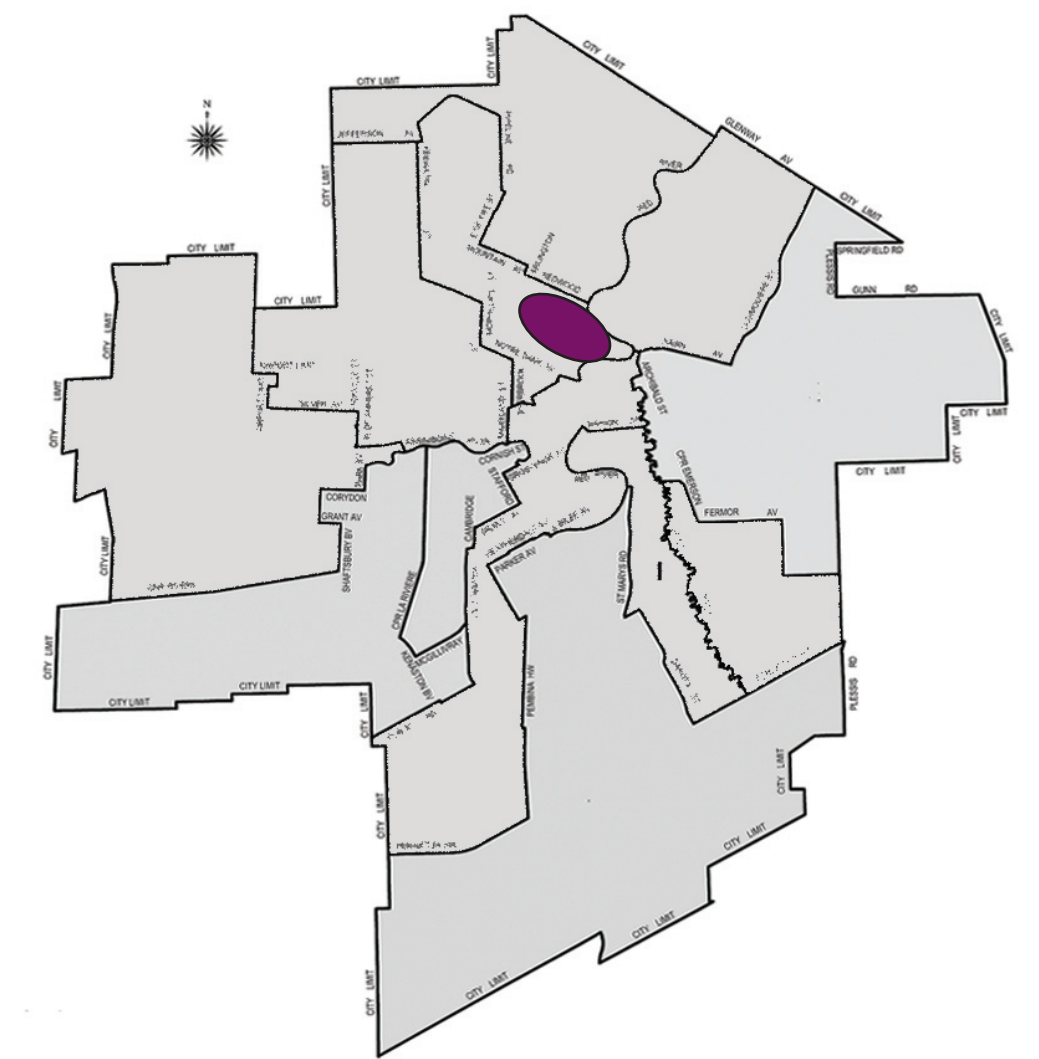


# SELKIRK AVENUE NEIGHBOURHOOD MAIN STREET

## Neighbourhood Analysis



- ABOVE:  
Selkirk Avenue area in the context of  
Winnipeg
- LEFT:  
Selkirk Avenue area in the North End of  
Winnipeg, defined by the following edges:
- |       |                     |
|-------|---------------------|
| North | • Aberdeen Avenue   |
| East  | • Main Street       |
| South | • Jarvis Avenue     |
| West  | • McPhillips Street |

### I N T R O D U C T I O N

In almost every North American city, directions: North, South, East and West can orientate you in more ways than one. These words are often weighted with meaning and value. In Winnipeg, the North End is such a space. Once called the 'foreign quarter' due to the concentration of immigrants early in the century, the neighbourhood evolved into a vibrant multi-ethnic community (Artibise 1979, 9). Immigration and industry shaped the area, and Selkirk Avenue was the heart where commerce, culture and community came together.

When the Canadian Pacific rail yards segmented the North End from the centre of the city, people living there came to understand what it meant to live on the wrong side of the tracks. For all its strength and diversity, the North End still has a reputation as a neighbourhood that faces many challenges.

Housing, demographics, poverty and social services have historically been issues in the built environment. This project analyzes the neighbourhood as it is today and through community participatory planning, proposes design possibilities for the future.



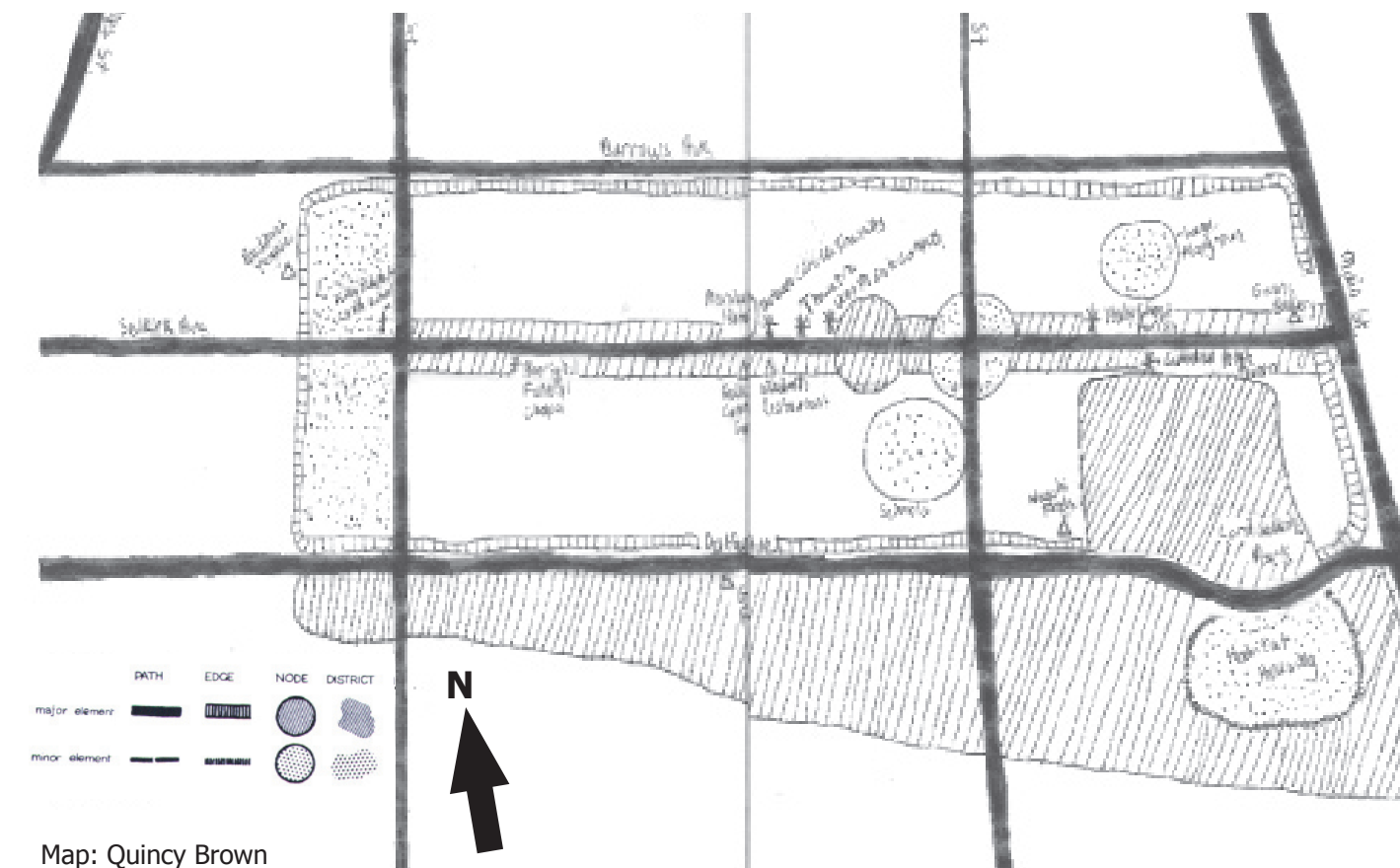
TOP LEFT:  
Selkirk Ave circa 1900  
(Artibise, *Winnipeg: An Illustrated History*)

BOTTOM LEFT:  
Dufferin Ave. 1904  
(Artibise, *Winnipeg: An Illustrated History*)

BOTTOM RIGHT:  
CP Railyard  
(Artibise, *Winnipeg: An Illustrated History*)



Artibise, A. (1977). *Winnipeg: An Illustrated History*. Toronto: James Lorimer & Company



LYNCH MAP: An subjective map based on:

- Path** - A channel of movement
- Node** - Strategic spot, can be a junction or a concentration of activity
- Edge** - Boundaries between two regions
- District** - Areas that have a common, identifying character
- Landmark** - A point of reference

RIGHT:  
Palace Theatre, Selkirk Ave. 1950  
(Paquette, A.J. 1995. *Markings: Scenes and Recollections of Winnipeg's North End.*)



"The street has its own life. It doesn't depend on any one person, just people."

- Bruce McManus, from his play *Selkirk Avenue*

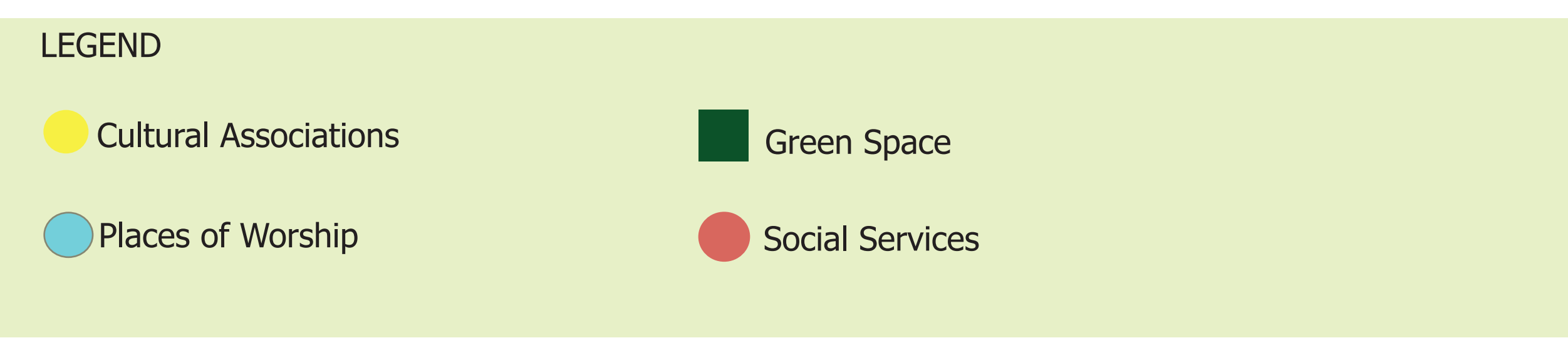
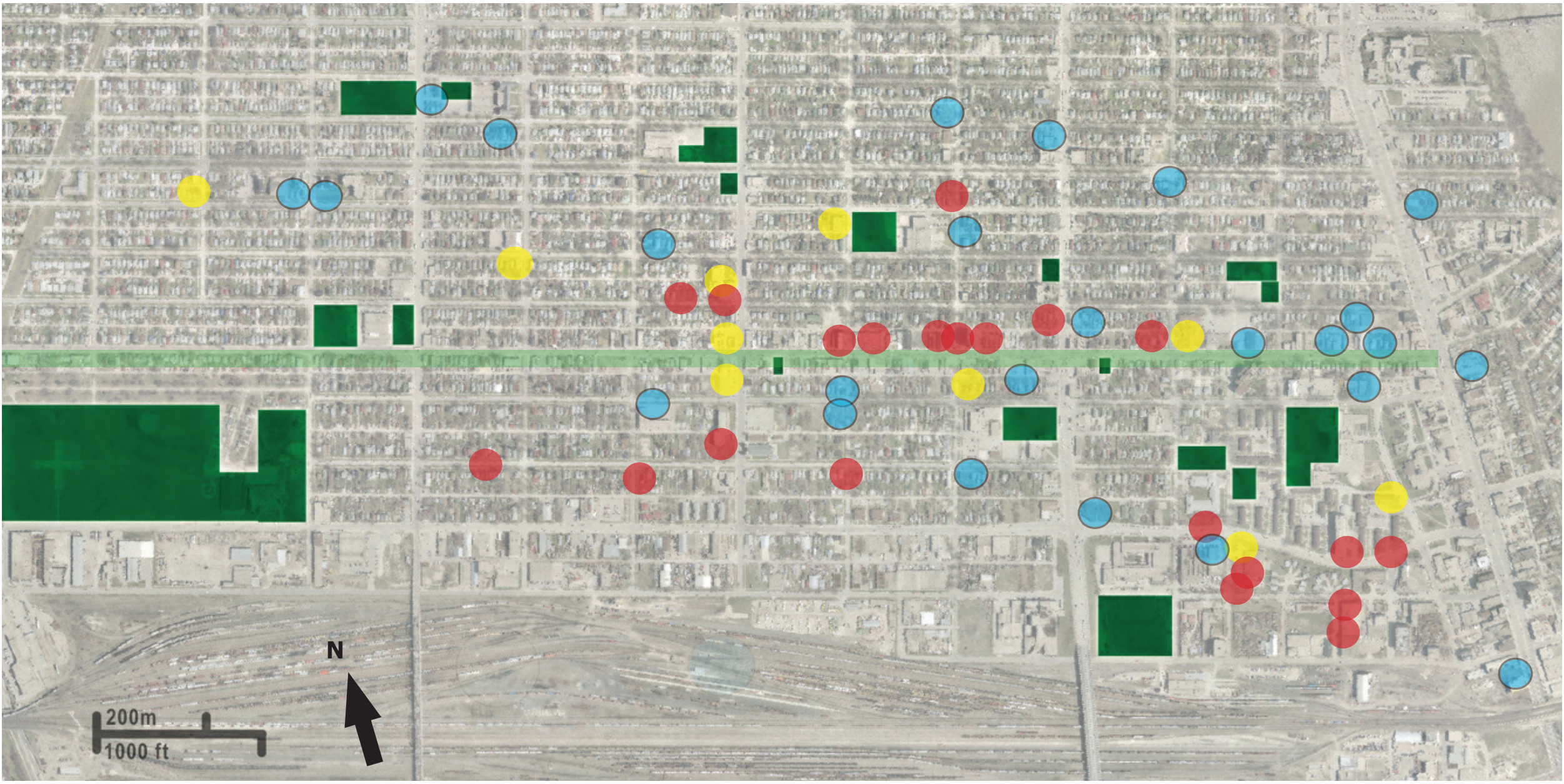
# Site Analysis

## SELKIRK AVENUE NEIGHBOURHOOD MAIN STREET

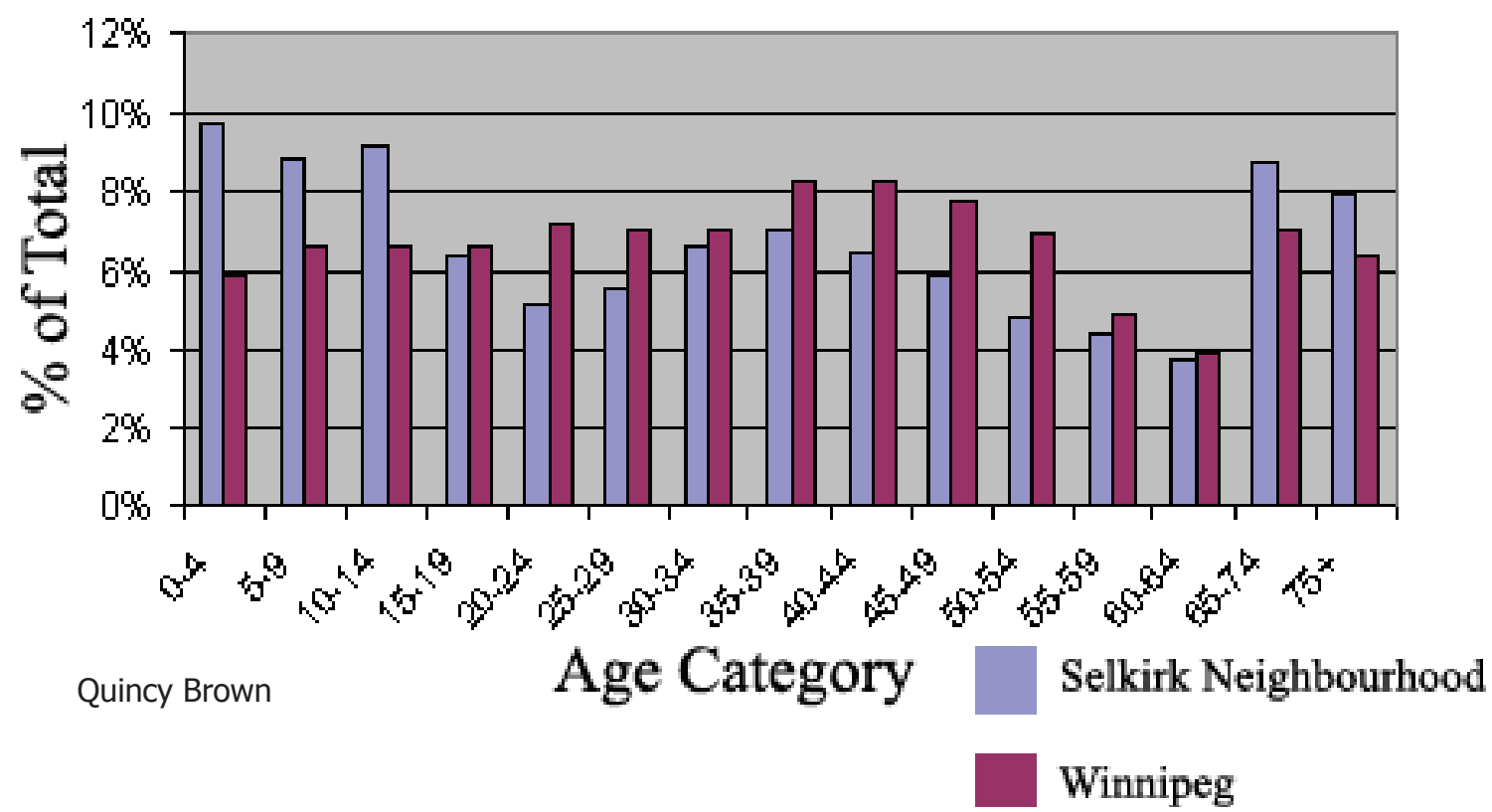
### S O C I A L S E R V I C E S

Social services in the Selkirk Avenue neighbourhood date from 1873 to the present. Services currently available include support for education, economics, counselling, health, emergency food, clothing or shelter and housing. Over time, these services have moved from faith based models of aid to more partnerships between community groups and the government. Following the demographic shift of the 1960's, more culturally relevant Aboriginal services have emerged in the area including the Indian Métis Friendship Centre (1959), Oyate Tipi (1989) fig. 1, Ndinawemaaganag Endagwad Inc. youth drop-in centre (1993) fig. 2 and Ma Mawi Wi Chi Itata (1984).

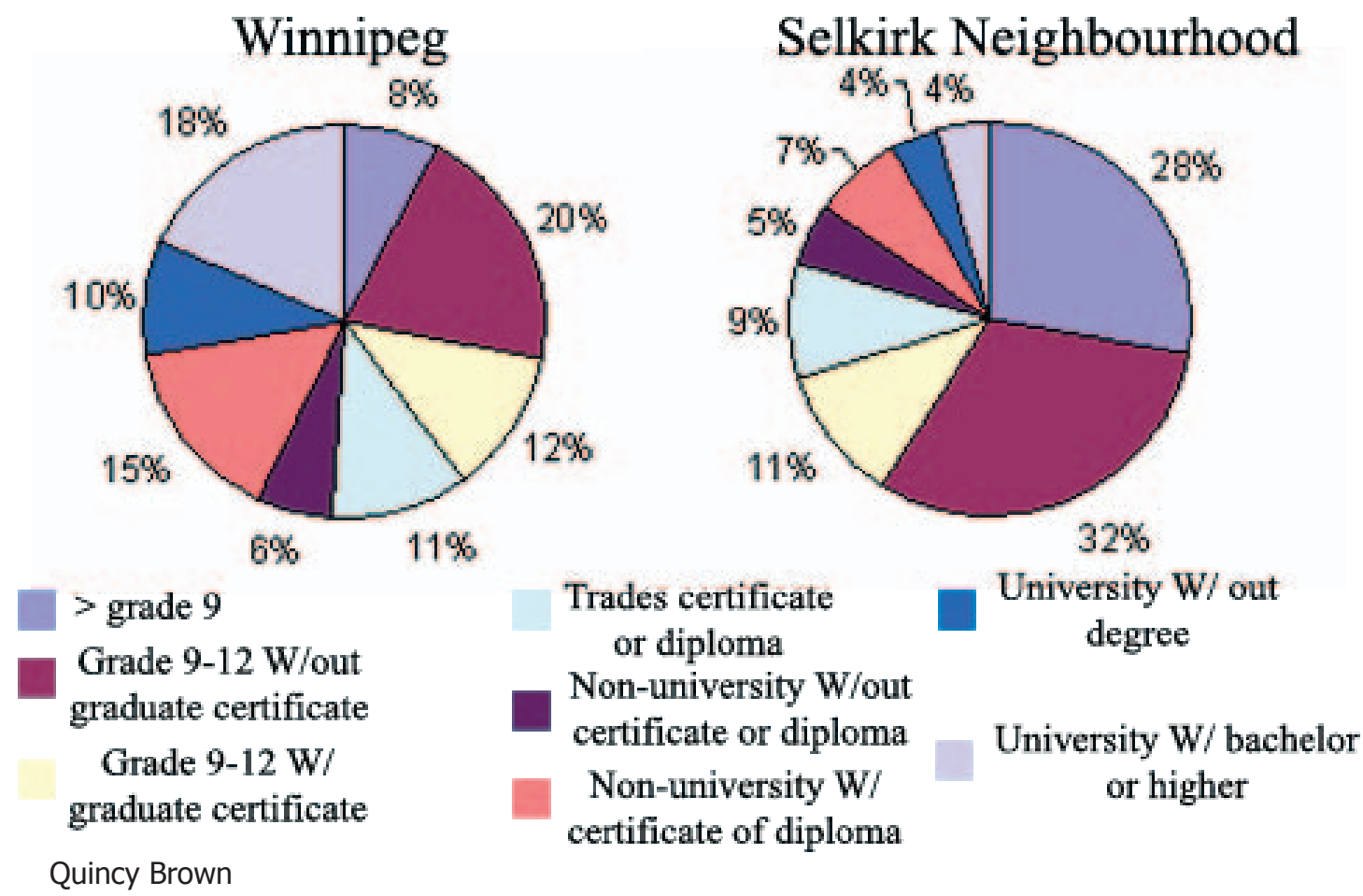
There are currently over thirty social services in the area. Programs range in scope, but a focus on education, community economic development and capacity building for community members are all central themes. Social services help facilitate change and enable healthy communities to grow. In our community consultation process, interviews from the social services field confirmed that enhancing the vitality of Selkirk Avenue as a neighbourhood main street would contribute to the overall health and vibrancy of community life.



### Population Distribution



### Education



### D E M O G R A P H I C S

#### Population:

Winnipeg in 1971: 535,100  
Winnipeg in 2001: 619,544

Net Increase: 15.7%

Selkirk Avenue area 1971: 16,000  
Selkirk Avenue area 2001: 10,000

Net Decrease: 37.5%

Single parent households  
Winnipeg: 20%  
Selkirk Avenue Area: 40%

Average Employment Income:  
Winnipeg: 39,000  
Selkirk Avenue Area: 21,000

*"Vibrant streets full of people and energy can become a reality here again. Building community capacity is about helping people make connections and make a difference."*

-Community Interview

#### Dwellings

67% of households in the area rent their dwelling, compared to 36% for Winnipeg as a whole.

#### Ethnicity

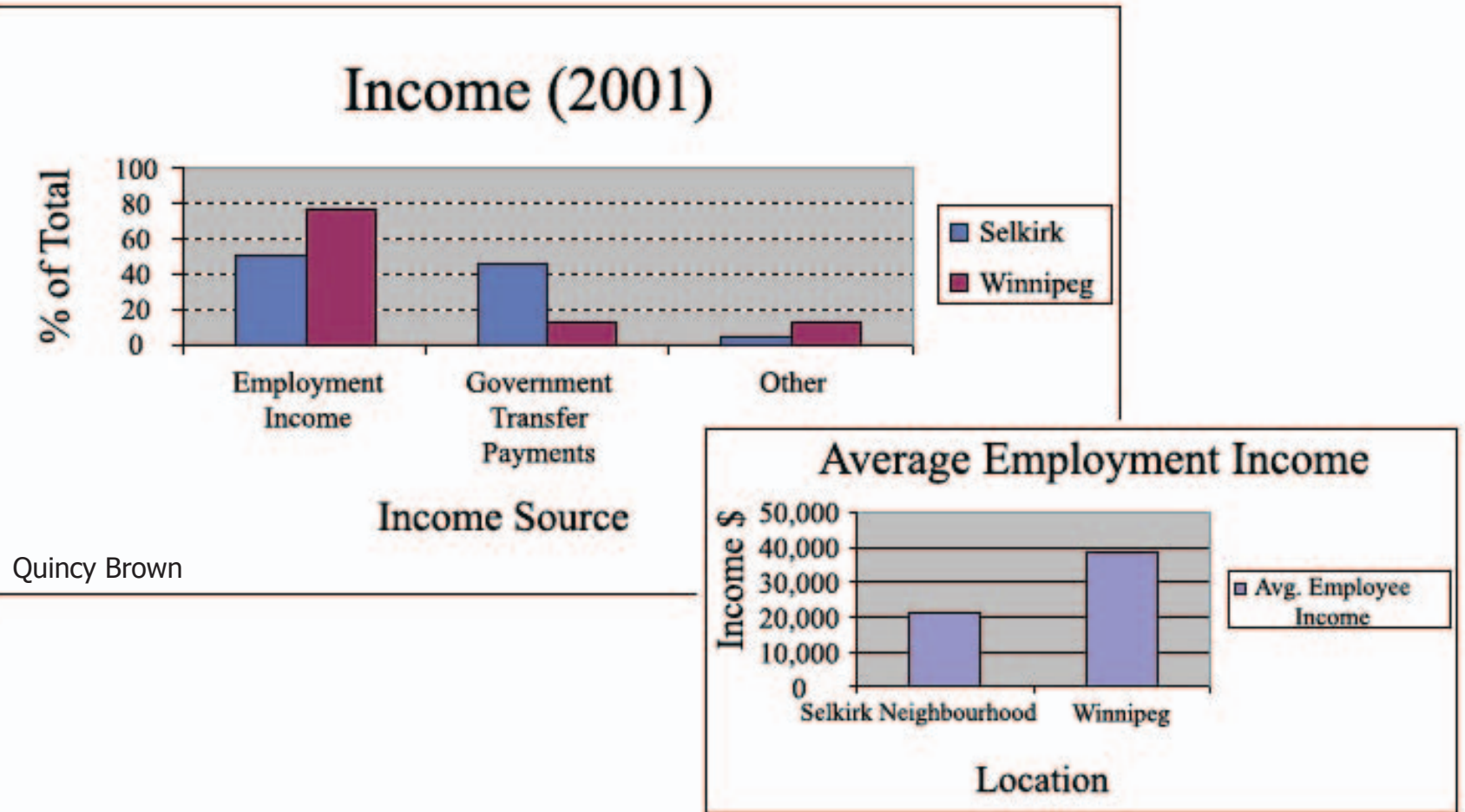
There has been a relative decrease in the number of eastern European residents (e.g. Ukrainian and Polish) who originally lived in large numbers in the area. There has been an increase in the number of Filipino and Aboriginal residents. By 2001 those of Aboriginal descent made up the largest single group in the Selkirk Avenue area.

#### Education

60% of residents in the area had not formally completed high school, and of those, 28% had less than a ninth grade education. City-wide, these figures stand at 28% and 8%, respectively. There are fewer people who have university or college-level education, although those with trades or other certificates are at roughly comparable levels.

#### Population Distribution

Seniors and youth are represented in higher numbers in the Selkirk area than in Winnipeg as a whole.



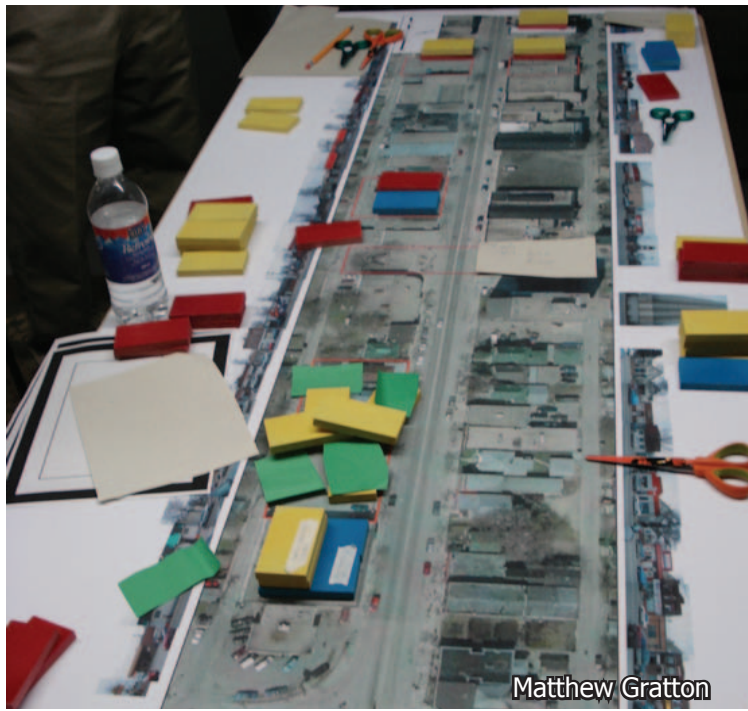
Statistical sources: City of Winnipeg 'neighbourhood clusters' William Whyte, Dufferin, Industrial and Lord Selkirk Park. Statistics Canada census tracts: 34, 43 and 44.

INTERVIEWS

Twelve interviews were conducted with stakeholders in the community representing government, social services and business. Visions of Selkirk Avenue were diverse, but most people felt that Selkirk was a neighbourhood main street with tremendous potential.

COMMUNITY MEETING

An evening meeting was held on November 29. Residents and stakeholders participated in a design game and provided feedback on design concepts for their visions of future opportunities in the area. Feedback was used to make alterations to concept designs.



“Density makes the difference to the success of any neighbourhood main street”  
- Community Interview

SITE ONE

Currently: Parking Lot

Concept Design: Mixed Use

This proposal features a three storey mixed use building. The bottom floor is commercial. It is ideal for a grocery, credit union or clinic with three apartments above. The top unit has a Selkirk facing balcony that allows a setback for the third floor. Second floor suites have West facing balconies. Six diagonal parking stalls are provided along the side of the building.



FUTURE OPPORTUNITIES FOR SELKIRK AVENUE

Through interviews and meetings, community stakeholders came up with the following ideas:

- Bannock Bistro
- Public library
- Student housing
- Mixed use commercial/residential buildings
- Performing arts centre/convocation facility
- Skating Rink
- Street markets and festivals
- Aboriginal Credit Union
- Parking solution/ enforcement of existing time limits
- Increase safety/ community policing
- Increase Community Economic Development
- Increase Owner Occupancy
- Artist live/work spaces
- Affordable housing units
- Build higher density residences
- Grocery store
- Retail

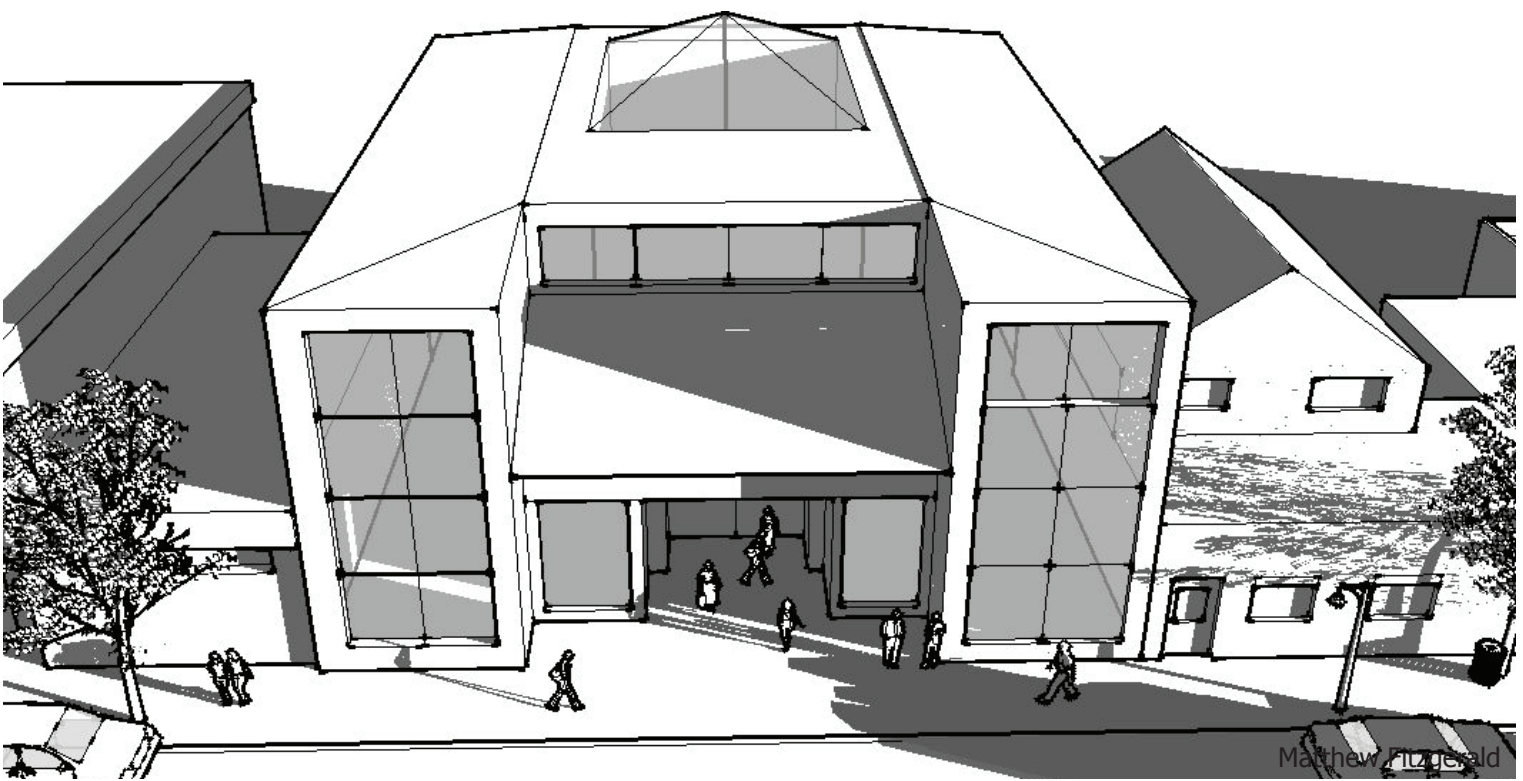


SITE THREE

Currently: Parking Lot

Concept Design: Library

Two storey building with ample natural light. Atrium feature allows for interior community greenspace. Home to a children’s reading room and a local Selkirk Avenue history area.

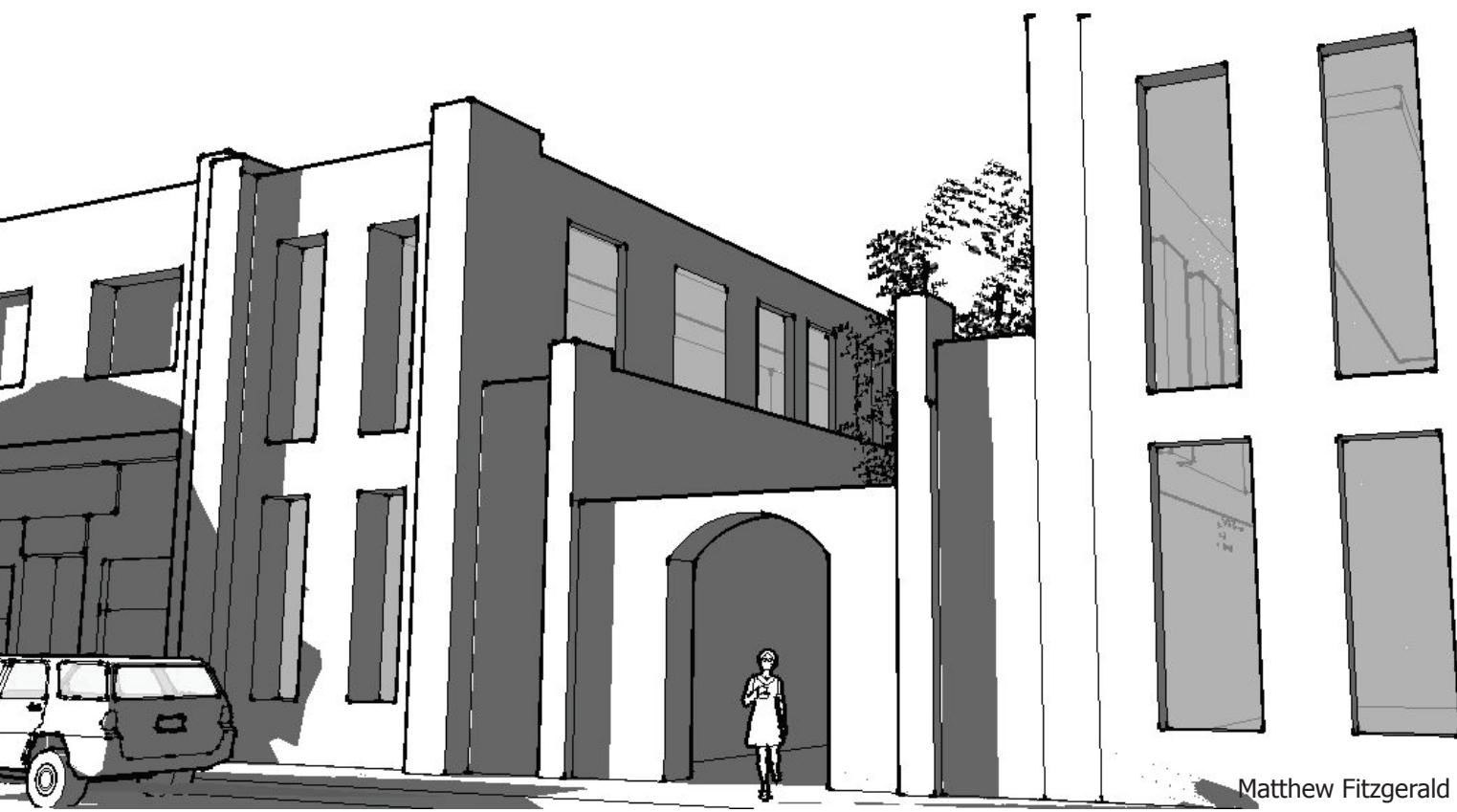


SITE FOUR

Currently: Parking Lot

Concept Design: Artist Live/Work Gallery & Residence

Two stories, with ten living units and a small gallery space. This building features views to an interior courtyard. Classic design blends with the character of the area. A brick archway maintains the street wall while creating an inviting pedestrian entrance into the tree filled courtyard leading to the gallery space.



SITE TWO

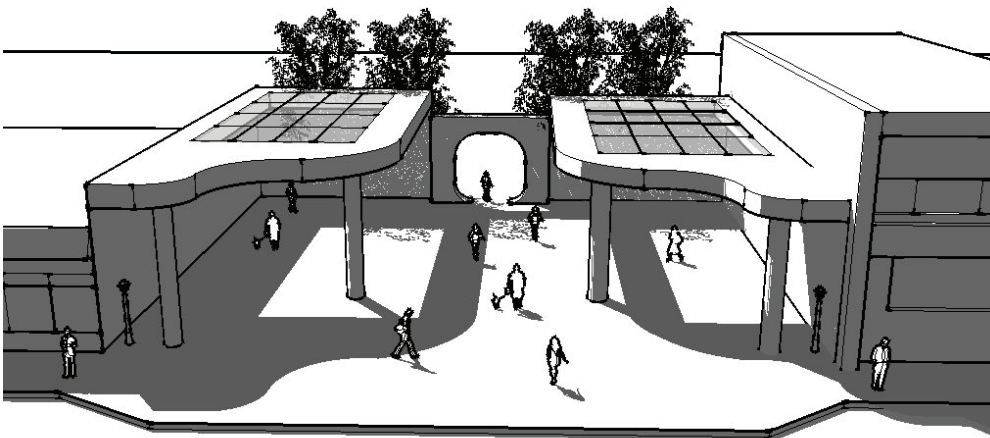
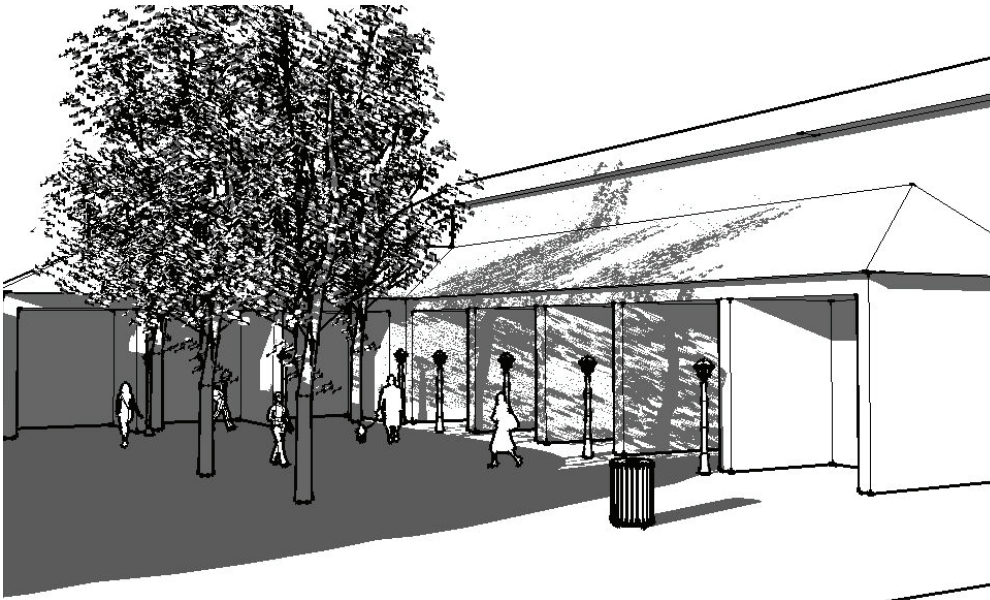
Currently: Amphitheatre

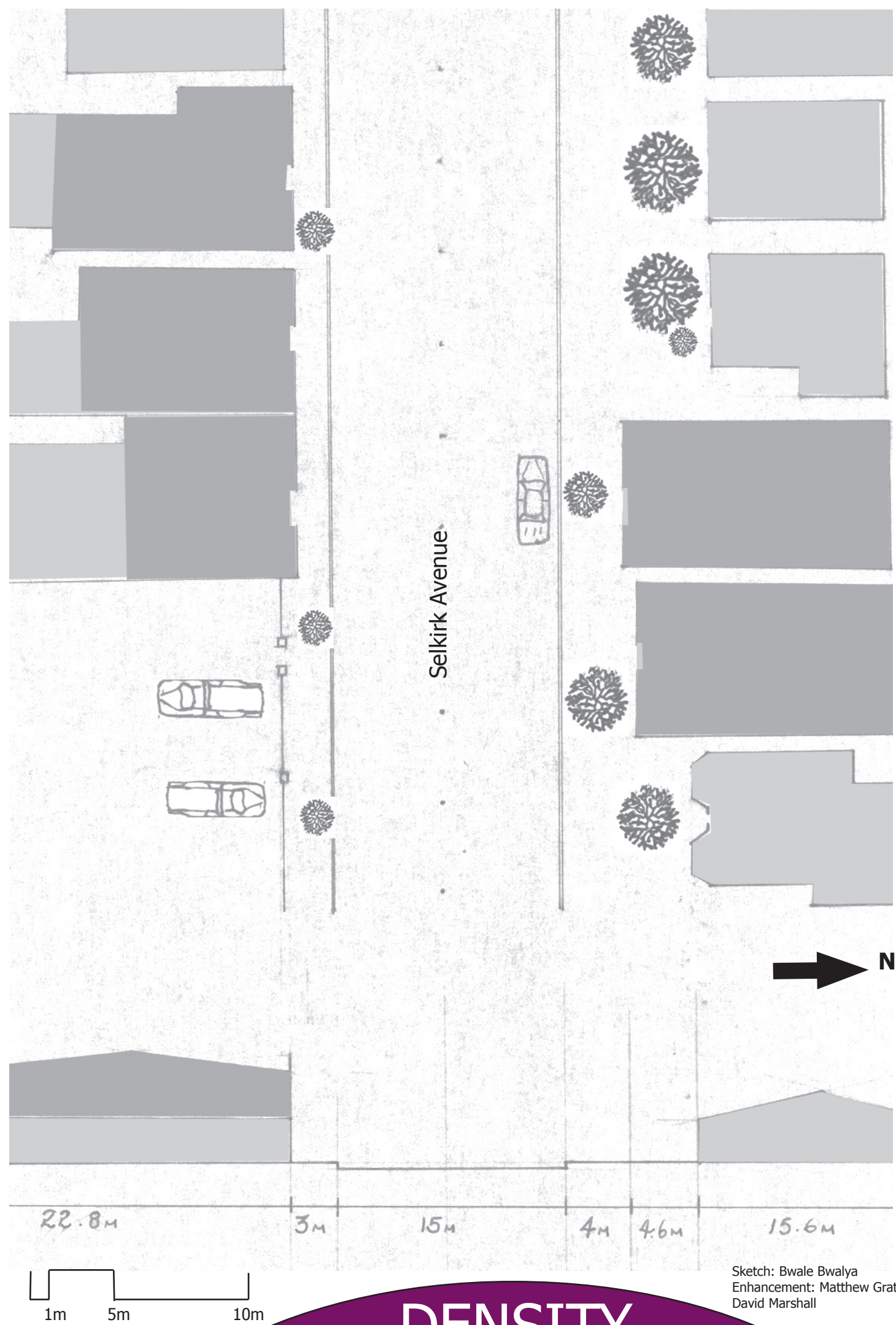
Concept Design: Market Stalls

Community members had safety concerns about this design (above right).

Changes to the design were made to provide a new covered venue for the farmers market (below right).

The original amphitheatre was enjoyed by many community members, though more greenery was wanted.





## LAND USE

Land uses along the street are diverse and include residential, commercial and industrial uses, as shown in the figure ground drawing (fig. 3). Commercial uses were once prevalent. Institutional buildings are now common.

There are many opportunities for mixed-use buildings along the street, which is in keeping with the historical character of the built form. However, without changes to existing zoning bylaws, new mixed-use structures are unlikely to be permitted.

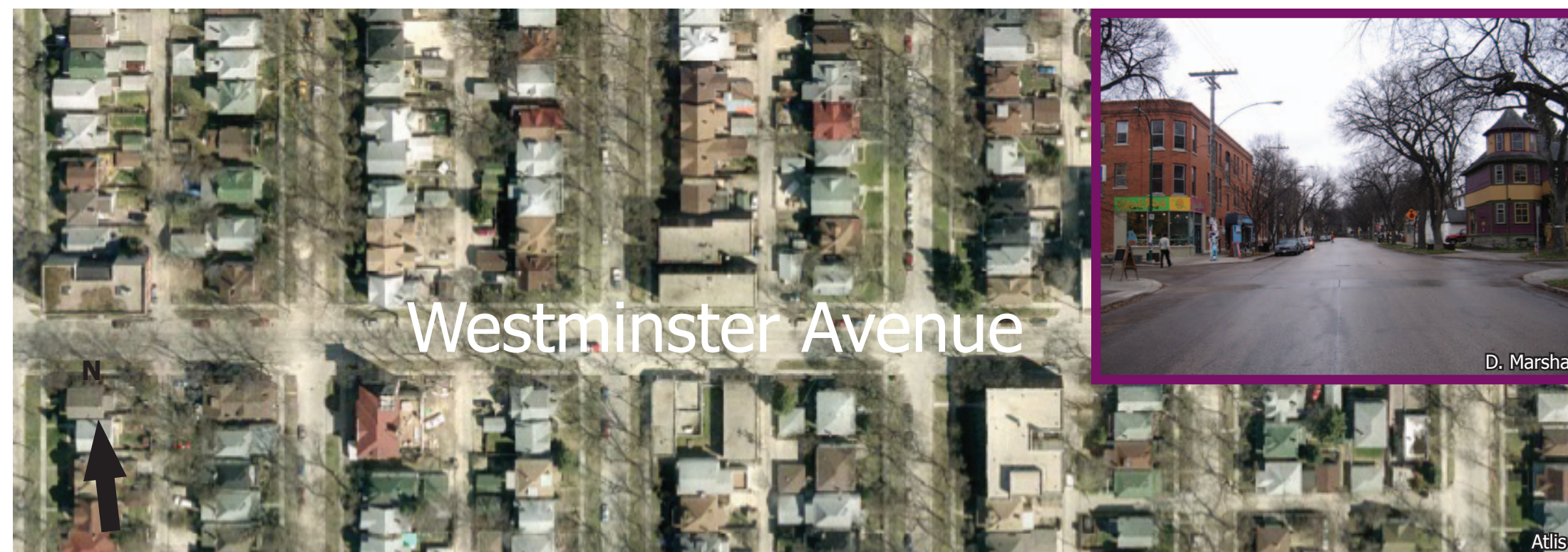
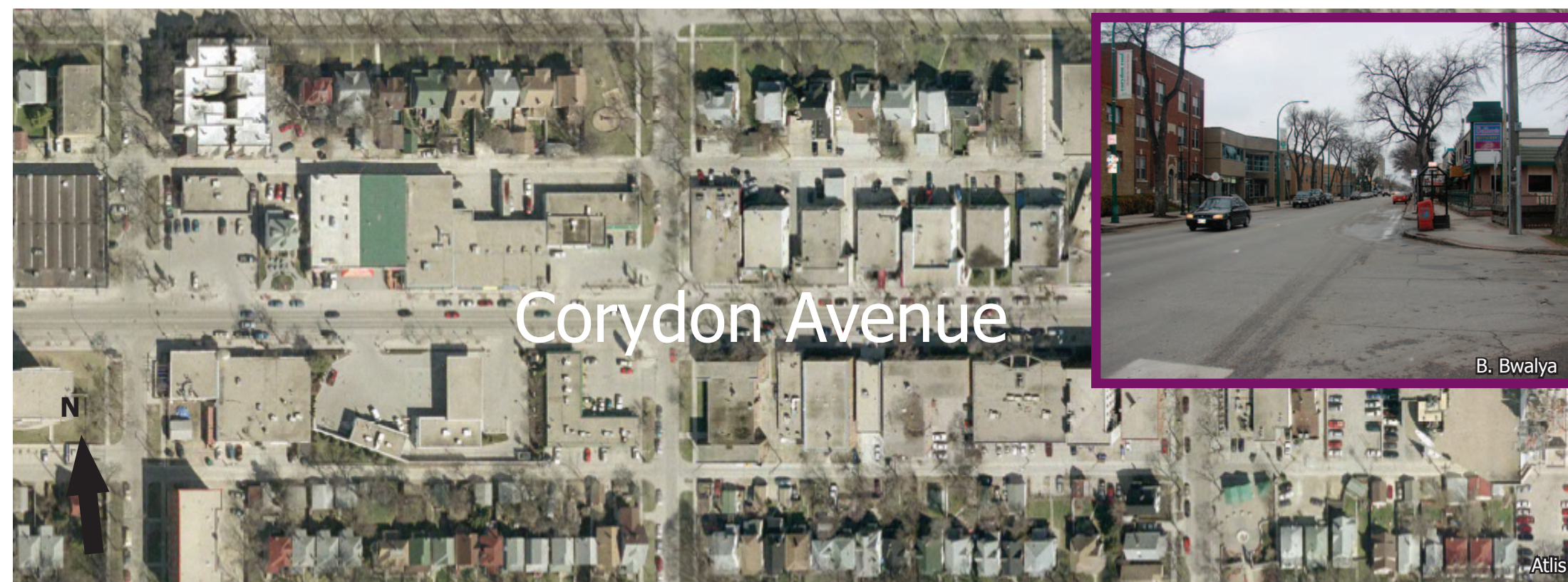
Parking is a conundrum; seen as both a necessity and a threat to the character of the area. Debate on the issue centres on safety and convenience. A parking study was undertaken in late 2006 to examine the

## BUILT FORM

Most structures have no front setback, forming a relatively consistent street wall. However, numerous vacant lots interrupt the flow of the street. With only one travel lane in either direction, the street maintains an intimate feel.

## FOUR WINNIPEG MAIN STREETS

These views illustrate how the composition of a street can differ. Trees, road width, building size and placement all effect the look and feel of a neighbourhood main street. The photos provide a pedestrian's perspective of what a slice of each street looks like.



### COMMERCIAL COMPOSITION

Top Left: the Donut House Top Right: Baltona Meats & Deli

Small mixed use corner stores, bakeries, butcher shops and restaurants predominate on this strip of Selkirk Avenue. Businesses are generally independently owned and operated and employ local residents. Opportunities exist for clothing retail, grocery and a credit union.

### STREET FURNITURE AND LANDMARK

Bottom Left: Ampitheatre area Bottom Right: The Palace Theatre (Currently under renovation)

The area boasts over 49 murals, specialized street lamps, planters and some street furniture as shown in the public ampitheatre. Several community gardens are maintained along Selkirk Avenue and the street features many medium sized trees. Walking tours are available in the area.

## Strengths

- People
- Cultural diversity
- Three adult educational institutions
- Affordable buildings and housing

- Unique built form
- Locally-owned businesses
- Community-based grassroots initiatives

## Weaknesses

- Racism
- Stereotyping
- Concentrated poverty
- Little economic development

- Aging housing stock in need of repair
- Vacant lots and buildings
- Perceptions of safety

## Opportunities

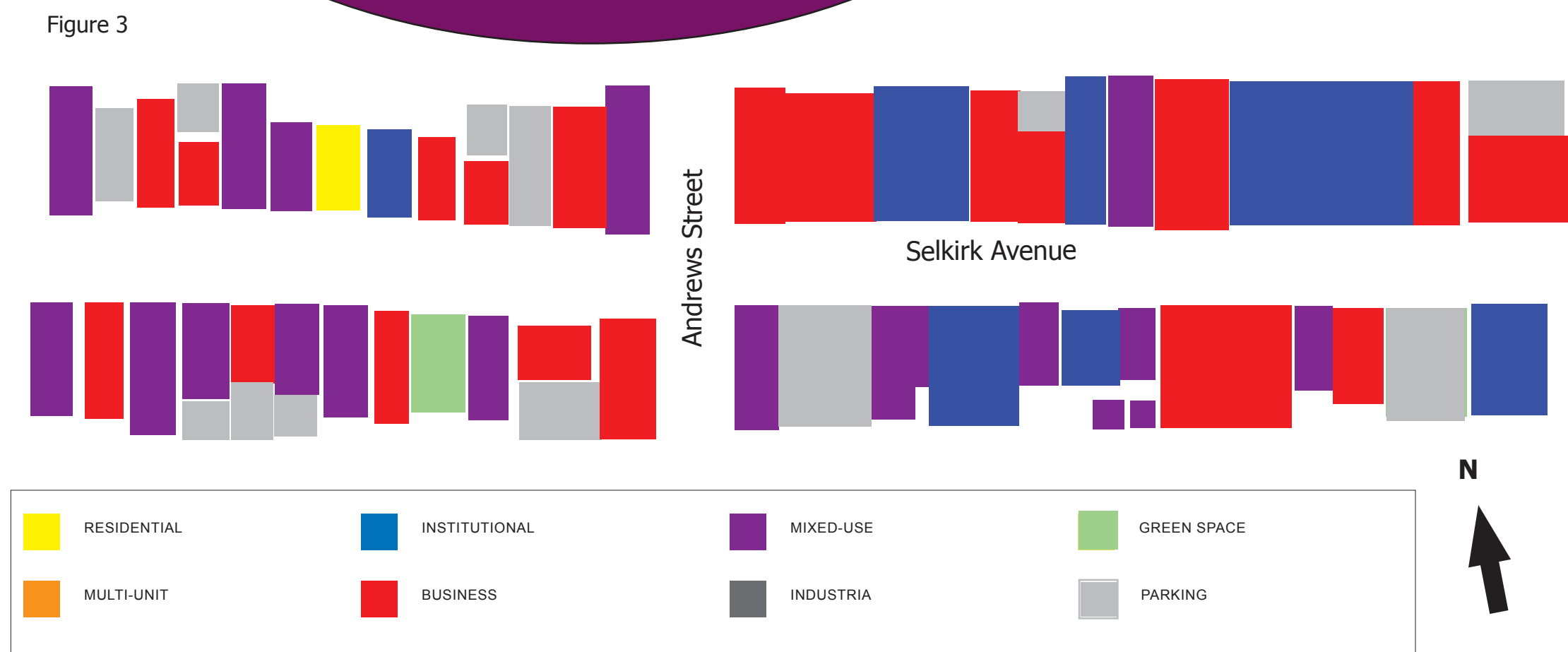
- Walkable, high-density potential
- Storefront improvement grants
- Zoning and tax incentives
- Commercial mixed-use district
- Community economic development and the BIZ

- Newsletters and residents associations
- Strong aboriginal community
- Underused parcels of land
- Homeownership
- Enforcement of parking regulations

## Threats

- Perception of gang violence
- Sexually exploited youth & prostitution
- Drug abuse and sales (crack and methamphetamine)

- Vacancies and boarded-up buildings
- Businesses that exploit residents
- Media (selective coverage)



# SELKIRK AVENUE NEIGHBOURHOOD MAIN STREET

# Main Street Composition