus is increased with the presence of comfortable furniture and shelter at bus stops. This linked with other street furniture provides the opportunity for people who have difficulties standing for extended periods and older adults, the ability to ride buses without worrying about standing.

**INTENDED AREA :** Entire Downtown

**TYPE :** Building & Outdoor / Social Amenities

**POSSIBLE PHASE :** EARLY / MID / **LONG**





## CONNECT FOUR AND MORE

**INTENDED AREA :** Rosser & Princess down 9th

**TYPE :** Transportation

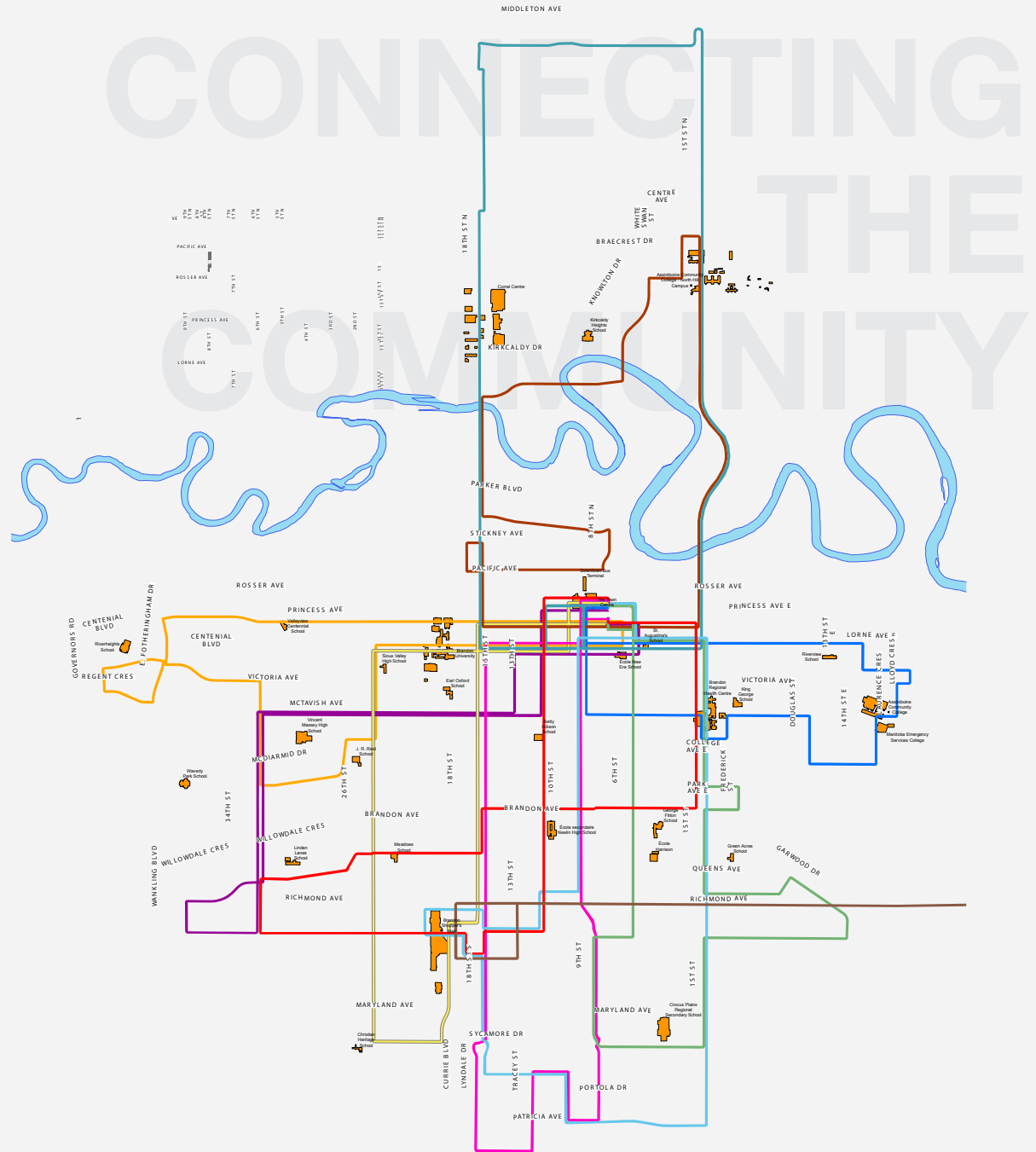
**POSSIBLE PHASE :** EARLY / **MID** / LONG

**OBJECTIVE:** Improve bus service in the downtown and immediate vicinity.

**STRATEGY:** Coordinate buses so majority pass along the busier stretches of downtown along Rosser and Princess Avenues and through 9th Street.

**BENEFITS:** Improved frequency of service generates a sense of reliability which makes the bus a more viable transit option; this may increase ridership.

**CONNECTION TO AGE-FRIENDLY:** Provides bus connections within the downtown and to other parts of the city which improves access to goods and services for older adults.



**AN  
INVITING  
DOWNTOWN**

## PHYSICAL/SOCIAL

This vision for Brandon includes a community which creates tools, practices, and policy to enable the development of a place for people through connectivity, inclusion, and participation. A downtown which provides these opportunities fosters an environment for healthy living while enabling ageing in place.

This vision for downtown Brandon includes beautification projects that incorporate social opportunities. We hope the aesthetically pleasing spaces will entice people outdoors through lighting schemes, public artwork and interactive displays.

# AN INVITING DOWNTOWN

## SHOW ME THE LIGHT!

**INTENDED AREA :** 6th to 11th

**TYPE :** Building & Outdoor / Social Amenities

**POSSIBLE PHASE :** EARLY / **MID** / LONG

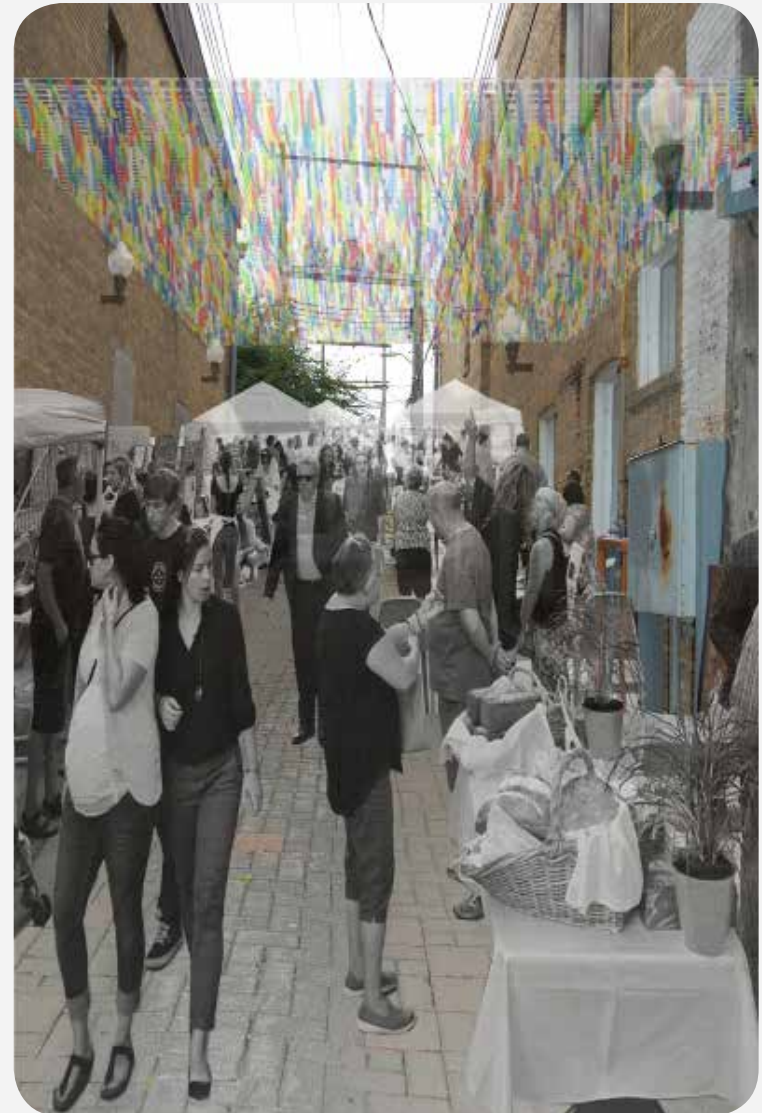
**OBJECTIVE:** An inviting downtown which is well illuminated and safe.

**STRATEGY:** Create attractive alleyway lighting from 6th to 12th Street to improve sense of safety which will create a sense of security for residents and pedestrians in downtown during the night. Providing interesting winter lighting will also attract more people out at night. It increases downtown gathering and activities which is beneficial to businesses.

**BENEFITS:** Improves visibility / Reduce sense of danger at night / Contributes to perception of downtown as a safe and livable area / Increases downtown movement at night / Economic benefit for businesses / Part of downtown beautification

**CONNECTION TO AGE-FRIENDLY:** The safety, security and visibility of downtown induces walking and pedestrian movement at all times of the night. Well illuminated downtown alleys will add to the positive perception of downtown as a livable, walkable and enjoyable destination all times of the day. The adequacy of street lighting is crucial in providing a safe, secure and visible downtown for seniors

**PRECEDENT:** Edmonton created a Downtown Winter Lighting guideline which they have used as a revitalization tool for downtown. In conjunction with other winter activities the program has attracted people to the downtown area during winter months.





# AN INVITING DOWNTOWN

## BEAUTY & THE BACKLANE

**INTENDED AREA :** Between 6th, 11th, Pacific, Lorne

**TYPE :** Building & Outdoor / Social Amenities

**POSSIBLE PHASE :** EARLY / **MID** / LONG

**OBJECTIVE:** Improve the image of alleyways downtown to create a sense of pride, identity and safety.

**STRATEGY:** Upgrade lighting and paving and install artwork, planters and benches along alleyways downtown starting between 6th & 11th Streets and Pacific and Lorne Avenues.

**BENEFITS:** Creates a new attraction that people will want to see / Cleans up image of downtown which may entice more people to choose to live downtown / Provides a sense of safety in alleyways / Could be utilized as alternative pedestrian or active transportation routes / Can be coordinated with art and lighting schemes / May provide alternative entrances to businesses where applicable which can become patio space

**CONNECTION TO AGE-FRIENDLY:** Improving the image of downtown entices more people to frequent the area which improves safety.

**PRECEDENT:** Cities as large as Brisbane, Melbourne, Toronto, Montreal or Los Angeles have all used laneway revitalization as a strategy towards creating more inviting downtowns. This does not exclude smaller cities such as Nelson, BC from utilizing the strategy to create connecting corridors throughout their downtown. The extent of infrastructure upgrading varies from complete retrofitting to simply accenting what is already there. There is no one size fits all so the possibilities are extensive.



# AN INVITING DOWNTOWN

## IS THAT A PICASSO?

**INTENDED AREA :** Between 7th, 12th, Rosser & Princess

**TYPE :** Building & Outdoor / Social Amenities

**POSSIBLE PHASE :** **EARLY** / MID / LONG

**OBJECTIVE:** Create a place for people downtown, contribute to a sense of identity and improve perception of safety.

**STRATEGY:** Street art is not just for the young and can be enjoyed by all ages. Facilitating the addition of murals and art pieces throughout downtown can be a cost-effective way to improve the image of certain areas. These can include colour coding areas that are open to anyone to paint as long as the content is not vulgar. Other pieces can be commissioned by the City of Brandon to local artists. There are many open walls in the downtown Brandon area that could be utilized for public art. There are some great street art initiatives currently taking place such as the mural commissioned on Rosser Avenue. Brandon has many exposed plain brick sides of heritage buildings which can be presented as prospective areas for art. This strategy would be best implemented in areas along 7th to 12th Street between Rosser and Princess Avenue.

**BENEFITS:** Increases sense of identity / Downtown beautification / Reduction of unwanted graffiti on downtown buildings / Positively altered perception of downtown from scary to vibrant

**CONNECTION TO AGE-FRIENDLY:** Public street art can help create a sense of inclusion through artistic expression, community cohesion and intergenerational activities. These aspects are great for providing a sense of purpose, reducing barriers and working against feelings of isolation.

**PRECEDENT:** Selkirk, Manitoba partnered with the Interlake Art Board as part of the Selkirk Renewal Plan and the Aviva Community Plan to revitalize the community through a street-based art initiative. Some of the themes around Selkirk's murals include: Indigenous art, mental health issues, the red dress campaign, youth issues, social wellness, and Music is the Language of the Soul. The budget Selkirk has allotted for this project is \$20.00 per square ft for 4500 square ft at a total cost of \$90,000. They estimate the upkeep for the murals over approximately 20 years will be an additional \$10,000. This budget includes wall preparation, artist prepared sketches and wages, paint and supplies, and equipment.



# AN INVITING DOWNTOWN

## WHERE SHOULD I PUT THIS BOX?

**INTENDED AREA :** Rosser & Princess

**TYPE :** Building & Outdoor / Social Amenities

**POSSIBLE PHASE :** **EARLY** / MID / LONG

**OBJECTIVE:** Create intermittent rest for pedestrians on downtown sidewalks.

**STRATEGY:** Beautification through the temporary utilization of empty lots in downtown Brandon. This project will make use of vacant lots in the downtown along Rosser Avenue and Princess Avenue. The gardens will be in boxes so that they can be moved during the winter and brought back during the summer. The garden boxes can be placed at back lanes to aid beautification. The mobile box can be used for cultivating crops and ornamental plants. Edible crops can be distributed through social programs or food programs.

**BENEFITS:** Provides intergenerational social activities / Beautifies underutilized downtown lots

**CONNECTION TO AGE-FRIENDLY:** While creating temporal usefulness of empty lots, the project can give a sense of purpose to volunteers, some of whom may be members of the men's shed program. There is also potential intergenerational activity where gardening skills and expertise can be shared between older adults and the youth.

**PRECEDENT:** City of Lowell in Massachusetts





# AN INVITING DOWNTOWN

## WE SECOND THAT!

**INTENDED AREA :** From 11th to 18th between Rosser & Princess

**TYPE :** Housing / Social Amenities

**POSSIBLE PHASE :** **EARLY** / MID / LONG

**OBJECTIVE:** Encourage development of attached, detached and garage secondary suites in the predominately residential areas.

**STRATEGY:** Amend Division 5 Section 35(b) of zoning by-law to remove conditional use clause for detached and garage suites in the downtown. Upgrade alleyway lighting and streetscaping along 11th to 18th Street between Rosser and Victoria Avenues starting along 11th Street and moving towards 18th Street. Incentivize by offering property tax freezes for an allotted period to anyone who constructs secondary suites on their property.

**BENEFITS:** Low cost option for municipality to provide affordable housing options / Older adults can age in place or have shared living arrangements while maintaining privacy / Creates a more visually appealing streetscape along alleyways

**CONNECTION TO AGE-FRIENDLY:** Provide affordable housing options downtown while encouraging older adults to age in place.





# AN INVITING DOWNTOWN

## WHY CAN'T WE LIVE TOGETHER?!

**INTENDED AREA :** Downtown & Surrounding Area

**TYPE :** Housing / Social Amenities

**POSSIBLE PHASE :** EARLY / MID / **LONG**

**OBJECTIVE:** Support creative & affordable intergenerational housing options for older adults.

**STRATEGY:** Incentivize and encourage intergenerational housing options downtown through the TIF (tax increment financing) for seniors' program and allowing secondary suites.

**BENEFITS:** Affordable housing options for seniors and other Brandon residents / Optional caretaking arrangements for both seniors and other residents; example single parents or students / Ability to share housing chores / Enhanced well-being / Reduces ageism / Social engagement opportunities / Increases residential density downtown

**CONNECTION TO AGE-FRIENDLY:** Seniors need a variety of housing options to enable ageing in place or the community.

**PRECEDENT:** There are many case studies involving university students, child care or community organization partnerships. Some examples involving students are the Deventer Care Facility in the Netherlands, Judson Manor in Cleveland, Ohio and the Pairing System in Lyon, France. Each has a different approach, but all include housing co-options for seniors and students. The first two involve a senior's care home where students are given a free place to stay in exchange for service hours at the facility. These can range from general chores to activities with seniors or assisting with social engagements. The Pairing System in Lyon links seniors with extra space in their homes with students needing financial assistance. The students help with house chores or maintenance in exchange for reduced or no rent while the senior occupants are enabled to age in place.

## TIFS

**INTENDED AREA :** Downtown

**TYPE :** Building & Outdoor / Housing

**POSSIBLE PHASE :** EARLY / **MID** / LONG

**OBJECTIVE:** Increase variety of affordable seniors' housing downtown.

**STRATEGY:** Create a TIF program for downtown, Brandon that specifically earmarks increased tax revenues for affordable seniors housing downtown or for accessible streetscaping.

**BENEFITS:** Low cost option for providing affordable housing / Encourages development that may not have been feasible otherwise / Provides source of funding for seniors' infrastructure improvement / Increases tax revenues over time

**CONNECTION TO AGE-FRIENDLY:** Affordable housing options are important for seniors because of fixed incomes.



# AN INVITING DOWNTOWN

## GIVE ME A REASON

**INTENDED AREA :** Rosser, Princess, & 9th

**TYPE :** Building & Outdoor / Social Amenities

**POSSIBLE PHASE :** **EARLY** / MID / LONG

**OBJECTIVE:** Increase age-friendly residential dwellings while facilitating the expansion of commercial corridors along Rosser Avenue, Princess Avenue and 9th Street.

**STRATEGY:** Amend zoning by-law in Entertainment and Shopping District to allow for age-friendly accessible first storey apartment units along Pacific Avenue or 11th Street. Amend design guidelines to require adaptable use or conversion of first floors from residential to commercial use along Rosser and Princess Avenue between 1st and 18th street and along 9th Street from Pacific to Victoria Avenue.

**BENEFITS:** Support construction of affordable (no elevator) smaller apartment buildings with accessible residential units on main floor / Supports future adaptation to commercial space

**CONNECTION TO AGE-FRIENDLY:** Population density supports commercial activity which provides amenities to ageing adults within close walking distance.



# AN INVITING DOWNTOWN

## MAKING IT WORK

**INTENDED AREA :** Mckenzie Seeds block

**TYPE :** Housing

**POSSIBLE PHASE :** EARLY / MID / **LONG** (takes a little longer)

**OBJECTIVE:** Redevelop Mckenzie Seeds building (or other future troublesome properties) into a diversity of housing options; ownership, leasing, accessible units, multi-income level and mixed aged groups.

**STRATEGY:** Expand capacity with Brandon Downtown Development Corporation to purchase difficult properties, assess reasons why they are not being developed, undertake the deficiency work in-house and sell at market value. As an example, this may mean paying for any remediation work upfront and ensuring the sale at a reasonable price. The aim is not to recoup the cost necessarily in the sale price but through longer term increases and collection in property taxes. This strategy can be combined with a Tax Increment Financing plan.

**BENEFITS:** Additional housing for seniors downtown / Increases density to support commercial corridors / Creates landmarks with revitalization of historic buildings / Eventual increase in property tax base / Catalyst for future development in the area

**CONNECTION TO AGE-FRIENDLY:** Including residential dwellings for senior's in the redevelopment of the Mckenzie Seeds building would provide housing within easy walking distance of the bus terminal, the amenities of downtown and social opportunities. Ensuring a diversity of options includes a variety of senior's and other age groups to bring more vibrancy to downtown.

**PRECEDENT:** The Riverfront Development Corporation of Delaware (RDC) in Wilmington, DE acquires downtown properties and remediates them to make them more appealing to developers who may be risk adverse. They were able to transform their industrial waterfront into an attractive vibrant mixed residential commercial area that has become a tourist attraction rather than a rundown industrial area.





# PRECEDENTS

□ EASY LEVEL OF IMPLEMENTATION □ MODERATE LEVEL OF IMPLEMENTATION □ HARD LEVEL OF IMPLEMENTATION

## YEAR-ROUND PATIO CULTURE | EDMONTON, AB



**INTENDED AREA :** HUB

**TYPE :** BUILDING FORM & OUTDOOR SPACES

**POSSIBLE PHASE :** EARLY / **MID** / LATE

### PROJECT INFO :

Patios can be utilized for year-round use. This will involve encouraging restaurants and cafés to clear their patios of snow as well as their outdoor furniture. The use of wooden chairs, blankets, heaters, and overhead heating are great additions to enhance a winter patio experience. The potentials of winter patios have been demonstrated by the Winter Cities Initiative of Edmonton, who are currently considering the possibility of having winter patios open all season long.

## ALL-SEASON MARKET | SASKATOON, SK



**INTENDED AREA :** ROSSER AVE.

**TYPE :** BUILDING FORM & OUTDOOR SPACES

**POSSIBLE PHASE :** EARLY / **MID** / LATE

### PROJECT INFO :

The Saskatoon Farmers' Market is a year-round market indoors. The outdoor spaces of the market are utilized from May to October. The market operates 3 days a week; Saturday from 8am to 2pm, Wednesday and Sunday from 10am to 3pm. In addition, there is a Thursday night art market from 5pm to 9pm specifically for artists, local musicians and craftspeople to showcase their wares and talents.

## WHITE-OF-WAY INITIATIVE | EDMONTON, AB



**INTENDED AREA :** HUB & RESIDENTIAL

**TYPE :** POLICY

**POSSIBLE PHASE :** **EARLY** / MID / LATE

### PROJECT INFO :

With regards to mobility-friendly techniques, the city as part of its winter city initiative, plans to “create and map ‘white-of-ways’ (where snow cover is kept on parts of sidewalks and other routes) for snow-assisted mobility”. The city’s plan is to pilot the project in a single neighbourhood, especially in alleyways, and providing information on the white-of-way routes. The success of the pilot can then be replicated in other neighbourhoods.

## SECONDARY SUITES



**INTENDED AREA :** DOWNTOWN

**TYPE :** POLICY

**POSSIBLE PHASE :** **EARLY** / MID / LATE

### PROJECT INFO :

Secondary suites can either be partitioned within an existing home, attached to the home or separated from the structure. They are no more than two bedrooms but consist of a private bathroom and kitchen. Often the detached suites are constructed on top of a garage or within a new building at the rear of the property. They are meant to provide additional housing in single detached communities while maintaining the character of the neighbourhood.



# PRECEDENTS

## SMALL CITY DOWNTOWN REVITALIZATION

INTENDED AREA : HUB

TYPE : POLICY

POSSIBLE PHASE : **EARLY** / **MID** / LATE



### PRINCIPLES :

There is an important relationship to develop between private and public partnerships given financial constraints and the need to work together. This is often better facilitated by a clear vision or plan for the downtown that comes with specific design guidelines to ensure mutual understanding and transparency. The vision should emphasize the downtown's heritage, demonstrate multi-functionality of services and land uses and how to become more pedestrian friendly. If possible a link to the waterfront or embellishment of natural features (eg. Assiniboine Valley) can provide an advantage over suburban locations. Lastly, do not overemphasize the importance of parking which has been found to detract from the appeal of the downtown.

Placemaking is an important component of downtown revitalization. This means the inclusion of local culture, arts and assets, and an emphasis of people over cars! Clearly defined recognizable boundaries and a point of arrival for downtown, such as a landmark can help to create a sense of place. Lighting and artwork help enhance placemaking and foster a sense of safety. Many of these assets can be combined with local festivals to encourage more engagement from community members with their downtown.

## GRANNY DOES GRAFFITI |

DENVER, CO



INTENDED AREA : HUB

TYPE : BUILDING FORM & OUTDOOR SPACES

POSSIBLE PHASE : **EARLY** / **MID** / LATE

### PROJECT INFO :

Santa Fe Arts District in Denver, Colorado, has initiated the "granny does graffiti" project where young artists work with people living with dementia and Alzheimer's express themselves through art forms. The aim is to use art to open portions of the brain where words cannot unlock.

## BACK-ALLEY CONVERSIONS



INTENDED AREA : DOWNTOWN

TYPE : HOUSING & POLICY

POSSIBLE PHASE : **EARLY** / **MID** / LATE

### PROJECT INFO :

The benefits to homeowners are a supplementary source of income and ability to share accommodations while retaining privacy. This is effective for older adults who currently live in a house too large for their needs but wish to age in place. The separated suite can provide housing for a family member, friend or even a member of the community. Tenants benefit by receiving affordable housing that is often ground oriented and within good proximity to services.

The benefits to the community consist of an efficient use of housing stock while utilizing existing municipal services. Secondary suites offer an economical way of providing affordable housing without government subsidies that can diversify the income levels and demographics of the community. Lastly, they are a gentle approach to densification that maintains the character of the neighbourhood.

# PRECEDENTS

□ EASY LEVEL OF IMPLEMENTATION   □ MODERATE LEVEL OF IMPLEMENTATION   □ HARD LEVEL OF IMPLEMENTATION

## WINTER STREET LIGHTING | EDMONTON, AB



**INTENDED AREA :** HUB  
**TYPE :** OUTDOOR SPACES  
**POSSIBLE PHASE :** **EARLY** / MID / LATE

### PROJECT INFO :

Lighting designed specifically for winter, creates a welcoming effect for downtown visitors at night as it adds a layer of elegance to the downtown streetscape. The illuminated streets signal to drivers the new zone they are in and the need to slow down. The beautification makes it worthy to take an evening stroll in downtown.

## WINTER TRANSPORTATION | EDMONTON, AB



**INTENDED AREA :** RESIDENTIAL  
**TYPE :** POLICY  
**POSSIBLE PHASE :** EARLY / **MID** / LATE

### PROJECT INFO :

The City of Edmonton plans to pilot a project in which the city is responsible for residential sidewalk snow-clearing in higher density residential/transit-oriented development areas. This is to enable continuity of cleared sidewalks for easy movement across the downtown. In addition, the city plans to develop better sidewalk snow removal strategies in Business Revitalization Zones so that commercial public sidewalks are cleared within a reasonable and designated time. In the winter of 2017, the city piloted the snow removal from on-street bike routes along 10th Street of downtown.

## TWO-WAY STREETS



**INTENDED AREA :** ROSSER & PRINCESS AVE.  
**TYPE :** TRANSPORTATION  
**POSSIBLE PHASE :** EARLY / **MID** / LATE

### PROJECT INFO :

**LIVABILITY:**  
Vehicles stop less on one-way streets, which is hard for bikers and pedestrians.  
**NAVIGATION:**  
One-way street networks are confusing for drivers, which leads to more vehicle-kilometres travelled; they also make it tough for bus riders to locate stops for a return trip.  
**SAFETY:**  
Speeds tend to be higher on one-way streets, and some studies suggest drivers pay less attention on them because there's no conflicting traffic flow.  
**ECONOMY:**  
Local businesses believe that two-way streets increase visibility.

## DOWNTOWN REVITALIZATION

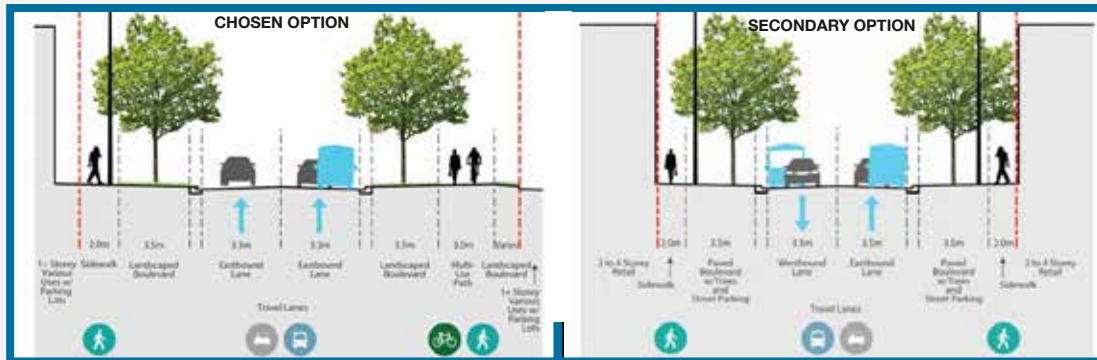
**INTENDED AREA :** HUB  
**TYPE :** POLICY  
**POSSIBLE PHASE :** **EARLY** / **MID** / **LATE**  
**STRATEGIES :**

Grand Forks, ND is working to revitalize their downtown and has made significant progress through prioritization in municipal budgets that encourage residential density, retail development, enhance public corridors, encourage mixed uses and promote their heritage and culture. In addition to public infrastructure investments, they have implemented an Historic Tax Credit and business tax exemptions for new commercial leases or leasehold improvements.

Small towns all over Illinois have implemented several strategies for revitalizing their downtowns. An important element was the integration of residential development that encouraged mixed income and varying age groups downtown. The two common strategies employed to attract people downtown were developing a multiplicity of functions and by rebranding the image through marketing and new attractions. Municipalities were able to facilitate this by ensuring any new offices or appropriate public services were located downtown. The use of festivals was also an attractive way to change the mindset of locals and to raise the status of the city within a regional context.

# PRECEDENTS

## DOWNTOWN TRAFFIC STUDY | SAULT STE. MARIE, ON



**INTENDED AREA :** ROSSER & PRINCESS AVE.

**TYPE :** TRANSPORTATION

**POSSIBLE PHASE :** **EARLY** / MID / LATE

### PROJECT INFO :

Today retailing, businesses and services are spread out far beyond the downtown. Rosser Avenue and Princess Avenue now quickly divert traffic and commercial vehicles away from, rather than through, the downtown. The result is a shift in vehicle traffic away from the downtown, with the traffic advantages of one-way streets no longer needed. The downtown traffic study addresses these thoughts and examines the possible impacts of street conversion.

### IMPACT W/ STREET CONVERSION :

#### VEHICULAR TRANSPORTATION:

Potential to Reduce Traffic Speeds, and Ease of Routing.

#### ACTIVE TRANSPORTATION:

Pedestrian Space, Cycling Facilities, and Accessibility.

#### SOCIOECONOMIC:

Street Parking and Loading, Transit, Business Visibility, and Construction.

#### CAPITAL COST AND COST-BENEFIT:

Short & Long term Costs

#### NATURAL ENVIRONMENT:

Landscape and Vegetation.

## BUS BULB | BROOKLYN, NY



**INTENDED AREA :** HUB

**TYPE :** TRANSPORTATION

**POSSIBLE PHASE :** **EARLY** / **MID** / LATE

### PROJECT INFO :

Quick-install modular bus stops can be used to implement a bulb on a temporary basis for trial periods. This can save permanent infrastructure costs upfront. The modular pieces can be configured to size needs.

Bus bulbs can be added to the existing curb line on a permanent basis.

Advantages: Reduced delay, customer comfort, community interaction, safety and performance, and reduced parking impacts.

# PRECEDENTS

□ EASY LEVEL OF IMPLEMENTATION □ MODERATE LEVEL OF IMPLEMENTATION □ HARD LEVEL OF IMPLEMENTATION

## NACTO, TRANSIT STREET DESIGN GUIDE | NORTH AMERICA



INTENDED AREA : HUB

TYPE : TRANSPORTATION

POSSIBLE PHASE : **EARLY** / MID / LATE

### PROJECT INFO :

One-way Corridor Streets, may be prime corridors to implement dedicated transit lanes. These may be trunkline transit routes where multiple bus lines converge and connect. The design guide focuses on the implementation of well-branded or high-capacity vehicles, robust stations and wayfinding, and dedicating on-street space improves on-time performance and rider experience, and increases the total person capacity of congested streets.

### OPTIONS: (PLEASE REFER TO DIAGRAM ABOVE)

1. To upgrade the street's role within the transit and bicycle networks, transit and bicycle lanes can be placed on opposite sides of the street, reducing bicyclist stress and bike-bus conflicts.
2. Consider turning restrictions to mitigate conflicts by cars traversing transit lanes.
3. Freight and taxi/livery vehicle standing may intrude on transit or bicycle lanes. Designate curbside loading zones, potentially with additional width or on the opposite side of the street, to accommodate frequent curbside activities without impacting transit operation.

## BUS BULBS



BEFORE



AFTER

INTENDED AREA : 16TH ST. AT PRINCESS AVE.

TYPE : TRANSPORTATION

POSSIBLE PHASE : EARLY / **MID** / LATE

### PROJECT INFO :

Bus bulbs are extensions of the sidewalk and curb, typically the width of the adjacent parking lane. The benefits of installing bus bulbs are to deal with narrow boulevards that do not have enough space for benches or shelters. Bus bulbs offer improvement to transit operations, customer comfort, and community interaction with transit.

## BUS STOPS



BEFORE



AFTER

INTENDED AREA : 15TH ST. AT PRINCESS AVE.

TYPE : TRANSPORTATION

POSSIBLE PHASE : EARLY / **MID** / LATE

### PROJECT INFO :

Bus stops are the first point of contact when choosing to ride transit. Bus stops should be accessible and add a form of comfort for all transit riders while waiting for the bus. Making space for benches or shelters and having adequate signage is important to all bus stop locations.



# PRECEDENTS

## DOWNTOWN CARSHARE | SASKATOON, SK



**INTENDED AREA :** BRANDON  
**TYPE :** TRANSPORTATION  
**POSSIBLE PHASE :** **EARLY** / MID / LATE

### PROJECT INFO :

This is a way to find a carpooling buddy or to have access to a fleet of vehicles that accommodate you or your family's needs. Car-sharing is easy to use and can be a way to have access to a vehicle without having the cost of ownership. In 2016, North Prairie Developments Ltd. incorporated a car-share vehicle to its downtown condo complex. The factors behind it was to accommodate the growing millennial population who do not own a vehicle of their own or are less dependent on a personal vehicle. Factoring in the car-share vehicle allowed for the developer to scale back on the amount of dedicated building parking spaces.

## SENIORS' COMPLEX CARSHARE | WEST VANCOUVER, BC



**INTENDED AREA :** HUB  
**TYPE :** TRANSPORTATION  
**POSSIBLE PHASE :** **EARLY** / MID / LATE

### PROJECT INFO :

Residents of the older adult housing complex have the luxury of being the sole users of the Modo provided car-share vehicle. They also have access to the rest of the fleet. The car-sharing company, Modo, has also added the bonus of a reduced rate as an incentive to gain more members but also recognizes possible fixed incomes.

**Advantages:** Increase parking, reduce congestion, enhance mobility, affordability, environmental sustainability, attractive amenity to the area, reduce development costs through reduced parking requirements, and reduce maintenance costs.

## COMMUTING MOBILE APP | MANITOBA, CANADA



**INTENDED AREA :** BRANDON  
**TYPE :** TRANSPORTATION  
**POSSIBLE PHASE :** **EARLY** / MID / LATE

### PROJECT INFO :

GoManitoba is a free province-wide commuting app for a network of ridesharers connecting people who want to cycle, walk, carpool or bus to their destination. It locates people who are likeminded to share their commute, save money and reduce traffic congestion.

- Find all options for your journey, including carpooling, transit, walking and cycling.
- As more and more users join the system, you will see people who match with you for carpooling, biking or taking transit.
- Become a mentor: If you are an avid commuter by bus or bike you can help someone bike or take public transit for the first time.

# FEEDBACK





# QUESTIONNAIRE

^

During our research we found that we had many questions. The intent of the questionnaire was to get a feel for how people utilize the downtown, how they get information on events, how they get to the downtown and what is the perception of the downtown. As well, it would give us a better idea of areas of concerns that we may have missed during our visits and research. With the answers received we were able to identify some key areas that needed addressing which we identified in the vision.



#### Demographics:

1. What are the factors that are drawing people in or pushing people away from Brandon's downtown?
2. Are there a large amount of older adults from rural areas moving into Brandon?
3. Are there any challenges for them integrating to the urban environment?

#### Housing:

1. Do you know if there is a large or growing demand for downtown housing?
2. Is there any opposition that you are aware of towards secondary suites or cohousing in the downtown area?
3. Outside of the Brandon University area, has there been a noticeable increase in student population or a growing demand for student housing options in certain areas? If so, have any plans been discussed?
4. Are you aware of any need or desire for transitional housing in Brandon (i.e. Massey Manor)?
5. Is there a future vision or a development plan for the Brandon flats area north of downtown?

#### Social Participation:

1. Is there education being provided to inform the general public about ageing adults in Brandon?
2. What activities bring you downtown and when (i.e. day, time, season)?
3. Are there activities or events happening in the downtown that were not mentioned in our presentation?
4. Where/how do you find out about social events happening in Brandon?  
(le resources: Newspaper, Radio, Facebook, etc.)

#### Transportation:

1. Which modes of transportation do you find most affordable?
2. Do you think public transit is reliable and/or convenient? Why?
3. How do you feel about more bike lanes downtown?
4. How do you feel about the one-way streets?

#### Outdoor Spaces and Buildings:

1. Do you have any concerns about the outdoor seating areas in downtown Brandon?
2. What are the challenges posed by winter for older adults downtown?
3. Do you have any fears/limitations going out at night in downtown Brandon? If so what are they?
4. What would you add/remove/improve on Pacific Avenue? Downtown? Please elaborate.
5. Is the Assiniboine River an appreciated feature of the city? Is there opportunities to enhance its presence?

#### General Questions

1. Are there any stigmatism that are attached to downtown?
2. What is the downtown identity?
3. What is your idealized downtown?

Additional Comments:

# FINAL THOUGHTS

Thank you to the City of Brandon, the Age-friendly Council Committee and the Brandon Downtown Development Corporation for your valuable and positive feedback.

# FINAL THOUGHTS

The first presentation of our site analysis of downtown Brandon revealed some valuable information regarding older adults living in Brandon:

- Some concerns or suggestions were conveyed regarding the need for potential development or program opportunities.
- One concern we heard multiple times was the need to replace the bridge that connected the Flats and downtown Brandon.
- People had expressed that there were safety concerns in regards to crime that could be based more on perception than actual.
- We were uncertain why the population of downtown had shrunk during the census years of 2011 to 2016 which was revealed in the meeting that with the opening of Maple Leaf Foods caused a rise in the population due to immigration. With this, single men chose to live downtown when they first arrived, and later brought their families over and moved into homes in other communities.
- We had suggested the potential for an intergenerational mens tool sharing and project program called Men's Shed.
- During the feedback, some of the women noted that the men in the community would be more likely to get involved if they had a project to work towards.

We returned to present ideas regarding some precedent research we had conducted in preparation for our final thoughts and suggestions:

- Most of the feedback was positive with particular interest in some of our beautification strategies.
- It was revealed to us that there are some issues regarding transit routes which we viewed as complex and difficult to navigate.

The feedback from our last presentation of our suggestions and strategies for downtown Brandon was well received and we got some useful feedback:

- Many people commented on our suggestion to convert Pacific Avenue into a commercial corridor with a pedestrian bridge linking The Flats with downtown.
- Another suggestion that was popular was converting the Town Centre into an educational hub.
- There were some concerns regarding the back angled parking for our Woonerf suggestion.
- Another issue was the lack of opportunities for seniors to access affordable programming.
- A suggestion was a seniors drop in facility.
- Affordable housing also came up as a need for older adults, including homeless shelters specifically for seniors.

# PHOTO CREDITS

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# PHOTO CREDITS

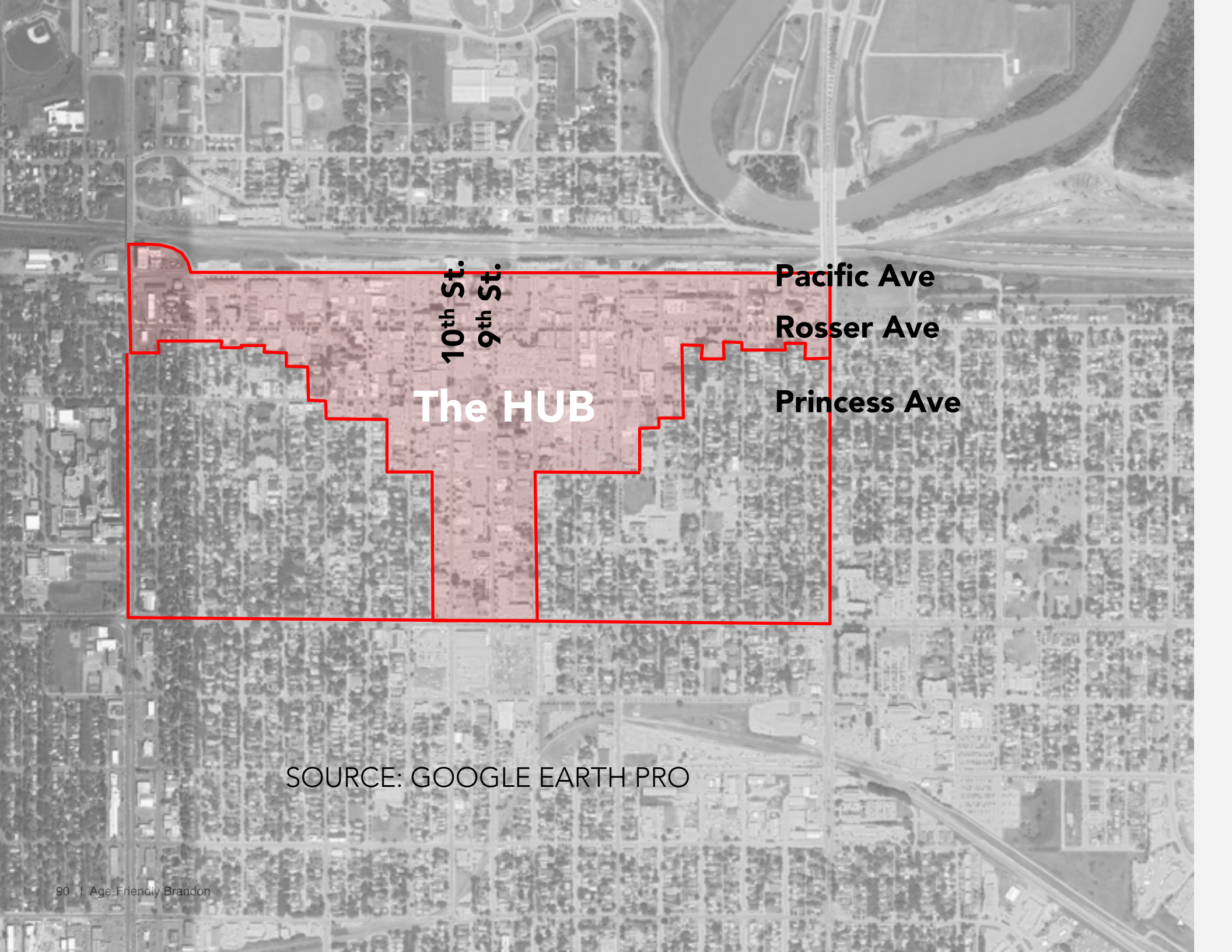


# SOURCES

A.  
B  
C







**10<sup>th</sup> St.**  
**9<sup>th</sup> St.**

**The HUB**

**Pacific Ave**

**Rosser Ave**

**Princess Ave**

SOURCE: GOOGLE EARTH PRO



**Brandon  
University**

**10<sup>th</sup> St.  
9<sup>th</sup> St.**

**The HUB**

**Pacific Ave**

**Rosser Ave**

**Princess Ave**

**Superstore**

**Brandon  
Regional**

SOURCE: GOOGLE EARTH PRO



SOURCE: GOOGLE EARTH PRO









SOURCE: GOOGLE EARTH PRO



An aerial photograph of a city grid, likely Winnipeg, Manitoba, showing a dense urban layout. A river is visible on the right side. A central portion of the grid is highlighted with numerous small, solid purple squares, indicating specific blocks or lots. The squares are concentrated in a central area, roughly between the center and the right edge of the image, and between the top and bottom center. The text 'SOURCE: GOOGLE EARTH PRO' is overlaid in the lower right quadrant of the image.

SOURCE: GOOGLE EARTH PRO



