

BRANDON: OVERVIEW

The Department of City Planning conducted a site analysis of Brandon with a focus on the downtown and a cursory review of the rest of the city. The analysis examined the downtown property land uses, the built environment including housing and open spaces, demographic dimensions, and the social infrastructure and amenities.

The analysis utilized the Age-friendly Guidelines developed by the World Health Organization (WHO). The analysis also received pertinent local information provided by the Brandon Age-friendly Committee, Richard Greer of the City of Brandon and Elisabeth Saftiuk of the Brandon Downtown Development Corporation. All other information was collected through observations, photos, census data or online sources.

SITE CONTEXT

LOCATION:
BRANDON, MB

POPULATION:
48,860



HISTORY



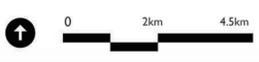
Brandon was erected around 1881 and became a city in just over a year. The success of this city is due to the construction of the Canadian Pacific rail line which runs through it. It is the second largest city in the Province of Manitoba and is a hub for parts of Eastern Saskatchewan and northern North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

BRANDON SECTION



PLAN: CITY OF BRANDON

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



DOWNTOWN DEMOGRAPHICS

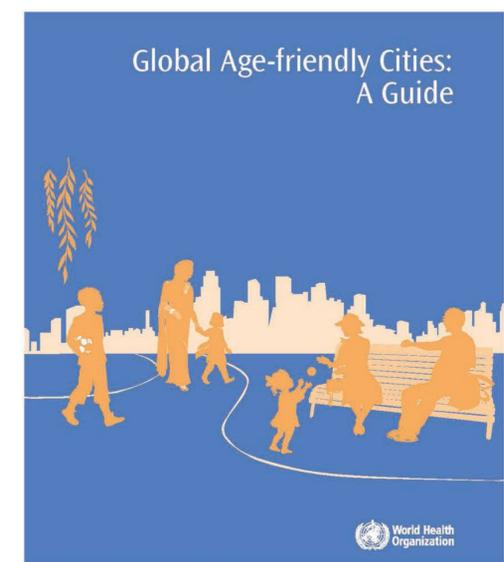
- POPULATION (2016):**
- TOTAL (4785)
 - 11.8% OLDER ADULTS (565)
 - 88.2% OTHER (4220)
- EDUCATION:**
- 31.5% POST-SECONDARY (1505)
 - 68.5% OTHER (3280)
- UNEMPLOYMENT RATE:**
- 10.5% DOWNTOWN
- INCOME (INDIVIDUAL):**
- \$34,167 AVERAGE

THE DOWNTOWN HUB



The Downtown HUB is the very heart of Brandon's downtown. In recent years, the city has heavily investing in 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.

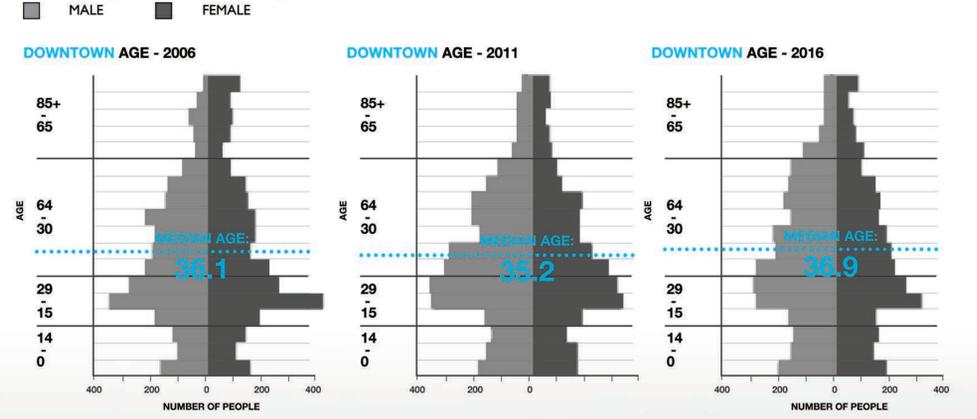
AGE FRIENDLY



In line with making communities respond to the needs of its citizens, irrespective of age and ability, the age friendly initiative has been echoed by the World Health Organization in their 2007 published document "Global Age Friendly cities: A Guide". Four main areas of focus from the guide examined in this project are:

- Housing
- Social Participation
 - Community Support and Health Services
 - Communication and Information
 - Civic Participation and Employment
 - Respect and Social Inclusion
- Outdoor Spaces & Buildings
- Transportation

DOWNTOWN (2006 - 2016)



NOT TO SCALE

DOWNTOWN: HOUSING & SOCIAL AMENITIES



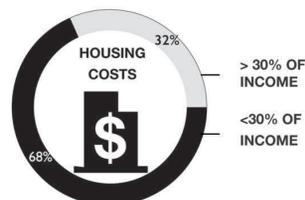
Well-designed housing situated in close proximity to services, amenities and transit is crucial for an aging population to remain comfortable in its community. Guiding housing development in locations that already possess the above attributes will provide options for older adults and any future aging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

Where as, 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.

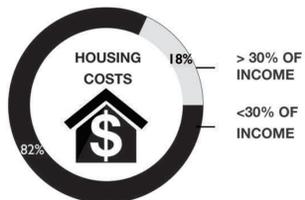
CHARACTERISTICS OF BRANDON HOUSING

HOUSING AFFORDABILITY

DOWNTOWN

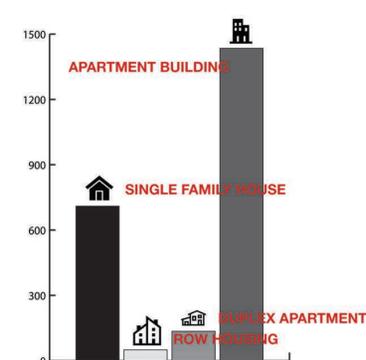


BRANDON

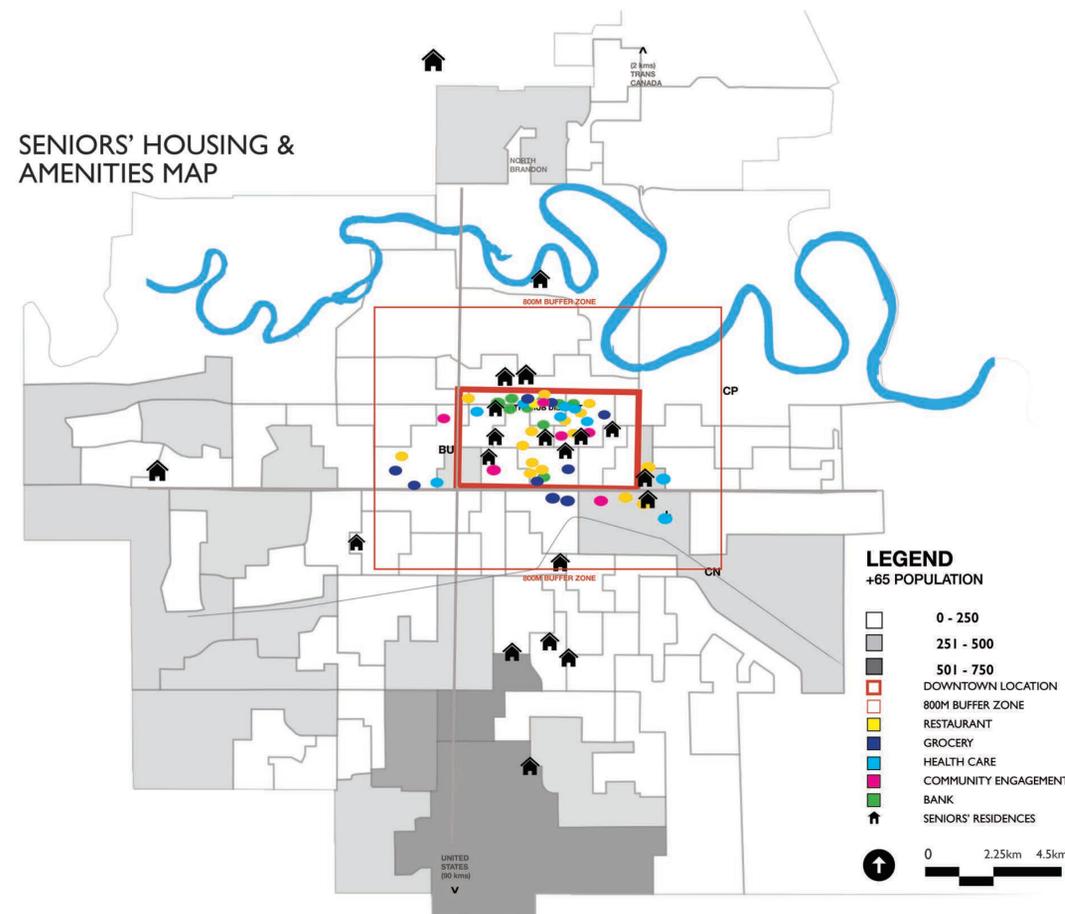


HOUSING TYPES

DOWNTOWN



SENIORS' HOUSING & AMENITIES MAP



OBSERVATIONS

Throughout the downtown area 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.

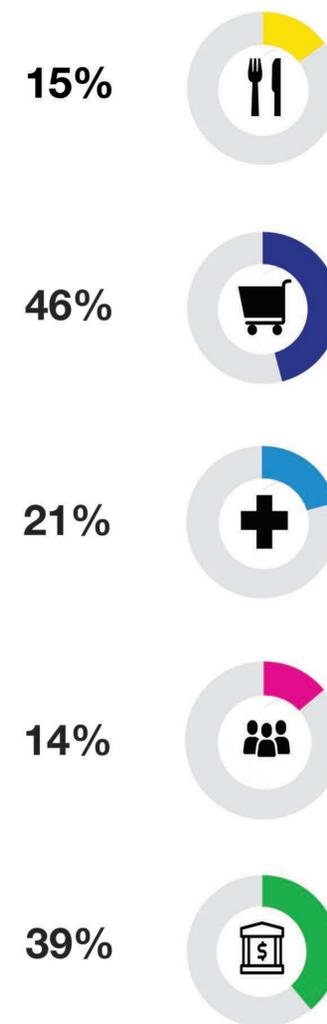
We also observed a creative social housing project called Massey Manor which comprised of multiple levels accommodating different social needs like homelessness, transitional housing and seniors residences.

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.

DOWNTOWN AMENITIES

DOWNTOWN AMENITIES OUT OF BRANDON TOTAL



RESTAURANTS

Restaurants are an important component to an age-friendly city as they act as a "third space" for people to socialize in. These spaces provide options to hang out with a friend, a caregiver, or alone. An important principle of an age-friendly community is having a space to socialize that is affordable and available to all. The amenities in this category achieve this principle in that there are a variety of dining options catering to the average person.

GROCERY STORES

Convenient grocery store options are an important part of an age-friendly community. It is beneficial to have a variety of stores, including ones that are affordable and within walking distance. The benefits of having a grocery store within a walkable distance are increased physical activity, opportunity for social engagement, and a higher sense of Independence. Downtown Brandon offers residents a mix of independent specialty stores and one major grocery store, all within potential walking distance.

HEALTH CENTRES

Health care amenities are a fundamental component to age-friendly communities. The World Health Organization emphasizes the importance of an aging community having health care facilities that are well-located and easily accessible. Brandon has a variety of health care options located downtown or in the immediate vicinity, including the Brandon Regional Health Centre.

COMMUNITY ENGAGEMENT

Community engagement is vital to the vibrancy, interaction, sense of place and quality of life for older adults in an age-friendly city. The World Health Organization expresses the importance of extending the concept of health services to include social well-being. Brandon has a wide range of options for residents to become engaged. Facilities such as community centres, recreation facilities, libraries, churches, active-living centres, and galleries. These amenities offer older adults volunteer and job opportunities as well as a wide range of educational classes.

BANKS

Downtown Brandon has a high concentration of banking amenities available. This allows people living in the downtown area to monitor their financial health within easy commute and convenience.

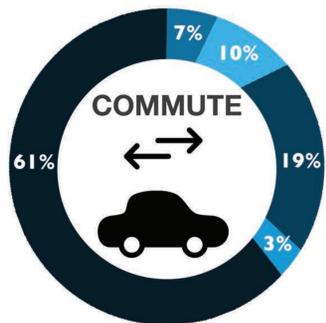
DOWNTOWN: TRANSPORTATION

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.



COMMUTING HABITS



-  **61% CAR**
-  **7% CARPOOL**
-  **10% PUBLIC TRANSIT**
-  **19% WALK**
-  **3% BIKE**

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.

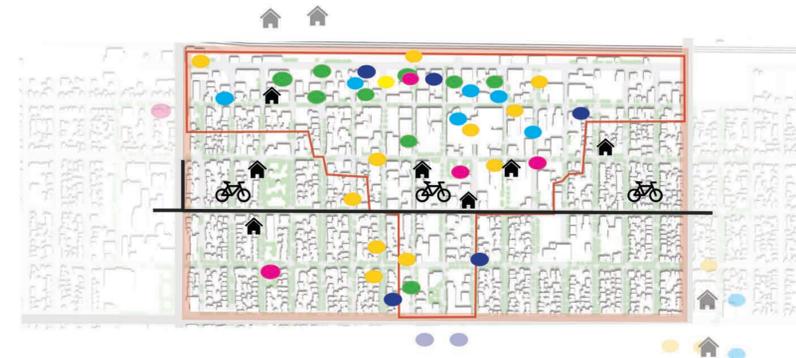
CONNECTIVITY TO SENIORS COMPLEXES AND AMENITIES



BUS TRANSIT MAP

- LEGEND**
-  DOWNTOWN LOCATION
 -  BUS TRANSIT ROUTES
 -  SENIORS' RESIDENCES
 -  ASSINIBOINE RIVER

BRANDON TRANSPORTATION OPTIONS



DOWNTOWN BIKE ROUTE MAP

-  HUB BOUNDARIES
 -  ACTIVE TRANSPORTATION ROUTES
 -  RESTAURANT
 -  GROCERY
 -  HEALTH CARE
 -  COMMUNITY ENGAGEMENT
 -  BANK
 -  SENIORS' RESIDENCES
- 0 km 0.2 km

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.

Many businesses have some form of accessible frontage, however there is a significant number that do not.

OTHER TRANSPORTATION

BUS TRANSIT 

11 Bus Routes. Approximately 24 bus stops in the downtown boundaries. The distance between bus stops is between 350 to 500m. Accessibility features include ramps and stop announcements.

Fare: \$1.50 (Adults)
\$1.25 (Seniors and Youth)

Hours of Service:
Monday-Saturday: 6am-12am,
Sunday/Statutory Holiday Service 8am-8pm

COMMUNITY TRANSPORT 

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

Fare: unknown
Hours of Service: unknown

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

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

DOWNTOWN: BUILDING & OUTDOOR SPACES

- Green Spaces
- Outdoor Seating
- Environment
- Traffic
- Cycle Paths
- Buildings
- Services
- Safety
- Roads
- Pavements



DOWNTOWN URBAN ENVIRONMENT

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
- REDUCE RISK FROM NATURAL DISASTERS (EMERGENCY MEASURES ORG - EMO)

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
- YELLOW BRICK
- BRICK
- TILE/BRICK
- PAINTED BRICK
- ROUGH STUCCO



STREET VIEWS



EACH VIEW LOOKING WEST AT 9TH STREET INTERSECTION

BUILDING ACCESSIBILITY



Many with accessible fronts (existing or recently built-in), some with automatic entry.

The City of Brandon facilities accessibility plan and policy in place highlighting accessibility barriers.

“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)



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:

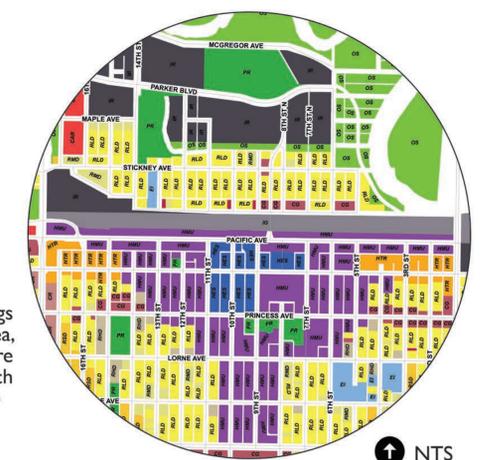
DIVERSITY:

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.

- HUB MIXED USE (HMU)
- HUB ENTERTAINMENT & SHOPPING (HES)
- HUB TRANSITIONAL (HTR)
- PARKS & RECREATION (PR)
- RESIDENTIAL LOW DENSITY (RLD)

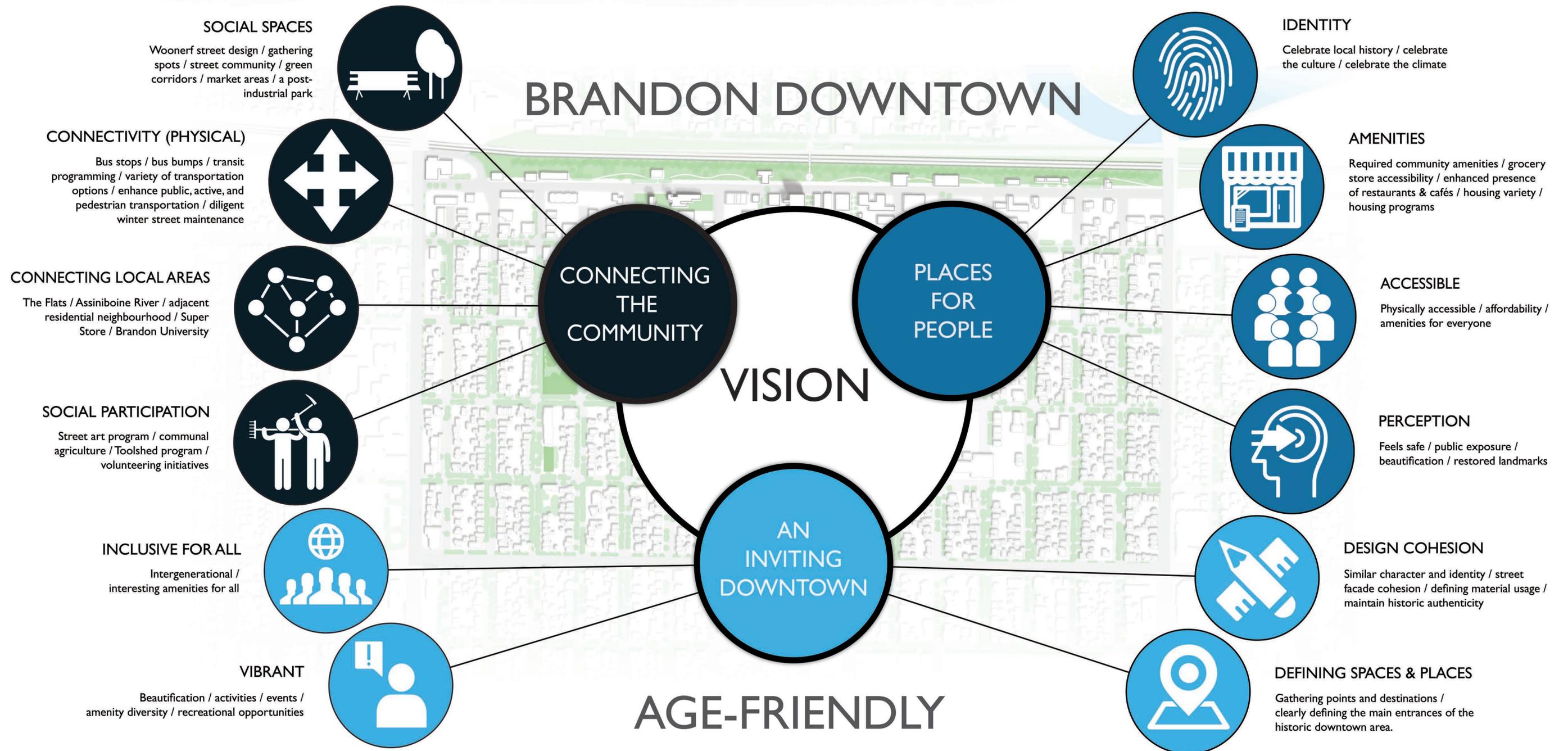


NTS

DOWNTOWN: VISION

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.

Our 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. Throughout the following recommendations, the icons will be used to indicate the categories they represent.



DOWNTOWN: VISION

This poster represents an overview of our vision for downtown Brandon and is meant to act as an outline to navigate the following posters. We have three main objectives: **A Place for People**, **Connecting the Community** and **building An Inviting Downtown**. Each objective outlined below is further expanded into strategies that will be further detailed in the subsequent posters. The icons next to each strategy represent the goals of each objective and are intended to help you understand how they each fit into our larger vision.

The colours further relate each strategy to each of the three vision statements. We have also included four additional icons that demonstrate how each strategy relates to the four categories we highlighted in our site analysis: **housing, transportation, social amenities and buildings and outdoor spaces**. These represent the main categories outlined in the World Health Organization's age-friendly guideline.

HISTORIC RESTORATION

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

URBAN AGRICULTURE

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

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.

PEDESTRIAN BRIDGE

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

ALLEYWAY BEAUTIFICATION

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

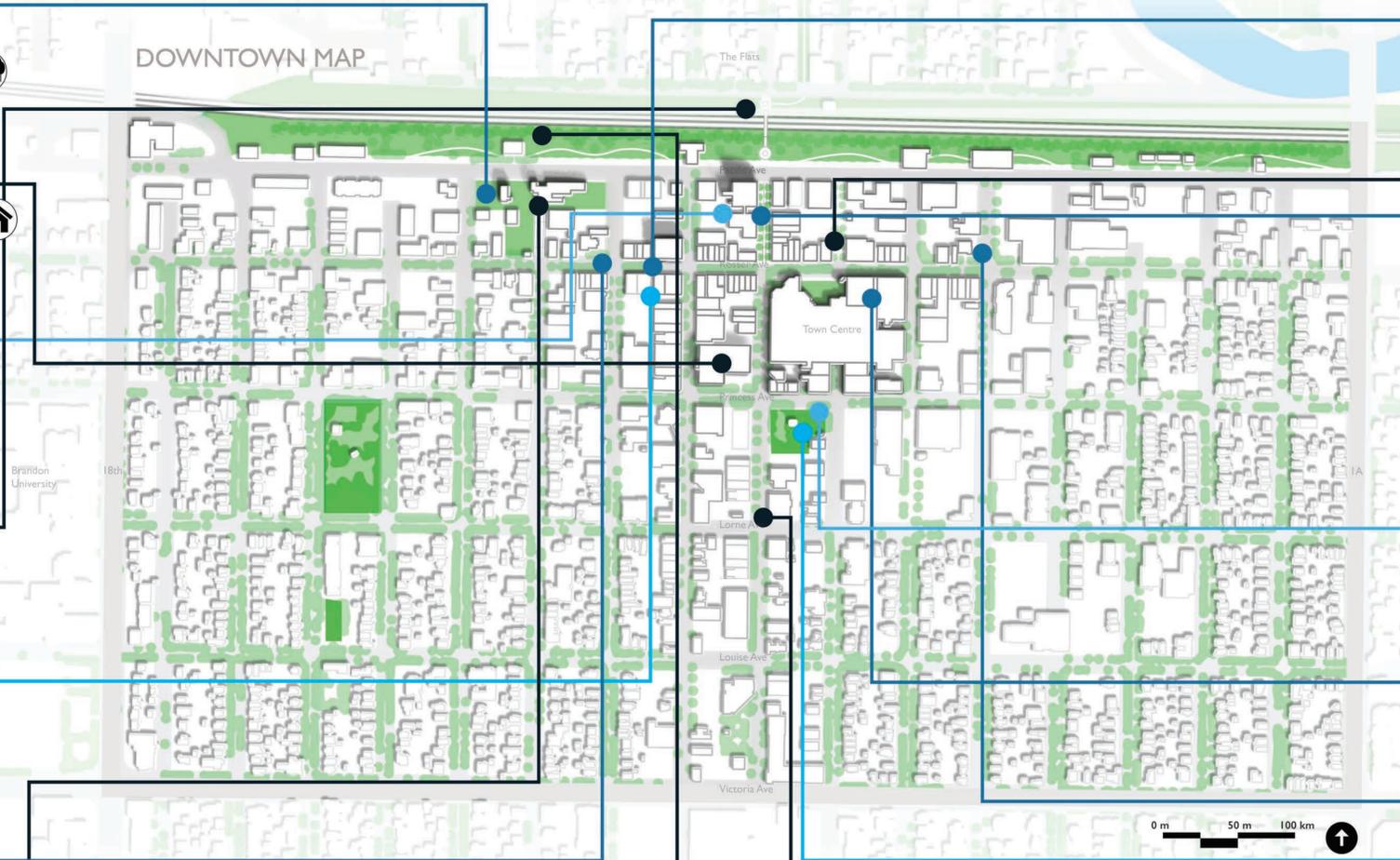
SIDEWALK WALKABILITY

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

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.

DOWNTOWN MAP



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.

DEVELOPMENT OF LORNE & 9TH

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

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.

ENHANCED TRANSPORTATION

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

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.

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.

TOWN CENTRE REVITALIZATION

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

GATHERING POINTS

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

DISTINCTLY DEFINING THE HUB

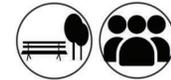
Create a stronger visual break or differentiation around 6th and 11th Street along Rosser and Princess Avenue to enhance the entrance and create a distinct spatial differentiation between the historic downtown and the non-historic downtown.



I'M TRYING TO WALK HERE!

1

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.



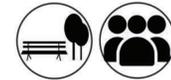
Fig. Taken from, nacto.org.



HOW DO YOU EXPECT ME TO GET UP THERE?

2

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.



Fig. Taken from, avenuecalgary.com



SLIP-N SLIDE!

OUTDOOR ACTIVITY
Maintains downtown walkability and increases winter outdoor activity.

SENIORS' HEALTH
Enhances the outdoor environment for those with mobility limitations.

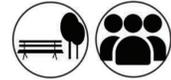
SAFETY
Increases friction on sidewalks and reduces the possibility of falling especially among seniors.



GIVE ME A BREAK

3

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.

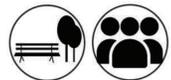
STRATEGY: Upgrade sidewalk seating with more comfortable durable materials that will not be as cold during chilly times of the year. The conversational seating style is encouraged to be reincorporated because of the relaxed position and social engagement opportunities. Additional sidewalk benches in 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.

4

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.

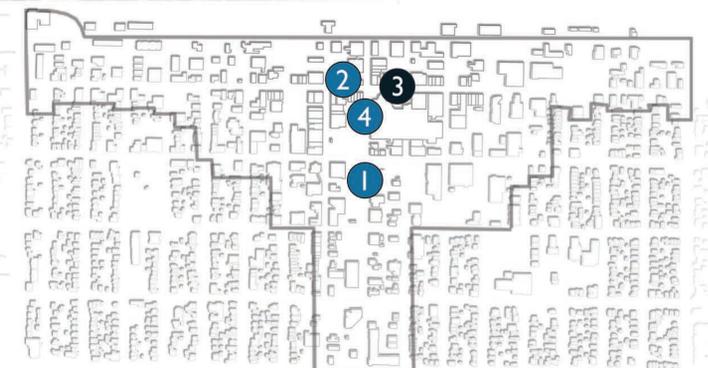
BENEFITS: Improved safety / Maintains downtown walkability / Increases winter outdoor activity / Improved health of seniors

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.

DOWNTOWN: PLACES FOR PEOPLE (PHYSICAL)

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.



DO YOU KNOW WHERE MY WOOL SOCKS ARE? 1



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.

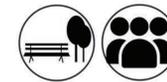
PRECEDENT: Winter patios project in Edmonton



DO YOU ACCEPT COUPONS? 3



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

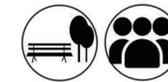
CONNECTION TO AGE-FRIENDLY: Fixed incomes can make it challenging for older adults to be able to purchase quality local grains, meats and produce.

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 FALL STOP HERE 4



INTENDED AREA: Rosser
TYPE: Building & Outdoor / Social Amenities
POSSIBLE PHASE: EARLY / MID / LONG

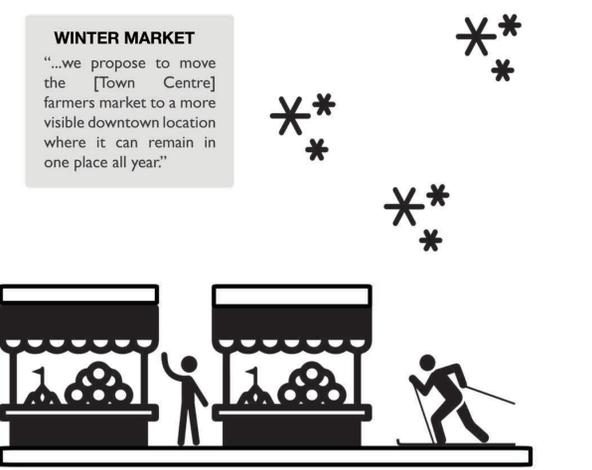


OBJECTIVE: Create a space for people to connect year-round while supporting the local economy.

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.

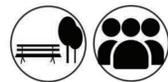


WINTER MARKET
 "...we propose to move the [Town Centre] farmers market to a more visible downtown location where it can remain in one place all year."

BRING ON THE HOT CHOCOLATE! 2



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

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

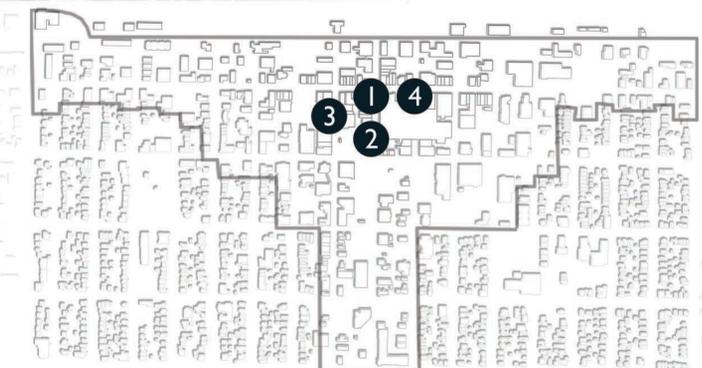
CONNECTION TO AGE-FRIENDLY: Having winter activities in the downtown entices public participation and enriches a sense of personal safety; particularly at night.



DOWNTOWN: PLACES FOR PEOPLE (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.





BREAKING BREAD TOGETHER

1

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.



KNOWLEDGE IS POWER!

3

INTENDED AREA : Town Centre
TYPE : Social Amenities
POSSIBLE PHASE : EARLY / MID / LONG

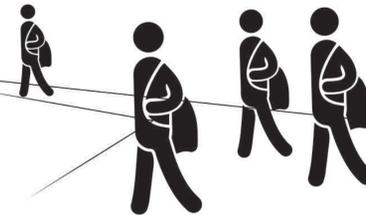


OBJECTIVE: Increase activity at the Town Centre through change of use.

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.



EDUCATIONAL CENTRE
"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."



PASS ME THE ROBERTSON?

2

INTENDED AREA : Entire 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

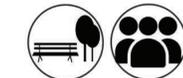
PRECEDENT: The Woodhaven Men's Shed in Winnipeg is an example of how men in retirement come together to utilize their skills and contribute to the social wellbeing of each another.



LET'S MEET AT THE PARK!

4

INTENDED AREA : Princess Park
TYPE : Building & Outdoor / Social Amenities
POSSIBLE PHASE : EARLY / MID / LONG

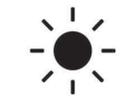


OBJECTIVE: Create healthy, active, and social opportunities for senior residents of downtown Brandon.

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: (Please read figure below)

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.



URBAN GATHERING SPOT BENEFITS:

- Increases outdoor physical activity among older adults
- Creates a thriving venue for hosting community events which foster social inclusion and participation



DOWNTOWN: CONNECTING THE COMMUNITY (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.



1 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.

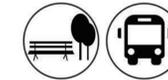
BENEFITS: Provides walkable access for residents of the Flats to amenities downtown / Encourages active living for residents downtown and the Flats / Connects downtown with larger active transportation routes / Provides further incentive to complete City of Brandon Greenspace Master Plan by connecting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



2 WILL YOU GO TO 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.

3 CONNECT 4 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.



4 WHICH WAY TO THE BUS STOP?

INTENDED AREA : Entire Downtown
TYPE : Building & Outdoor / Social Amenities
POSSIBLE PHASE : EARLY / MID / LONG



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.



5 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.

6 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

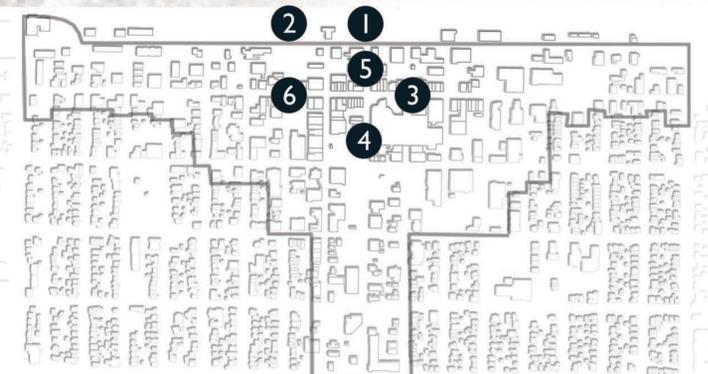
CONNECTION TO AGE-FRIENDLY: One-way streets with the sequencing of timed lights for traffic flow tend to encourage higher speeds which makes it more dangerous for pedestrians.



DOWNTOWN: 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.





WE SECOND THAT!

1

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.



TIFS FOR SENIORS

2

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

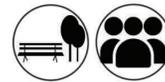
CONNECTION TO AGE-FRIENDLY: Affordable housing options are important for seniors because of fixed incomes.



GIVE ME A REASON

3

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.



WHY CAN'T WE LIVE TOGETHER!

4

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.

INTERGENERATIONAL HOUSING

"Seniors need a variety of housing options to enable ageing in place or the community."



MAKING IT WORK

5

INTENDED AREA : Mckenzie Seeds block
TYPE : Housing
POSSIBLE PHASE : EARLY / MID / LONG (takes a little lon-



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



DOWNTOWN: AN INVITING DOWNTOWN (POLICY)

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.

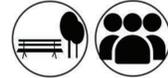




BEAUTY & THE BACKLANE

1

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.

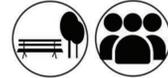
PRECEDENT: Cities as large as Brisbane, Melbourne, Toronto, Montreal or Los Angeles have all used laneway revitalization as a strategy towards creating more inviting downtowns. This does not exclude smaller cities such as Nelson, BC from utilizing the strategy to create connecting corridors throughout 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.



SHOW ME THE LIGHT!

2

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.



IS THAT A PICASSO?

3

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.



WHERE SHOULD I PUT THIS BOX?

4

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



MOBILE GARDENS
"The gardens will be in boxes so that they can be moved during the winter and brought back during the summer."

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.

DOWNTOWN: AN INVITING DOWNTOWN (PHYSICAL & SOCIAL)

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.

