

OURWINNIPEG AT-A-GLANCE

WHAT IS THE COMPLETE COMMUNITIES DIRECTION STRATEGY?

The Complete Communities Direction Strategy is a practical and innovative “playbook” to guide land use and development in Winnipeg for the next 25 years. It is the product of an extensive public engagement process and an unprecedented amount of background research.

The Complete Communities Direction Strategy sets Winnipeg on a new path. New tools and approaches will foster development that establishes Winnipeg as an urban leader; a city of unique, sustainable and complete

DID YOU KNOW

- By 2031, Winnipeg is projected to grow by over 180,000 people and 83,000 new households, and 67,000 jobs.
- Downtown Winnipeg should see the development of nearly 10,000 net new jobs by 2031.
- There are currently almost 16,000 residents of the Downtown.
- Gross Domestic Product is forecast to average yearly growth of 2.5 percent to 2031.
- Demand for commercial lands is forecast to average approximately 450,000 sq. ft. per year to 2031.
- If we continue with our current development patterns, we could have as low as 13 of land supply remaining designated for residential development.

OPPORTUNITIES

- Accommodating growth and change in a sustainable manner
- Capitalizing on growth while making sure our city stays livable, affordable and desirable
- Making sure that all Winnipeggers benefit from this growth
- Maintaining and enriching what we value while welcoming a growing population

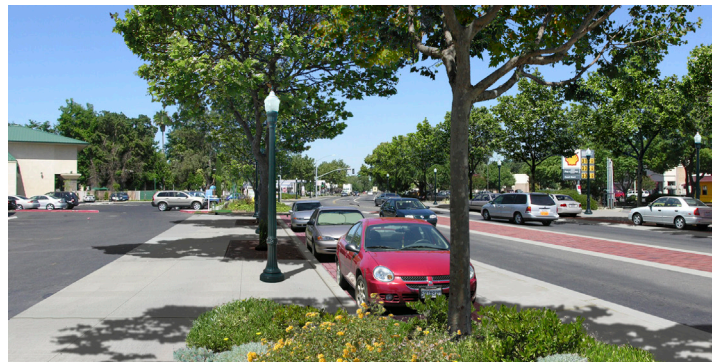
WHAT IS A COMPLETE COMMUNITY?

Complete communities are places that offer and support a variety of lifestyle choices, providing opportunities for people of all ages and abilities to live, work, shop, learn and play in close proximity to one another.

Complete Communities:

- Celebrate diversity and provide housing options that accommodate a range of incomes and household types for all stages of life.
- Provide options for accessing services, amenities and community resources by ensuring that most of the daily necessities of life- services, facilities, and amenities- are readily accessible.
- Enable a range of sustainable transportation options.
- Provide options for local employment while recognizing that the Downtown, airport lands and designated employment zones will continue to be major centres of employment in the city.
- Will be a living, dynamic concept that recognizes the unique aspects that differentiate one community from another

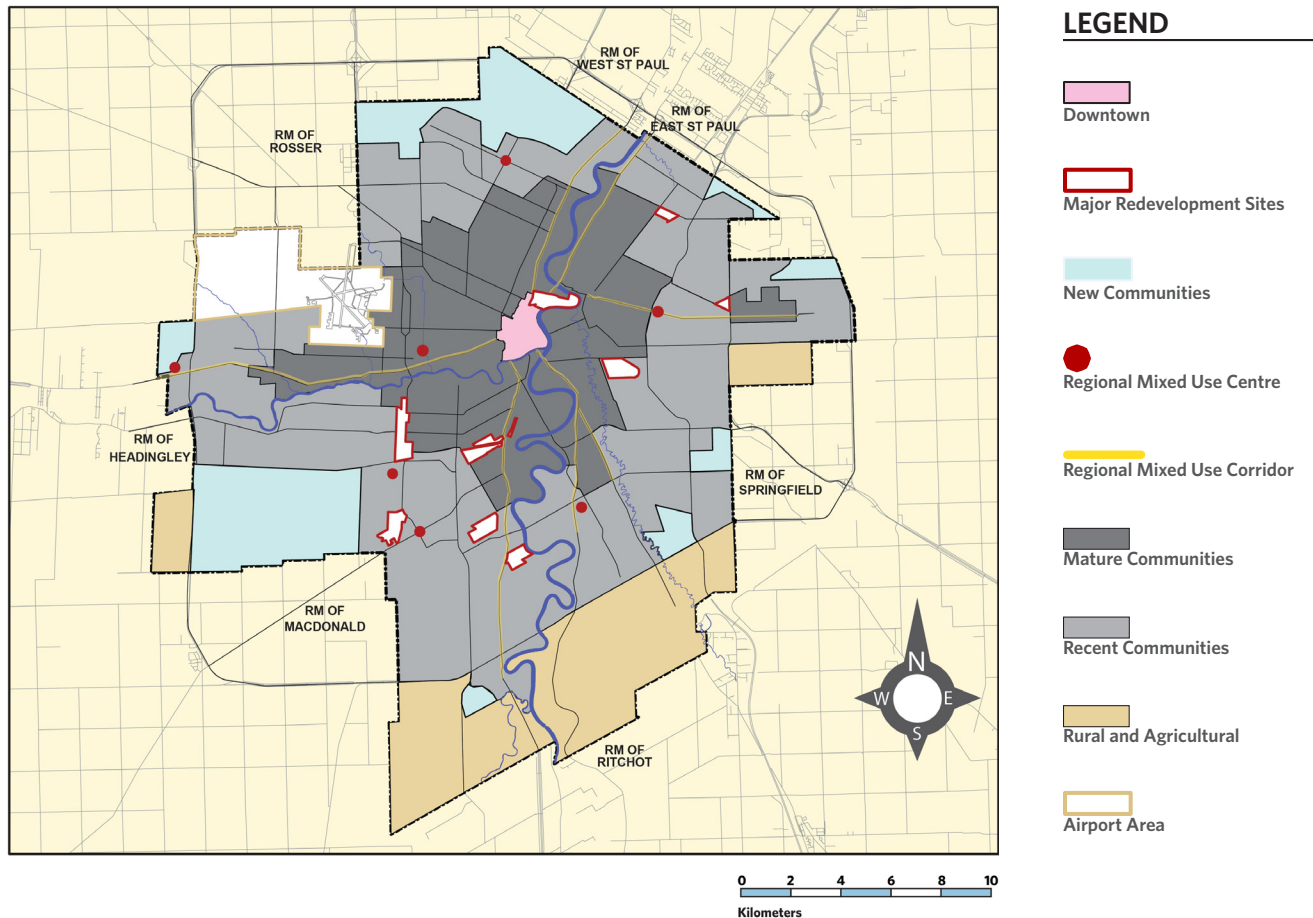
POSSIBLE TRANSFORMATION OF A NEIGHBOURHOOD MIXED USE CORRIDOR FOLLOWING COMPLETE COMMUNITY PRINCIPLES



WHAT IS AN URBAN STRUCTURE?

Our Winnipeg is based on an urban structure— a spatial articulation of city building objectives. It guides the city’s future realization, identifying and defining its physical components, not as they are today, but as they are envisioned.

An urban structure differentiates between areas of the city based on their period of growth and descriptive characteristics. This approach recognizes the uniqueness of different neighbourhoods and areas of the city, providing the basis for accommodating growth and change in a way that is sensitive to context.



THE COMPONENTS OF THE URBAN STRUCTURE AND THEIR KEY DIRECTIONS ARE:

TRANSFORMATIVE AREAS

These are areas of the City that provide the best opportunity for growth and change.

1. **Downtown** — Our Downtown is the entertainment, cultural, and economic heart of our city and our window to the world and offers one of the best opportunities to create complete, mixed-use, higher-density communities in a manner that promotes sustainable practices.
2. **Centres and Corridors** — Encourage a more compact urban form that offers a variety of options for housing, employment, amenities and transportation.
3. **Major Redevelopment Sites** — Capitalize on major transformation opportunities for vacant and underused sites to create attractively designed complete communities with significant residential and employment densities.

4. **New Communities** — Play an important role in accommodating projected population growth and will aim to achieve a high standard of sustainability from the onset.

AREAS OF STABILITY

These are areas that will accommodate moderate growth and change that fits with the existing form and character of its location.

5. **Mature Communities** — Present some of the best opportunities to accommodate infill development and maximize the use of existing infrastructure, to increase housing choice and maximize the use of existing infrastructure. They represent some of the most “complete” communities in Winnipeg and for the most part, were developed prior to the 1950s.
6. **Recent Communities** — Are areas of the city that were planned between the 1950s and the late 1990s. They are primarily residential areas and contain a mix of low and medium density housing with nearby retail amenities. They can also accommodate some infill development to increase housing choice and maximize the use of existing infrastructure.

OTHER

These are areas that primarily serve the city’s employment, commercial, parks and open spaces, and rural agricultural needs. They can be found throughout the City in both Transformative Areas and Areas of Stability.

7. **Employment Lands** — Provide for a wide range of market opportunities and jobs by accommodating new investment and economic development.
8. **Commercial Areas** — Monitor and encourage a timely and adequate supply of commercial lands in all parts of the City.
9. **Parks and Open Space** — Focus the future efforts for acquisition, design, development, operation, use and animation of our Parks and Open Spaces.
10. **Rural Agricultural Areas** — Manage rural/ agricultural lands to reflect the limitations of providing a full range of municipal infrastructure to these areas.

SPECIAL DISTRICTS

These are areas with inter-jurisdictional responsibilities within the city that require specialized policies.

11. **Airport Area** — Support the role of the James Armstrong Richardson International Airport as a major transportation hub for passengers and cargo.
12. **Aboriginal Economic Development Zones** — Facilitate the negotiation of municipal service development agreements with treaty and land entitlement First Nations to enable the achievement of mutual economic development interests.
13. **Capital Region** — Collaborate with other municipalities comprising the Capital Region to plan for a sustainable, vibrant and growing region.

URBAN STRUCTURE SUPPORTS

These supporting sections are not related to any one area or type of area of the City. They are intended to be applied throughout the City based on where they are applicable.

14. **Urban Design** — Respond to Winnipeg’s dynamic urban character and create a legacy of high quality public and private places.
15. **Heritage Conservation** — Support the ongoing sustainable development of Winnipeg’s urban structure through heritage conservation initiatives.