

Blueprint for a Vibrant & Healthy Neighbourhood

OSBORNE VILLAGE BIZ

ACTION PLAN

2023

Osborne Village Business Improvement Zone
Blueprint for a Healthy Neighbourhood

Action Plan

January 2023

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Photo credit: Benoit Dechy

A Neighbourhood for People

Community health and well-being are essential to creating a successful neighbourhood for people. With that lens, a central focus of the Osborne Village BIZ (BIZ) is to bring vitality and vibrancy back to a historically thriving Osborne Village. This Plan is intended to serve as a guiding document to ensure planning and policy initiatives, programming, and public realm investments support the development of a healthy and inclusive urban neighbourhood for all.

With this Plan, the BIZ aims to reinvigorate the Osborne Village neighbourhood, alongside businesses and residents, in a way that is built on a commitment to social, economic, and environmental health.



AUGUSTINE UNITED CHURCH

Osborne's Origins

Located within the City of Winnipeg district of Fort Rouge, the gradual creation of Osborne Village was possible thanks to development of the Osborne Bridge in 1882, connecting the North and South banks of the Assiniboine River.

Nestled between the banks of the Assiniboine and Red Rivers, Osborne Village is one of the oldest neighbourhoods in Winnipeg. The streetscape along Osborne Street and the surrounding roads developed throughout the 20th century to meet the needs of a growing city that required commercial, residential, and community spaces. These public and private spaces centralized around a main community thoroughfare, with human-scale buildings, walkable amenities, and good public transportation connections.

With the boom of the neighbourhood in the late 19th and early 20th centuries, the area covered by the Osborne Village BIZ contains various historic buildings, including the residential Roslyn Court Apartments and the commercial Osborne-River Building.

Neighbourhood Location

Osborne Village is a centrally-located neighbourhood in Winnipeg, Manitoba in Treaty 1

Territory. Its dense commercial hub is supported by the Osborne Village BIZ which is centralized around the area's core minor arterial street and namesake, Osborne Street.

With an area of 1.4 square km, approximately 150 businesses, and population of roughly 11,000 residents, Osborne Village is an incredibly dense, vibrant neighbourhood and central mixed-use corridor.

Osborne Village BIZ

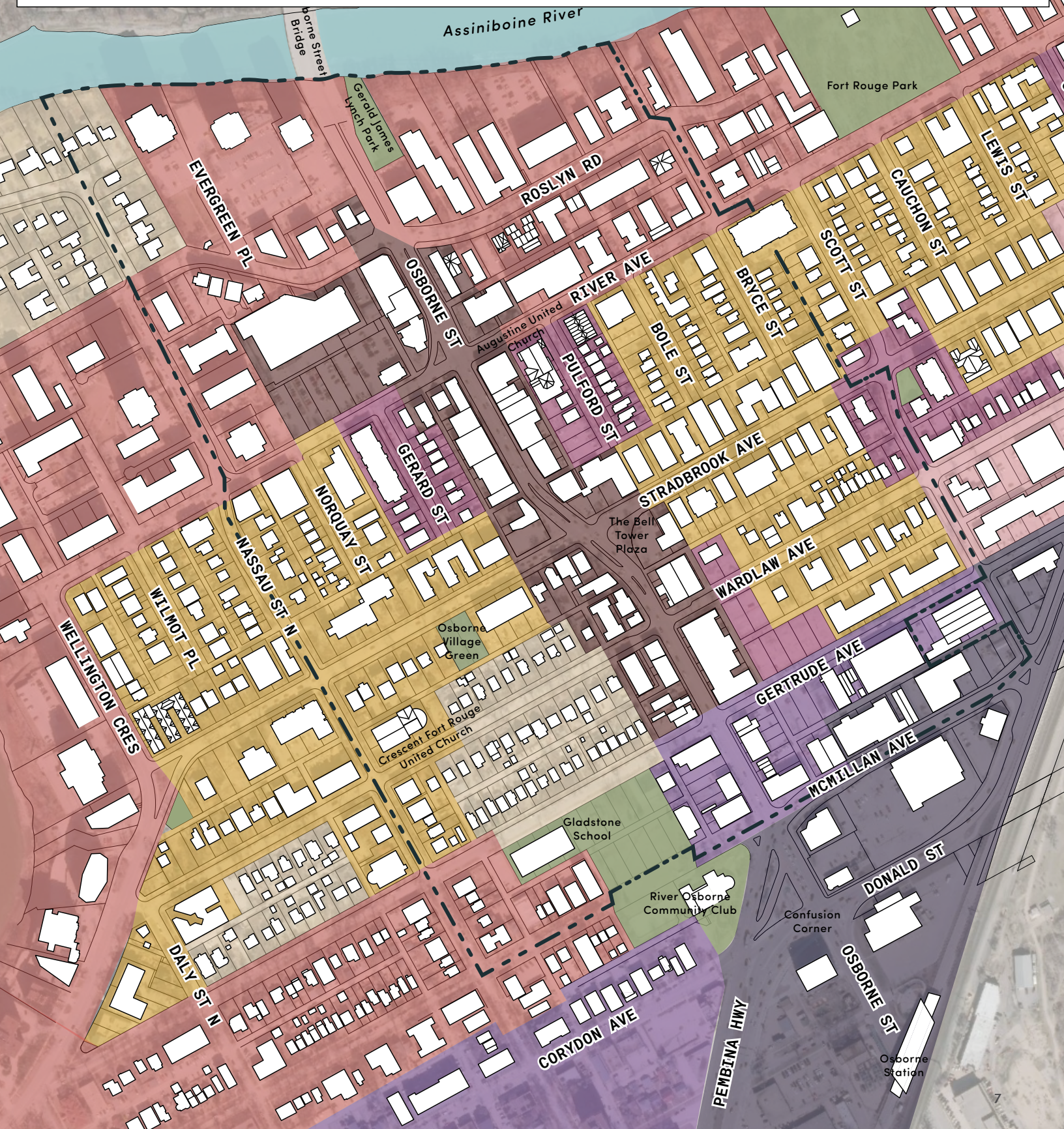
As per the City of Winnipeg Charter, the mandate of the Osborne Village BIZ, like all Business Improvement Zones in the City is twofold:

1. to beautify, improve and maintain real property of the City within the zone; and
2. to promote improvements and economic development in the zone.

Founded in 2003, the Osborne Village BIZ plays an important role in elevating the profile of Osborne Village, promoting its constituent businesses, and enhancing the overall neighbourhood experience through marketing, advocacy, beautification, programming, and placemaking initiatives.

LEGEND

- BIZ Boundary
- Building
- High Rise Mixed Use
- Mid Rise Mixed Use
- Mixed Use Transition
- High Density Res.
- Medium Density Res.
- Low Density Res.
- Village Local Comm.
- Village Character Comm.
- Parks & Open Space



Existing Inventory & Site Character

Key Observations

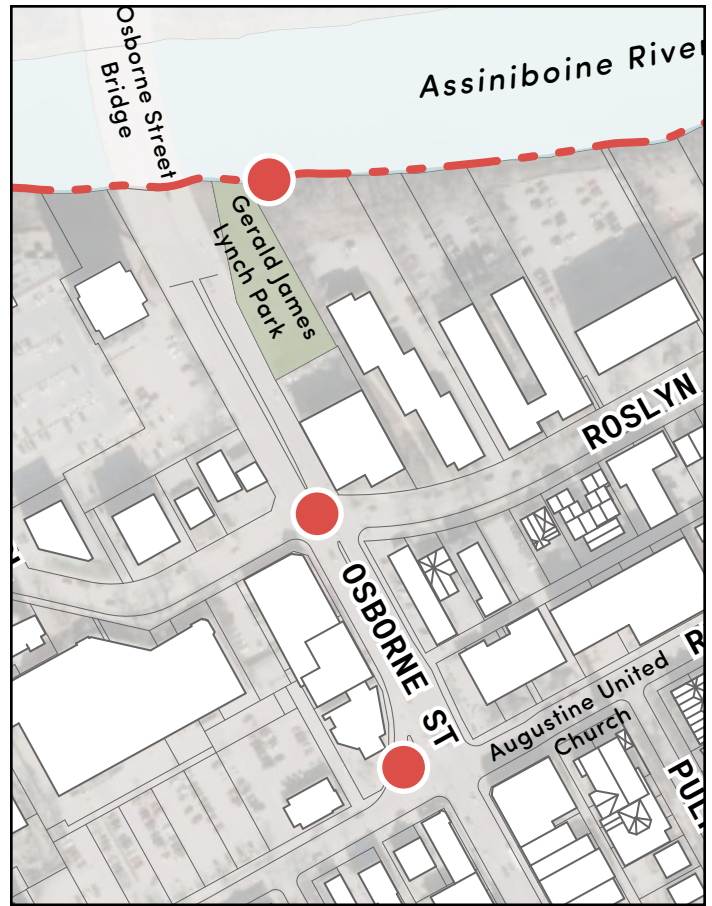
- Waterfront access has low visibility from the street, poor lighting, and is not universally accessible
- Underwhelming north gateway with surface lots and auto-oriented retail-commercial uses framing Roslyn-Osborne intersection with adjacent high-density multi-family sites
- High-traffic (both pedestrian and vehicular) at River-Osborne intersection framed by distinct landmark buildings, juxtaposed with high-use but poor public amenity / deteriorating infrastructure

Opportunities:

- Improving pedestrian circulation and public gathering spaces
- Improving site furnishings, signage, lighting, and shade from large-canopy trees
- Strengthening sense of entry into the Village

Considerations:

- Private land ownership at River-Osborne plaza spaces



Gerald Lynch Park & Assiniboine River



Gathering space



Access to river



Stairway to river front



Looking west toward bridge

Osborne & Roslyn



Gas station west of Osborne



Convenience store east of Osborne



Looking North over bridge

Osborne & River



Plaza at River and Osborne



Starbucks patio at parking lot entry



Lane off River, South



Message board



Plaza east of Osborne



Patio and commercial east of Osborne



Augustine Church



Back lane looking south



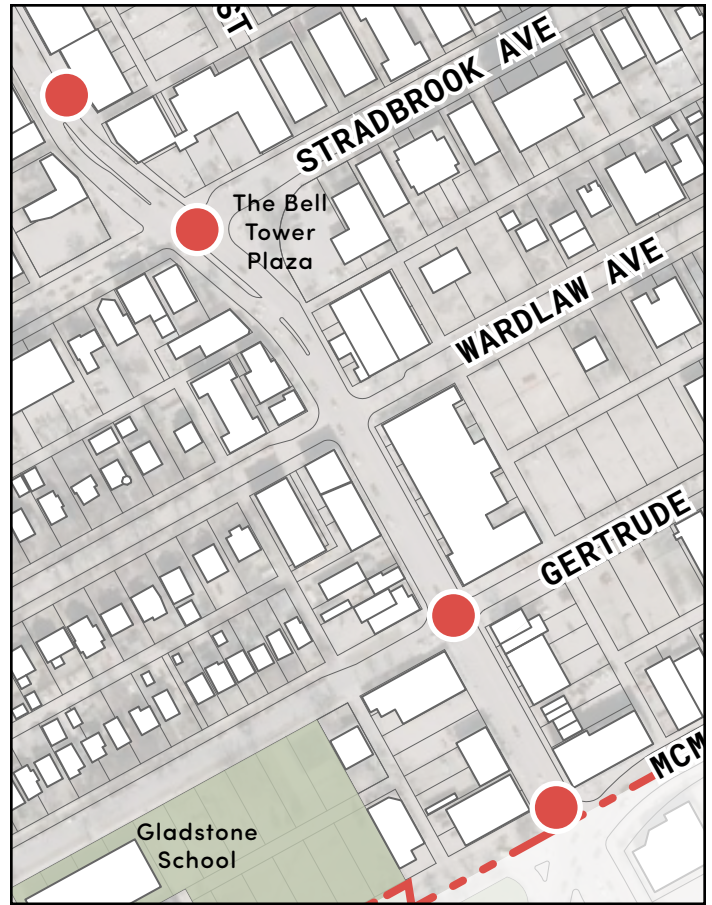
Commercial west of Osborne

Key Observations

- Osborne Street corridor narrows south of River with few locations of wider setbacks toward McMillan, including Bell Tower Plaza
- Existing street furnishings are limited and in generally poor condition
- Back lanes are frequently used although poorly lit, and are secondary connections for cyclists and pedestrians as well as vehicles.
- In addition to north-south lanes, east-west openings between buildings contribute to pedestrian connections
- Access to Osborne Village Green difficult to identify and unprogrammed

Opportunities

- Connecting to community centre at south boundary
- Integrating and enhance Osborne Village Green
- Enhancing streetscape and community by focusing on underused spaces
- Increasing lighting to enhance wayfinding and safety throughout



Mid-Block Corridor & Lane



Sidewalk, typical



Back lane (east), looking north



Back lane (west), north of Stradbrook



Wide right of way, east



Laneway connection

Osborne & Stradbrook



Bell tower



Plaza at east intersection



North-west plaza & surface lot



Storage/Staging



Commercial bldg (unused)



Vacant lot/ patio



Infill site (The Zu)



Baked Expectations Patio



Entrance to Osborne Village Green (north and south)



Osborne & Gertrude



Street trees (northwest corner)



Painted box



Southeast corner



Northwest corner



Sidewalk looking north

Osborne & McMillan - Confusion Corner



Osborne Corridor infill



Potential mural site



Looking south west toward community centre





Looking south toward South Osborne & Pembina

KEY CONSTRAINTS & OPPORTUNITIES MAP

Legislature

LEGEND

-  BIZ Boundary
-  Building
-  Greenspace / Park
-  Plaza
-  High Traffic Area
-  Informal Pedestrian Access



1 Accessing the Waterfront

Constraints

- Existing waterfront access
- Limited access/not universally accessible

Opportunities

- Create an accessible seasonal destination & hub that connects to Winnipeg's waterfront culture
- Safety improvements

2 The Heart of the Village - Community Plaza

Constraints

- The heart of the village, North gateway with existing corner plazas
- High traffic area

Opportunities

- Enhance existing corner plazas to create a more welcoming pedestrian destination with seasonal programming
- Increase urban tree canopy/shade

3 Street Corridor & Pedestrian Experience

Constraints

- Unique building architecture
- Narrow sidewalks with no buffer
- Alleyway connections
- A few areas with generous setbacks

Opportunities

- Reinforce Osborne as a character main street - rethink curbside parking, enhance pedestrian amenities within setback
- Highlight alleyway entries into back lanes through lighting & wayfinding

4 Community & Park Amenity

Constraints

- Underused existing neighbourhood park space
- Lack of programming and poor visibility

Opportunities

- Re-program park to provide an asset and amenity to the neighbourhood
- Increase tree canopy

5 Pedestrian Connections

Constraints

- Existing laneways with informal pedestrian network
- Existing adjacent surface lots
- Lack of lighting creates unsafe conditions

Opportunities

- Improve pedestrian environment through art, wayfinding lighting, & seasonal programming (pop-up patios & markets)

6 Entry Experience

Constraints

- Existing landmark: 'Confusion Corner'
- South gateway - undefined
- High traffic area with large surface lots
- Adjacent BRT station

Opportunities

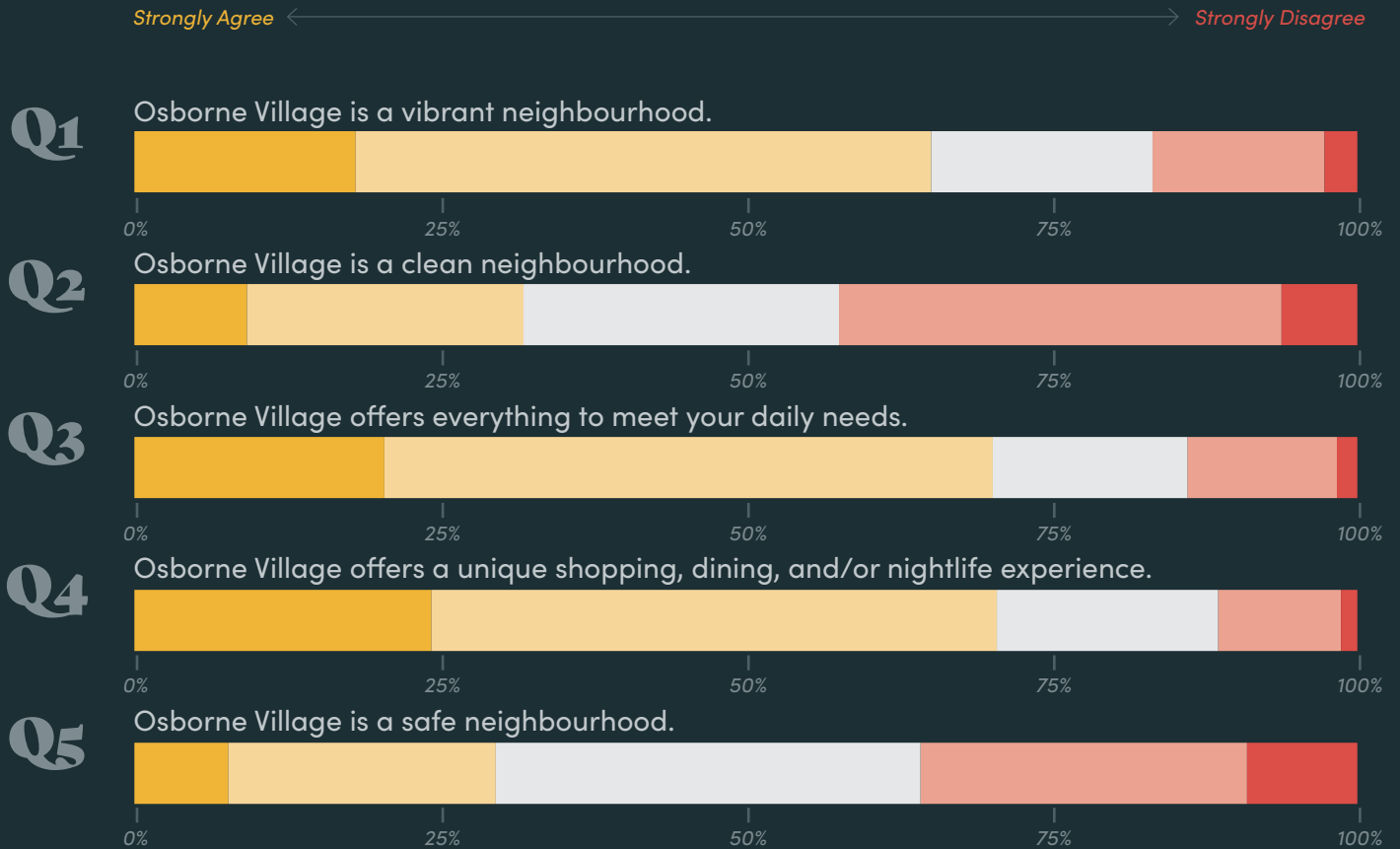
- Higher-density transit-oriented infill
- Improve pedestrian environment
- Emphasize gateway entry

Voices from the Village

Development of this plan included a background review of relevant resources (previous BIZ plans, budgets, engagement activities), an online public

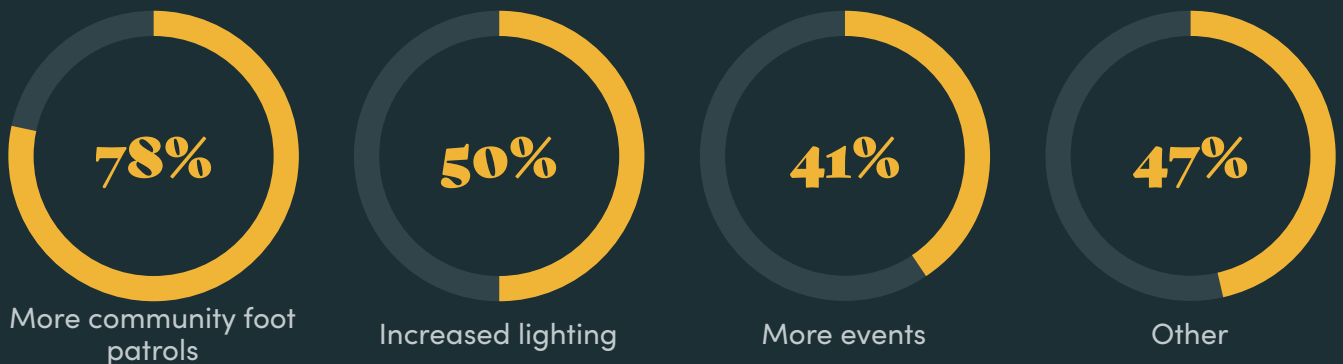
engagement survey that garnered 600 responses, and discussions with local business owners and other key stakeholders.

CURRENT STATE



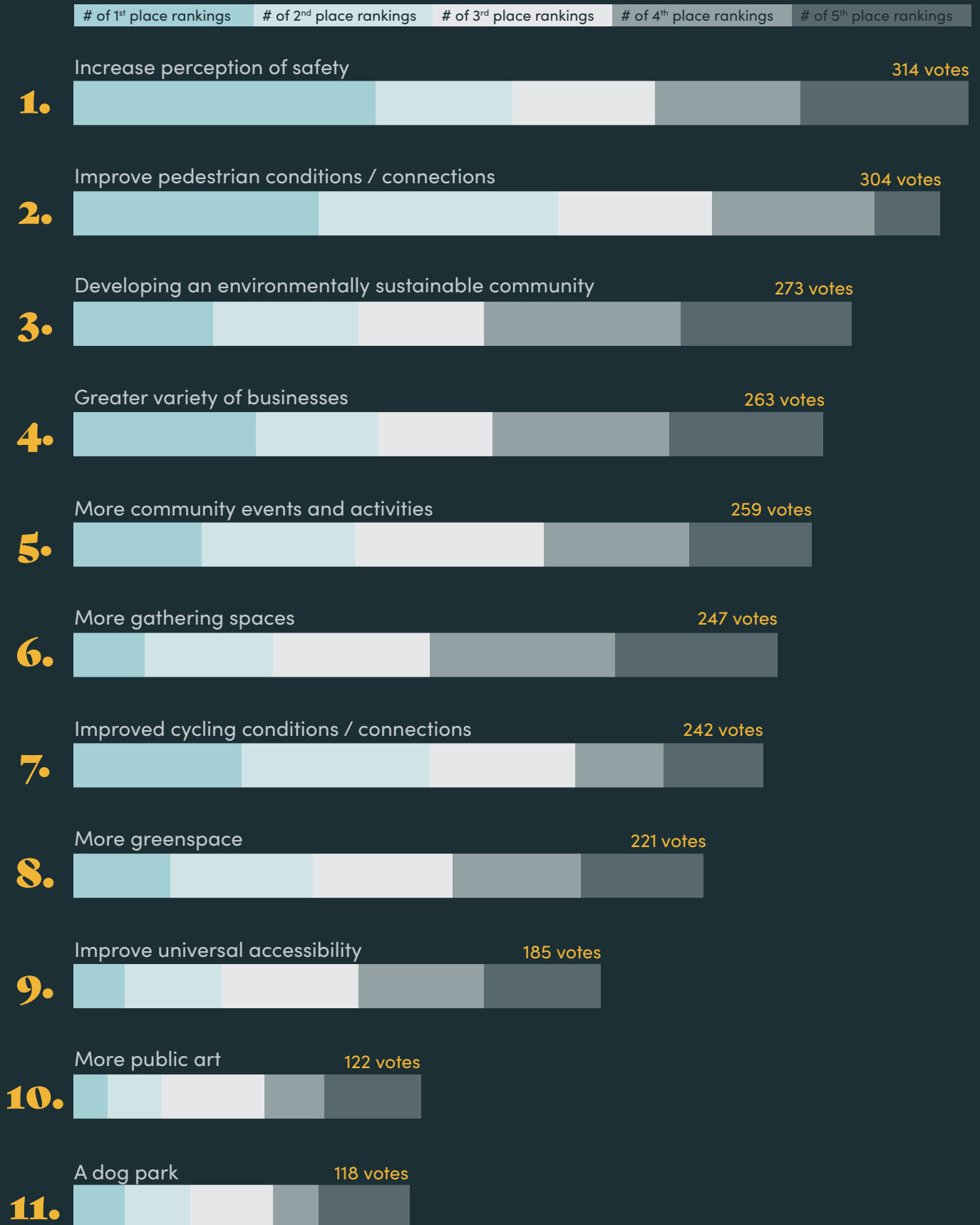
SAFETY

Q6. If you don't think that Osborne Village is currently a safe neighbourhood, what do you think would make it safer?

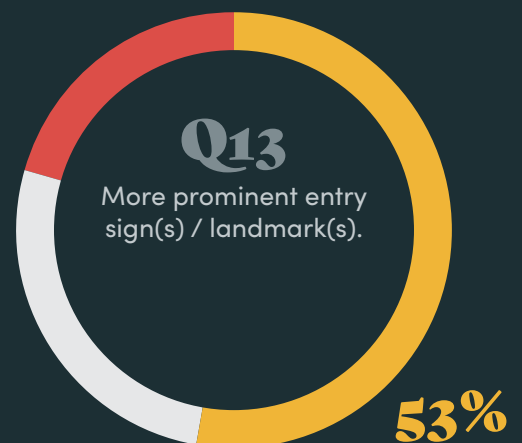
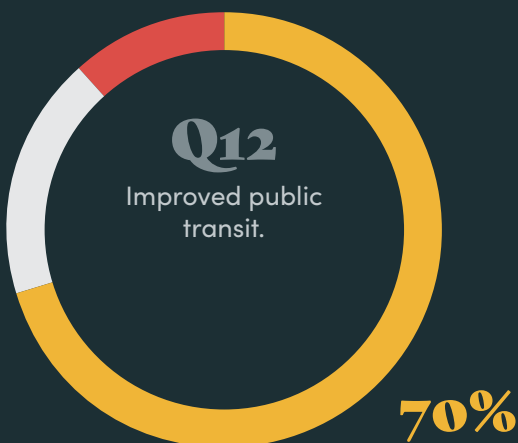
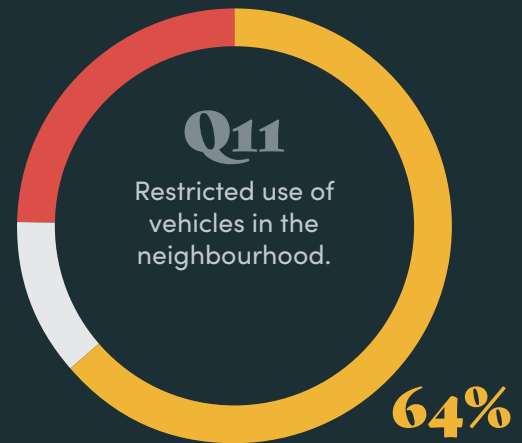
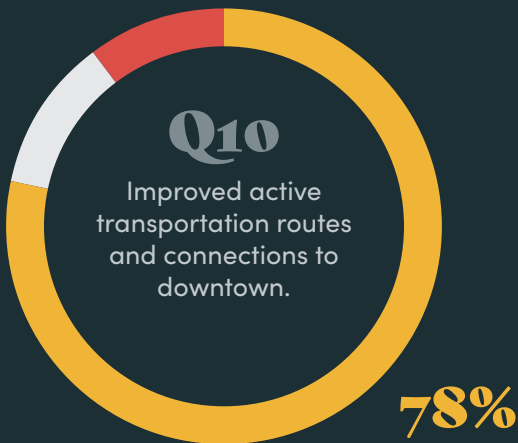
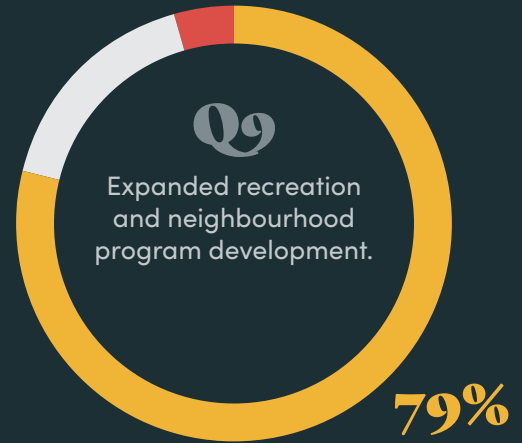
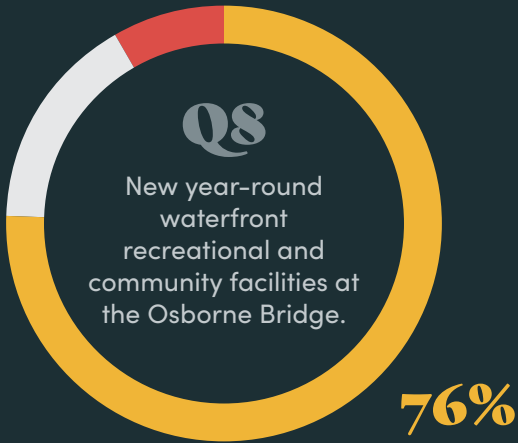
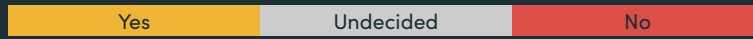


PRIORITIES FOR THE FUTURE

Q7. Rank your top 5 priorities for the future of Osborne Village



Thinking longer term, what would you like to see in Osborne Village?





What is a Vibrant & Healthy Neighbourhood?

More than ever before, people are paying attention to the connection between their own health and the health of their communities. Following two years of pandemic restrictions, and the many ways in which they highlighted inequities and shortcomings built into the fabric of our cities and neighbourhoods, the question of how the public realm can support healthy living is one that people around the world are grappling with.

Though there are many factors that affect health, the design of the built environment is one where we are learning anew of the myriad ways it impacts our health. The ease with which we are able to walk or cycle to work, school, or to complete daily/weekly errands, the proximity of healthy food options, access to vegetation and green space, or the possibility for casual social interactions all contribute to our overall well-being and the vibrancy of our communities.

“

A healthy community allows people to come together to make their community better for themselves, their family, their friends, their neighbours, and others

”

By pursuing community design and building, economic development, and provision of programming through this lens, the Osborne Village BIZ seeks to create a community “where healthy built, social, economic, and natural environments give citizens the opportunity to live to their full potential regardless of their socially, culturally, or economically defined circumstances. A healthy community allows people to come together to make their community better for themselves, their family, their friends, their neighbours, and others.” (CIP – Policy on Healthy Communities Planning)

Vision

Support the revitalization of Winnipeg's most eclectic urban neighbourhood and create an environment that promotes the health of people, businesses, and the community.

Guiding Principles



Eclectic Identity & Character

Celebrating the character of Osborne Village, while ensuring there is opportunity for growth, diversity, and inclusion



Inclusive Neighbourhood

Creating a safe and welcoming community that embraces its diversity and strives towards becoming a more inclusive and equitable neighbourhood



Dynamic Public Realm

Developing and managing public spaces to a high standard and providing a wide range of experiences that encourage year round use, enhance nightlife along Osborne St., and strengthen the character of the neighbourhood



Connected Mobility

Designing and connecting neighbourhood destinations and routes in ways that provide a range of healthy mobility choices for all people



Sustainable Neighbourhood

Pursuing programs and development in ways that support environmental sustainability and climate resiliency



Resilient Businesses





Creating a healthy economic environment for new and existing businesses to thrive and build resiliency

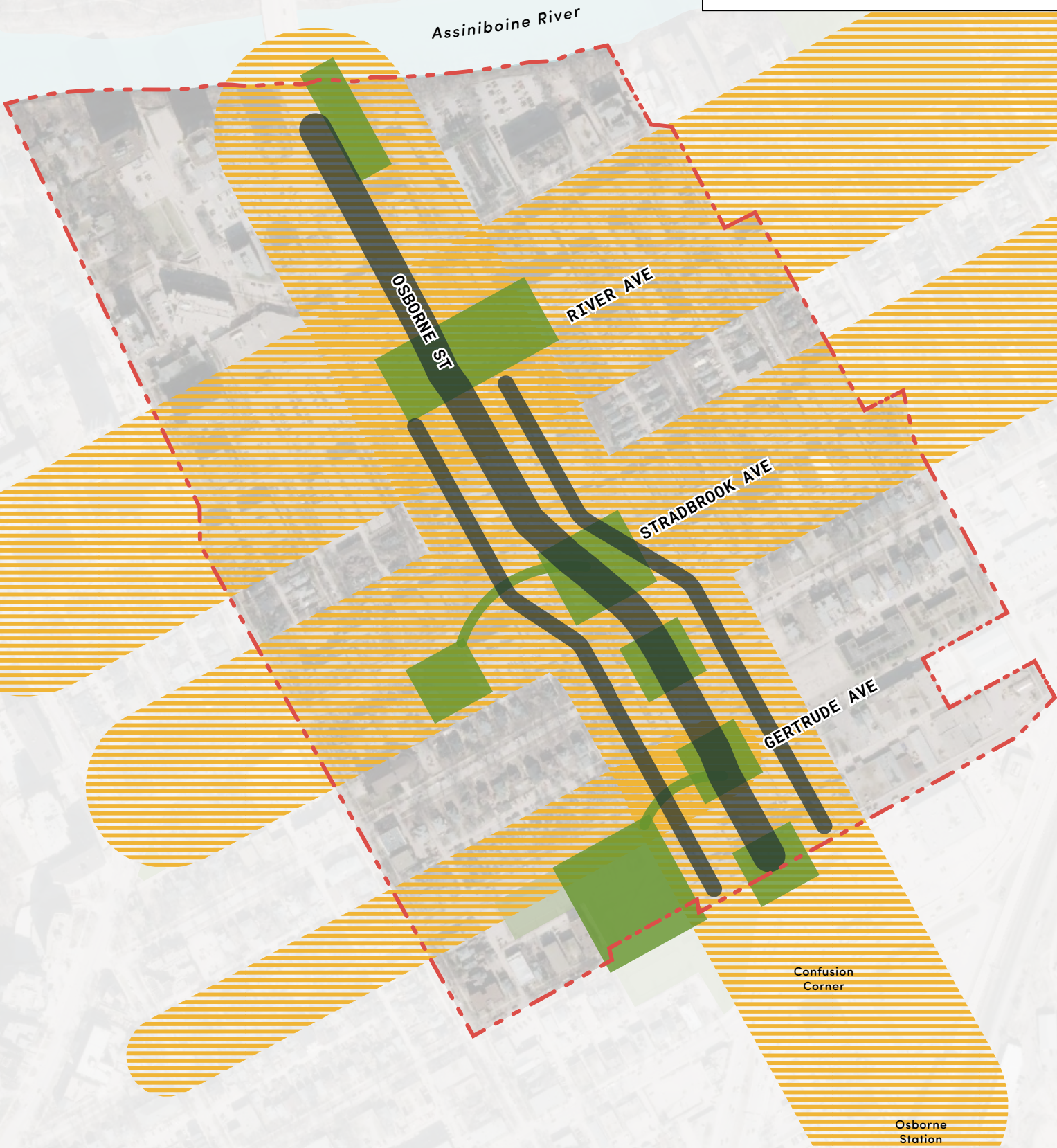


Integrated Density & Growth

Ensuring residential intensification and business growth contribute to the dense urban character of the neighbourhood and provide the amenities and community spaces necessary for a complete community

LEGEND

-  BIZ Boundary
-  Corridor Enhancements
-  Public Realm Investments
-  Intensification Focus



Big Ideas

As shown on the facing page, this Plan is grounded in three big ideas that are intended to reinforce Osborne Village’s existing urban structure, and focus the subsequent actions in this Plan in a way that is most impactful and effective in realizing the vision and guiding principles:

1. **The Return of the Osborne Street Corridor** – develop a bold vision to restore Osborne Street back to a lively and animated urban main street. Having lost much of its character in its transition to a restricted-parking commuter corridor, the Osborne Street of the future should return to what it was – a neighbourhood destination, accommodating all modes of transportation (and parking), with pedestrian-friendly traffic speeds and, perhaps, with parking on both sides of the street. This idea requires an acknowledgment that rush-hour traffic should never undermine a neighbourhood’s character.
2. **Elevating the ‘Public’ in Public Realm** – invest in great public spaces that attract people and contribute to the social and economic well-being of the neighbourhood.
3. **Strengthen the Neighbourhood and Business Core** – support further residential intensification and development in a way that contributes to its neighbourhood character and the vitality of the Village’s diverse array of restaurants, retail shops, and businesses.

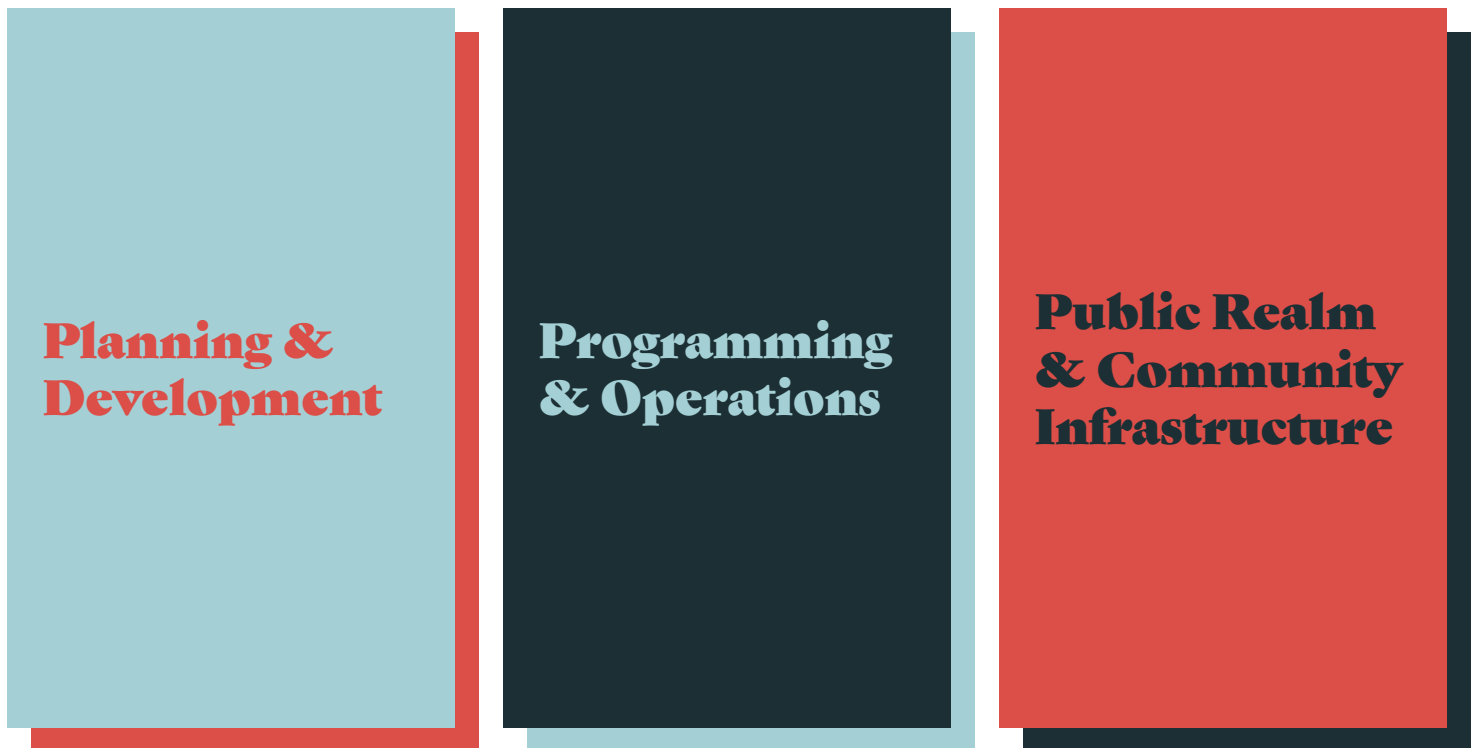
Healthy Neighbourhood Strategies

The following pages offer a series of actions designed to help facilitate the building of a healthy neighbourhood. These actions fall under the broad categories of:

- i. Planning and Development
- ii. Programming and Operations
- iii. Public Realm and Community Infrastructure

Areas of Focus

The nine actions are organized into three areas of focus and colour coded accordingly.



How to Use This Section

The following pages describe fourteen actions which will bring this plan to fruition. Each page includes the following elements:

- 1 Header area including action number, action name, area of focus, and related guiding principles
- 2 Action description
- 3 Strategic move(s) to kick-start the action
- 4 Precedent images of comparable projects
- 5 Potential partners to work with



Action 1: Advocate for Secondary Plan Updates

AREA OF FOCUS:

PLANNING & DEVELOPMENT

GUIDING PRINCIPLES:



ECLECTIC
IDENTITY &
CHARACTER



INCLUSIVE
NEIGHBOURHOOD



DYNAMIC PUBLIC
REALM



CONNECTED
MOBILITY



SUSTAINABLE
NEIGHBOURHOOD



RESILIENT
BUSINESSES



INTEGRATED
DENSITY &
GROWTH

The current Secondary Plan for Osborne Village was written in 2006 and was premised on a 20-year planning horizon. As it comes to the end of its intended service life, a comprehensive review and update of the plan should be initiated to ensure policies reflect current context, are in keeping with best practices in sustainable and healthy city building, and align with the recently updated development plan, OurWinnipeg 2045, and its companion document, Complete Communities 2.0.

PROJECT PARTNERS:

Work with Public Health representatives to ensure the Secondary Plan supports healthy living

STRATEGIC MOVES

- i** Work with the Ward Councillor and Planning, Property, and Development to initiate a Secondary Plan review process within the next year.
- ii** Involve public health professionals throughout the Secondary Plan review process to ensure policies and directions contribute to facilitating a healthy neighbourhood in accordance with the vision and guiding principles articulated in this Plan.

As part of the Secondary Plan review process, the following policy directions should be specifically considered:

- Intensification
 - Revisit maximum building height restrictions along River Avenue, Stradbrook Avenue, and Osborne Street, and within the Village Mixed Use Transition Area to provide opportunities for additional height and density subject to specific development and design criteria (e.g., stepbacks, vertical plane, and shadow impacts). This could include tying additional height permissions to contributions to public benefits and/or integration of affordable residential units within a project.
 - Likewise, height and density permissions along the southern boundary of the Secondary Plan should also be reviewed to better correspond with the higher density permissions established in the adjacent Corydon-Osborne Area Plan (By-law 99/2014).
- Urban Design
 - Develop and implement urban design guidelines to preserve the character of Osborne Village and provide clarity/consistency to developers and business owners.
- Parking
 - Impose parking maximums and reduce or eliminate parking minimums through the Secondary Plan area.
 - Implement increased bike parking requirements as part of new development or redevelopment.
 - Reinforce and implement existing Parking Management Policies established in the current Secondary Plan (Sec. 9.1.9).
 - Prohibit new surface parking development and consider instituting a surface lot licensing regime if/as implemented in Downtown Winnipeg.
- Affordable Housing
 - Ensure alignment with Complete Communities 2.0 policies for affordable housing.
 - Establish affordable housing targets for new multi-family development, coupled with access to potential development incentives..
- Sustainability
 - Ensure alignment with Our Winnipeg 2045 and Complete Communities 2.0 directions and policies for sustainability.
 - Implement policies for retaining, maintaining, and replacing the tree canopy in Osborne Village.
- Implementation
 - Develop and implement a corresponding Osborne Village PDO to enshrine updated height and density permissions, area-specific parking standards, and associated development and urban design standards.

Action 2: Advocate for Osborne Street Reconfigurations

AREA OF FOCUS:

PLANNING & DEVELOPMENT

GUIDING PRINCIPLES:



INCLUSIVE
NEIGHBOURHOOD



CONNECTED
MOBILITY



SUSTAINABLE
NEIGHBOURHOOD



RESILIENT
BUSINESSES

The character and vibrancy of Osborne Street – the namesake of the Village and its iconic character “main street” – has gradually been eroded in favour of a City focus on facilitating the flow traffic through the area. The current Secondary Plan laments this reality, recommending that:

“Osborne Street should be recognized as a character ‘main street’ area first, and a regional traffic thoroughfare second. A regional multi-modal transportation management approach to traffic mitigation is required to mitigate these conflicts.”

While the Secondary Plan establishes policies aimed at gradually widening the streetscape to create additional space for pedestrians and cyclists through the acquisition of additional setbacks as (and if) buildings progressively redevelop, the pace of this change has been slow. Furthermore, this strategy is effectively contingent on the replacement of the buildings and urban scale that are defining character elements that the City is seeking to protect. In the meantime, the pedestrian environment, and in turn, the ground floor retail environment, has suffered.

Moving forward, the City should recommit itself to prioritizing the protection and enhancement of one of its most important and intact main streets. Looking to examples of comparably narrow mixed use corridors (20 metres from building face to building face), within dense urban neighbourhoods and handling similar volumes of traffic, there are a range of design solutions that do not require the

widening of the right-of-way to maintain the health and character of the street and its businesses, create a great pedestrian environment, and accommodate vehicular demands.

Ultimately any changes to Osborne Street – whether in the form of physical or operational changes – should contribute to safeguarding and reinvigorating its main street character in alignment with the following objectives, implicit in both the current Secondary Plan and Transportation Master Plan:

1. Prioritizing the creation of a well-designed, safe, and comfortable pedestrian realm;
2. Supporting a healthy ground floor retail environment; and
3. Contributing to an overall modal shift within the City.

The City should initiate a multi-year pilot project to test the reconfiguration of Osborne Street. Relying on low-cost line paint, signage, and temporary bollards, the reconfiguration should designate the curb lanes, in either direction, as priority bus/ bicycle lanes during AM/PM peak hours and parking lanes during off peak hours. In addition, the reconfiguration should test the closure of the slip lane at the north-west corner of Osborne and River.

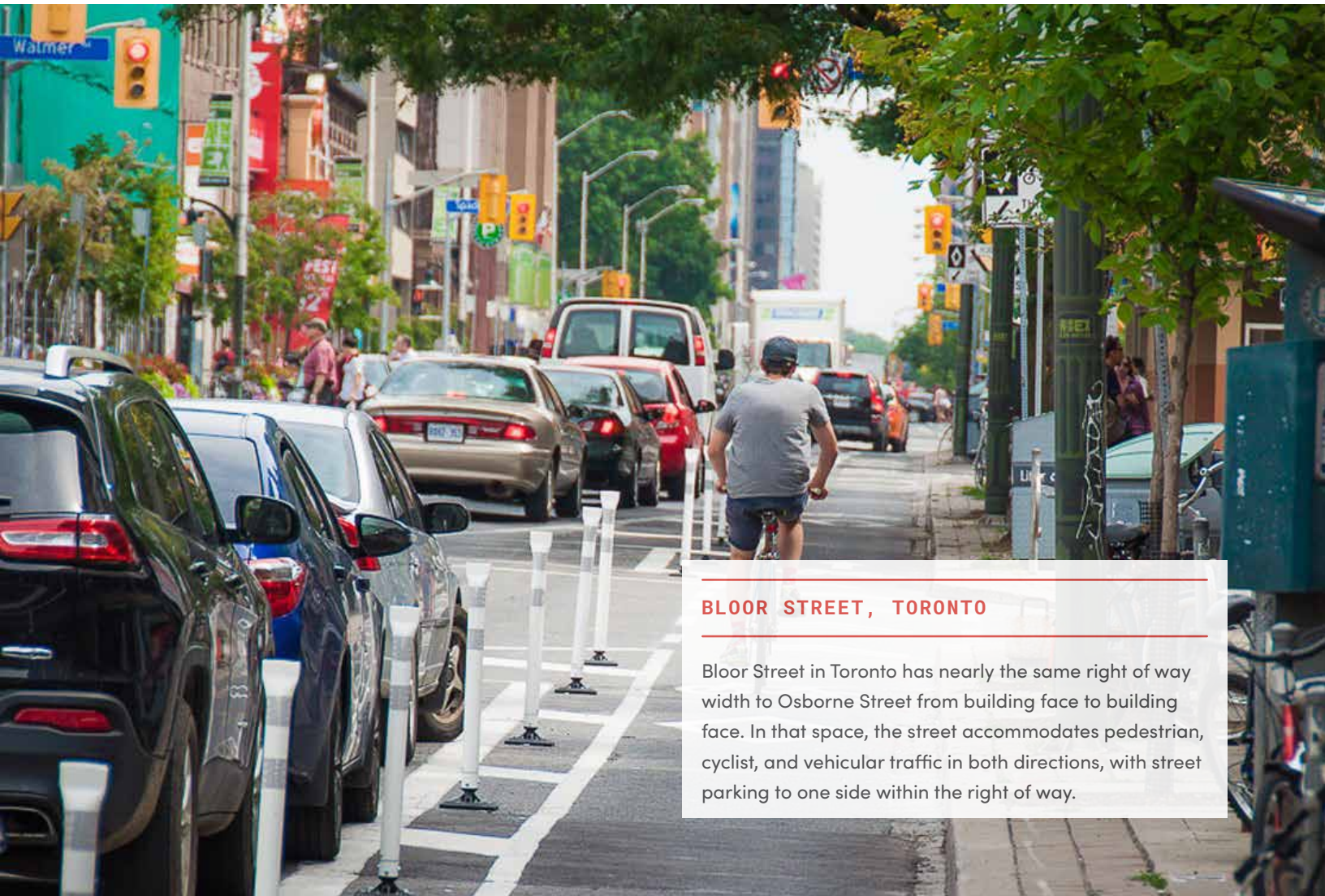
This reconfiguration would result in creating approximately 96 on-street parking spaces during off peak times. The re-introduction of on-street parking during off peak times along the length of Osborne Street would:

1. Help to create a more pleasant pedestrian experience by creating some enclosure and buffer from traffic;
2. Off-set the loss of on-street parking resulting from planned bicycle lane projects elsewhere in the neighbourhood;
3. Support ground floor businesses by providing convenient parking for customers; and
4. Naturally moderate traffic speeds, which as per the NACTO Urban Street Design Guide, is appropriate in an urban neighbourhood context.

Longer-term, and pending the outcome of the pilot project, the City could explore a more permanent reconfiguration of Osborne Street, by narrowing lane widths and widening sidewalks. As per the conceptual cross-sections illustrated on page 31, lane widths have been reduced to 3m from 3.25m and the additional width is accommodated equally within the sidewalks on either side.

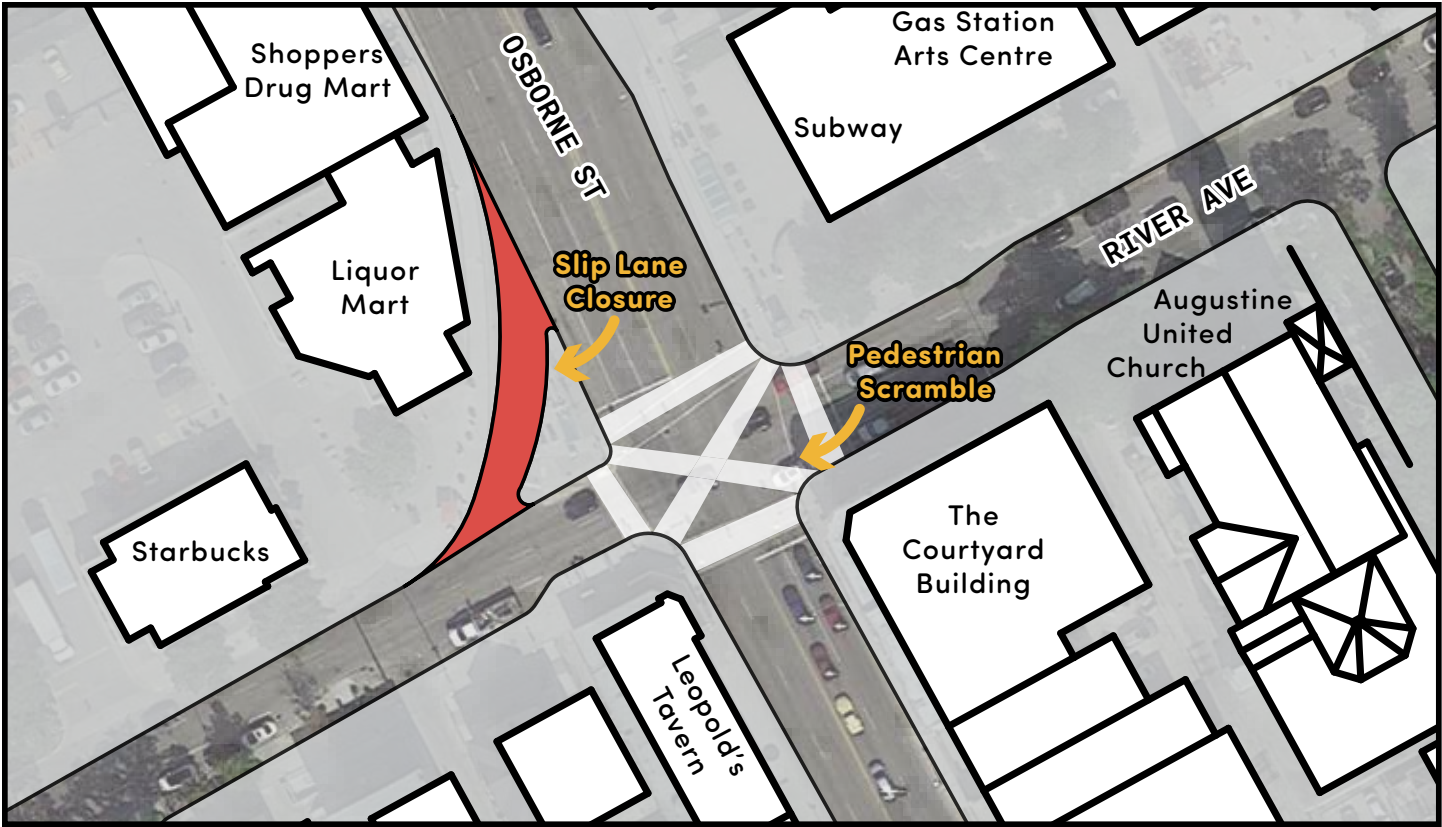
STRATEGIC MOVES

- i** Work with the Ward Councillor, Planning, Property, and Development, and Public Works to initiate a pilot project to test the street reconfiguration and slip lane closure.
- ii** Collect data (see **Action 9**) before and after the pilot project to determine success and impacts of the project based on measurable elements (e.g., pedestrian and cycling counts, point-of-sale customer spending, business license turnover, parking usage, traffic volumes and travel time, transit usage, etc.).
- iii** Advocate for parking metres to be installed along Osborne Street, with a strategy to dedicate and invest a portion of parking proceeds into public realm projects in the Village.



BLOOR STREET, TORONTO

Bloor Street in Toronto has nearly the same right of way width to Osborne Street from building face to building face. In that space, the street accommodates pedestrian, cyclist, and vehicular traffic in both directions, with street parking to one side within the right of way.

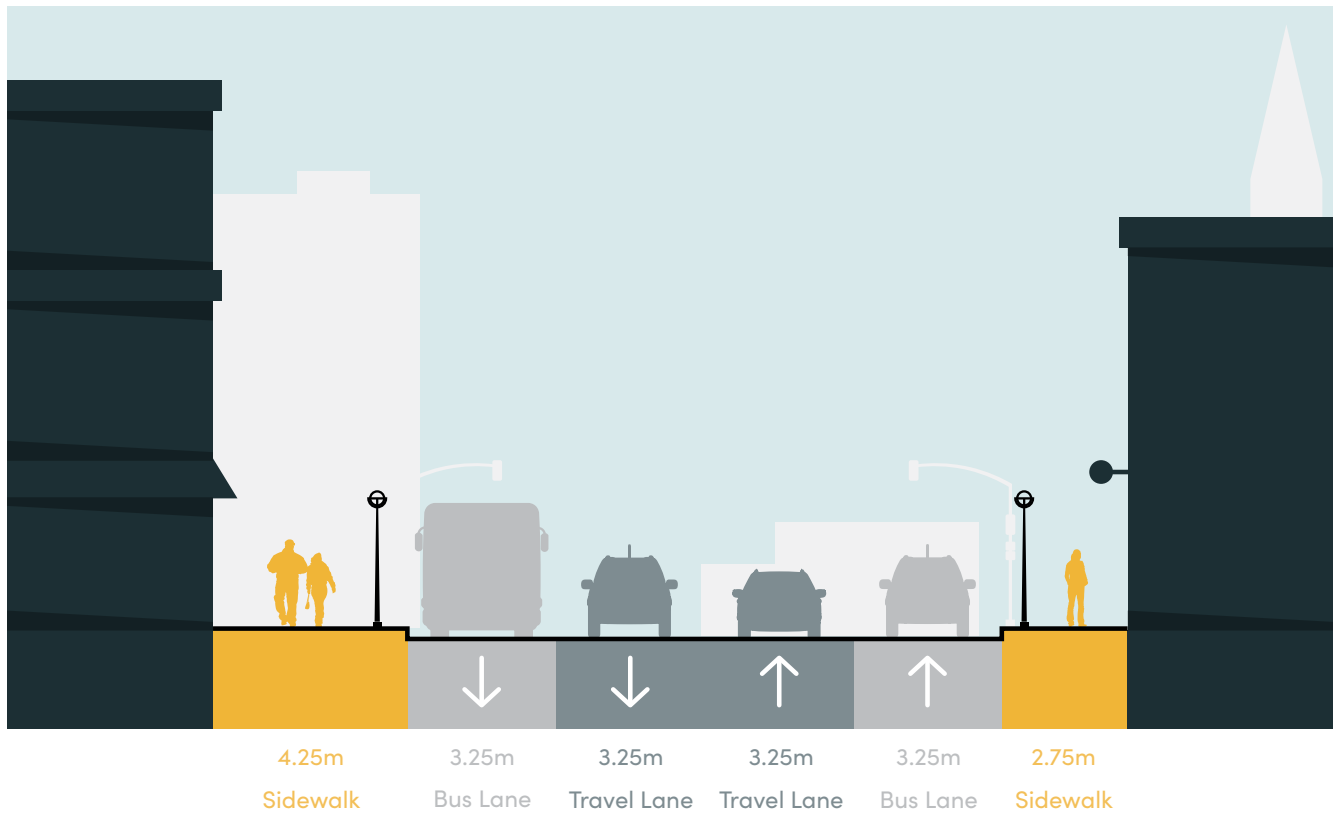


POTENTIAL RECONFIGURATIONS AT RIVER & OSBORNE INTERSECTION

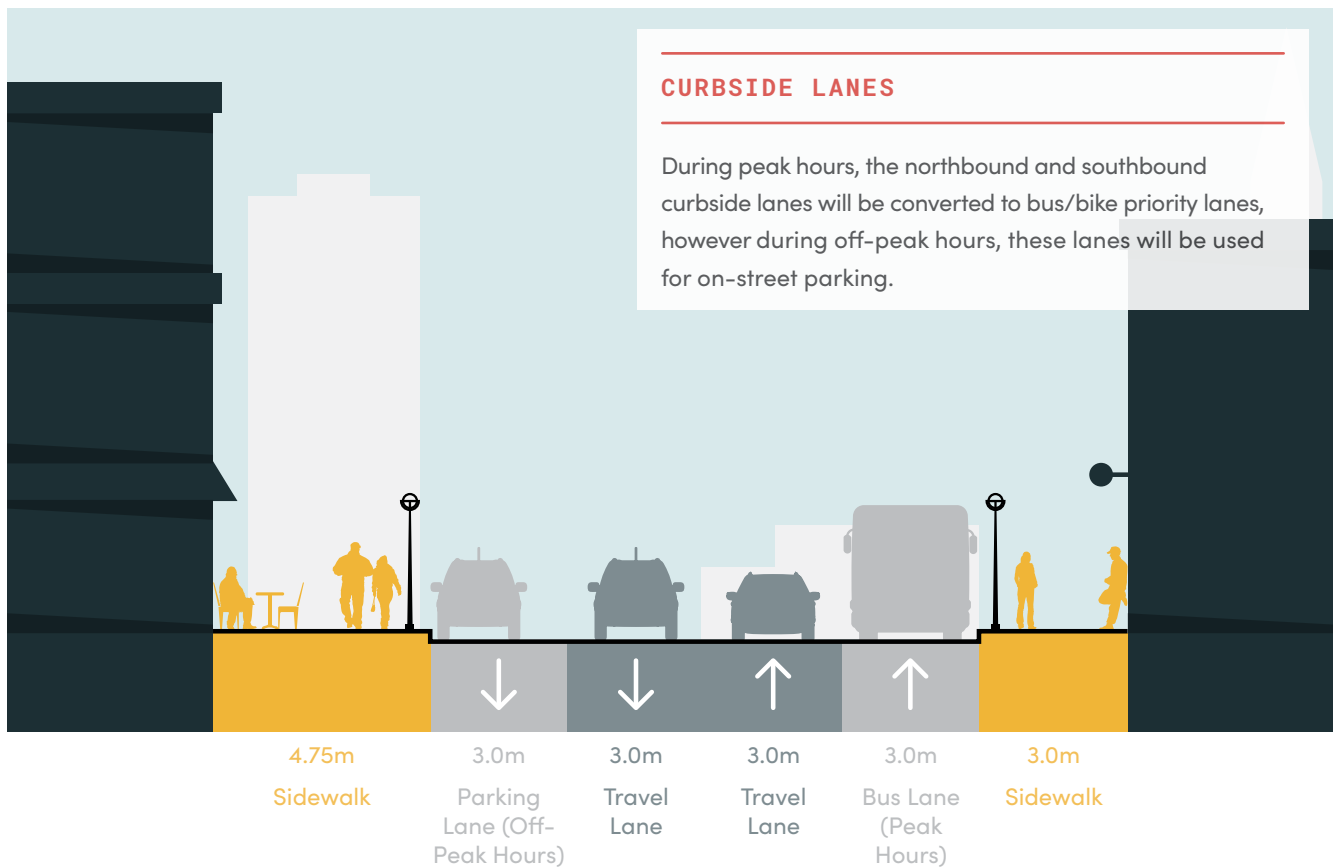
A slip lane closure at the northwest corner of River and Osborne could be implemented quickly and inexpensively using paint and signage. This could lead to more permanent integration with the nearby plaza. Similarly, a pedestrian scramble at the intersection could be implemented using paint and updating signals.



CURRENT CONDITIONS



PROPOSED RECONFIGURATION



Action 3: Pursue BIZ Boundary Extension

AREA OF FOCUS: PLANNING & DEVELOPMENT

GUIDING PRINCIPLES:



INCLUSIVE
NEIGHBOURHOOD



RESILIENT
BUSINESSES



INTEGRATED
DENSITY &
GROWTH

Currently a large area surrounding Confusion Corner, including the Osborne St. Rapid Transit Station is not captured within a BIZ boundary. It is recommended that the BIZ boundary be extended as shown on the facing page to include those businesses east of Donald Street, the Osborne Street Rapid Transit Station, and the commercial area in the southwest quadrant of Confusion Corner. The process for extending a BIZ boundary is the same process used when a new BIZ is created.

Extension of the BIZ boundary will bring in more revenue to the Osborne Village BIZ, make BIZ benefits available to those businesses that are currently outside of any BIZ boundaries, and allow for the Osborne Village BIZ to begin activating the public space in and around the Osborne Street Rapid Transit Station. Activation of this area could initially involve low resource intensive interventions such as public art or a seasonal lighting installation, but as transit ridership in Winnipeg grows and the station sees more foot traffic, this area could be used for events, a bike service station, or an information kiosk to serve both Osborne Village and South Osborne.

STRATEGIC MOVES








Undergo process for BIZ boundary adjustment:

- Determine boundary to be extended
- Submit boundary details to City BIZ Liaison to receive ARV (annual rental value) list
- Approach new business owners with Petition of Support (need support of at least 51% of businesses in the proposed extension area)
- Submit Petition of Support to City of Winnipeg City Clerk's office – they will circulate a notice of the petition to all affected businesses, giving businesses 30 days to respond or object
- If no objections (or objections are received from less than one third of businesses making up less than one third of the ARV or taxable assessment), then City Council will approve the extension and new area will be added when the by-law amendment is passed
- Welcome/acknowledgment of new businesses once extension is implemented

POTENTIAL BIZ EXPANSION MAP

Manitoba Legislature

LEGEND

-  Osborne BIZ Boundary
-  Potential BIZ Expansion
-  Corydon BIZ Boundary
-  Building
-  Property Line



Action 4: Enhance Neighbourhood Safety

AREA OF FOCUS:

PROGRAMMING & OPERATIONS

GUIDING PRINCIPLES:



INCLUSIVE
NEIGHBOURHOOD



DYNAMIC PUBLIC
REALM



CONNECTED
MOBILITY



RESILIENT
BUSINESSES

Through an online public survey conducted during summer 2022 (select results included on pages 8 to 10), we learned that residents and visitors to Osborne Village often feel unsafe when moving around and through the area. There are many reasons people may be unsafe or may feel unsafe in the neighbourhood and these issues require integrated solutions that involve all levels of government, community organizations, businesses, and the public-at-large. However, there are some initiatives within the scope of the BIZ that can be part of those solutions.

STRATEGIC MOVES

- i** Secure permanent funding for the Sabe Peace Walkers program
- ii** Enhance and expand lighting for both safety and decoration throughout commercial areas – with a specific focus on lighting along key back lane corridors and essential route connections (see **Action 12**)
- iii** Work with Sabe Peace Walkers and Winnipeg Police to determine public locations for sharps containers – the type of container chosen should be commensurate with the needs of each individual site (i.e., outdoor locations subject to the elements should host more robust containers that can withstand the weather)
- iv** Work with businesses to ensure sidewalk snow clearing meets accessibility standards and allows for easy passage by all ages and abilities



INNOVATION PLAZA

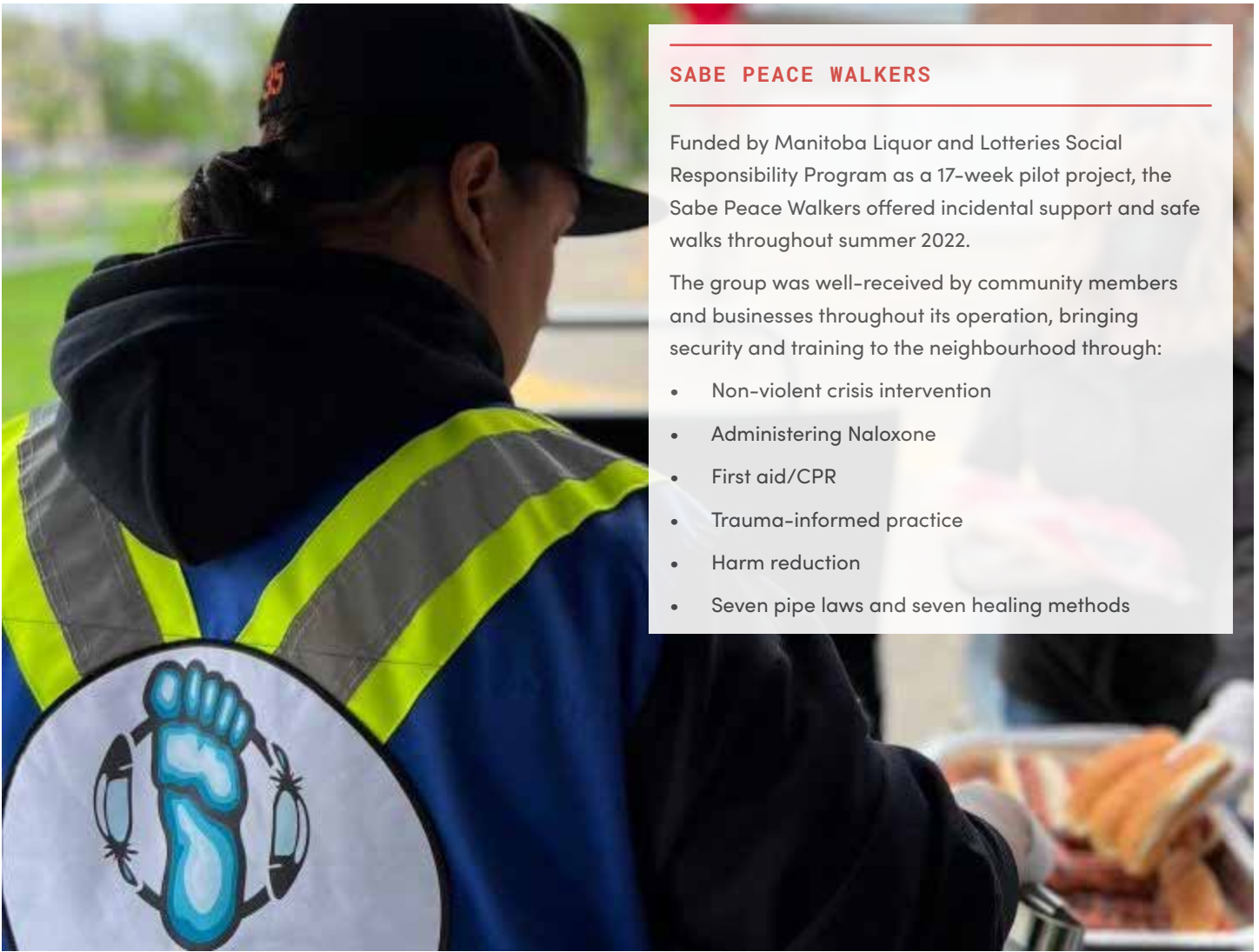
University City Science Center, the nation's largest and oldest urban research park was designed in partnership with leading landscape architecture firm, Andropogon Associates, and reflects the Center's dynamic energy and entrepreneurial spirit. Red portals, illuminated at night, not only draw people through the Plaza, but they also symbolize the narrative of the Science Center as an invitation into the future.

SABE PEACE WALKERS

Funded by Manitoba Liquor and Lotteries Social Responsibility Program as a 17-week pilot project, the Sabe Peace Walkers offered incidental support and safe walks throughout summer 2022.

The group was well-received by community members and businesses throughout its operation, bringing security and training to the neighbourhood through:

- Non-violent crisis intervention
- Administering Naloxone
- First aid/CPR
- Trauma-informed practice
- Harm reduction
- Seven pipe laws and seven healing methods



CAPITAL CITY CLEANUP (EDMONTON)

A harm reduction strategy intended to reduce risks associated with used sharps, provision of publicly available sharps containers reduces the number of sharps discarded on the ground, in waste receptacles, and in washrooms.

As part of the Capital City Cleanup program, the City of Edmonton has installed safe sharps disposal boxes throughout their public parks. The launch of the initiative aligned with the unveiling of an interactive map on the municipal website to assist individuals in finding accessible, discreet disposal locations.



Action 5: Develop and Communicate Route and Parking Information

AREA OF FOCUS:

PROGRAMMING & OPERATIONS

GUIDING PRINCIPLES:



INCLUSIVE
NEIGHBOURHOOD



DYNAMIC PUBLIC
REALM



CONNECTED
MOBILITY



SUSTAINABLE
NEIGHBOURHOOD



RESILIENT
BUSINESSES

A key question everyone asks themselves as they head out the door – “**how will I get there?**” Helping people to find their way to the Village can make a big difference in enticing them to visit and move throughout the neighbourhood. Clear signage and maps should highlight routes for vehicles, cyclists, and pedestrians that lead from common neighbourhood entry points (e.g., Confusion Corner, the Osborne Street Bridge, River and Stradbrook Avenues) to popular destinations in the Village. These maps and signs should also be created in a way to be customizable for local businesses to display in their shops and on websites – giving customers a direct route to their business.

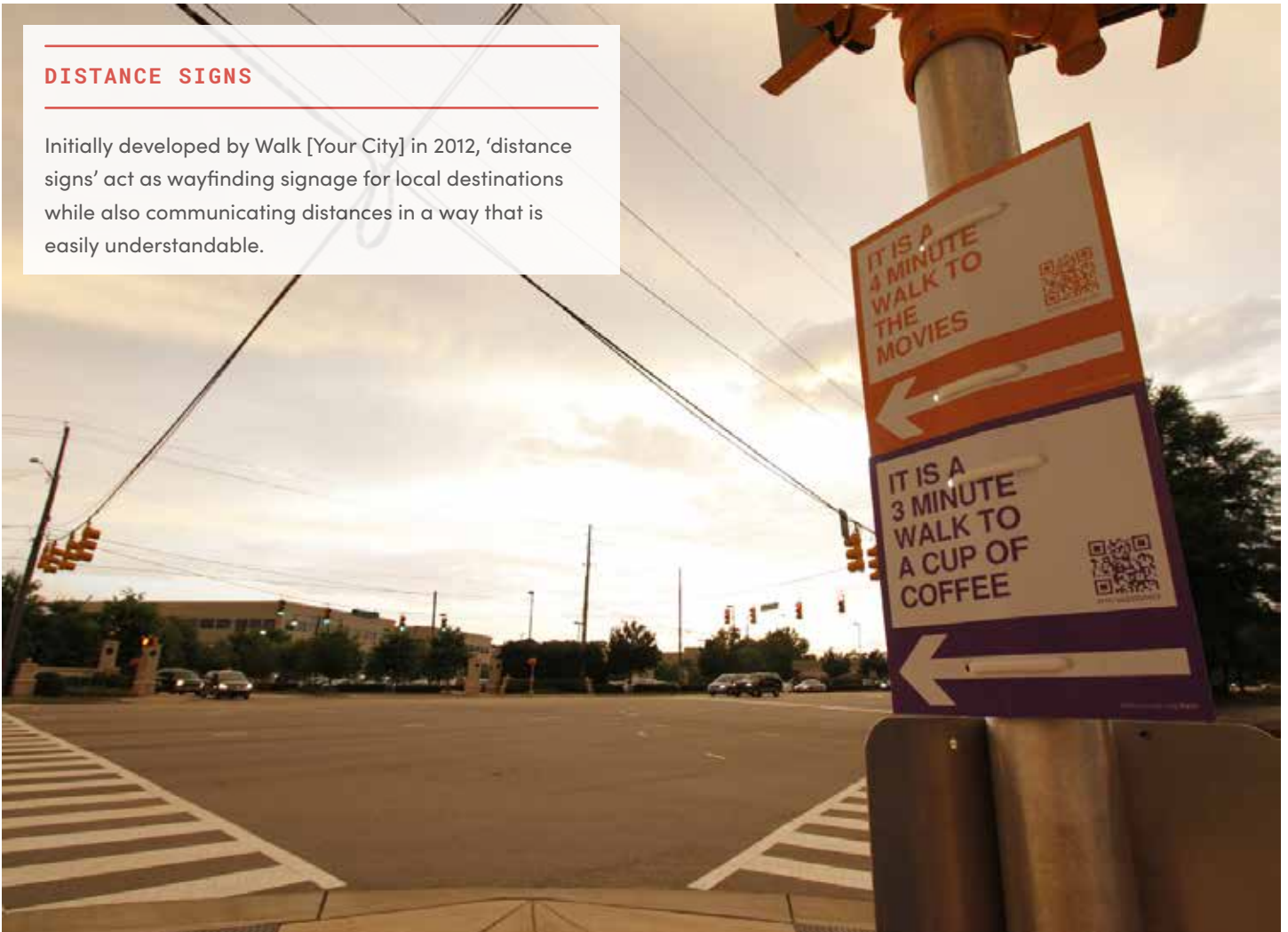
In addition to information about routes to and within the Village, once people have arrived, they might wonder – “**how do I linger here?**” Providing clear direction through signage and mapping about various parking locations for vehicles and bicycles will make staying in the Village to meet a variety of needs an easier option.

STRATEGIC MOVES

- i** Determine and communicate easy routes for pedestrians, cyclists, and vehicles to access popular destinations in the Village.
- ii** Map bicycle and vehicle parking locations throughout the neighbourhood, including any associated time restrictions – i.e., parking lots or bike cages that can only be accessed during certain hours
- iii** Share parking information through a variety of means and methods such as posters with QR codes in businesses, on the BIZ website, and through social media platforms
- iv** Communication methods should consider best practices for reaching diverse audiences across a variety of platforms and devices.

DISTANCE SIGNS

Initially developed by Walk [Your City] in 2012, 'distance signs' act as wayfinding signage for local destinations while also communicating distances in a way that is easily understandable.



BIKE PARKING SIGNAGE (RSM DESIGN)

For the mixed use block of Forest City, RMS Design employed a variety of vibrant, three-dimensional signs to provide engaging wayfinding that was easily identifiable in contrast to the existing signage of the area.



ADELAIDE LANDS SIGNAGE (ASPECT STUDIOS)

Aspect Studios designed a kit of wayfinding solutions for the city of Adelaide that could be easily applied to existing infrastructure including mounted signs along bike routes and pedestrian-scaled maps.

Action 6: Advocate for a Public Washroom Strategy

AREA OF FOCUS: PROGRAMMING & OPERATIONS

GUIDING PRINCIPLES:



ECLECTIC
IDENTITY &
CHARACTER



INCLUSIVE
NEIGHBOURHOOD

The need for public washrooms is strongly felt throughout Winnipeg as well as in Osborne Village and this need was exacerbated and made visible throughout the past two years of the COVID-19 pandemic and resultant public health restrictions. Though public washroom initiatives are not common practice in Winnipeg at the moment, pre-emptive planning on this issue can help to ensure that when supports are in place to implement a public washroom strategy across Winnipeg, that Osborne is ready to act. Working with the City and interested partners, the BIZ should advocate for a public washroom strategy for Osborne Village.

STRATEGIC MOVES

- i Work with the City to determine how/ where Osborne Village fits in the *Places to Go - Public Restroom Strategy*
- ii Identify potential sites for installation of new public washroom facilities
- iii Advocate to City for funding and resources
- iv Encourage the City to collaborate with the Sabe Peace Walkers, local businesses and building owners, and people with lived experience of homelessness

COVERED BIKE RACKS (TURVEC)

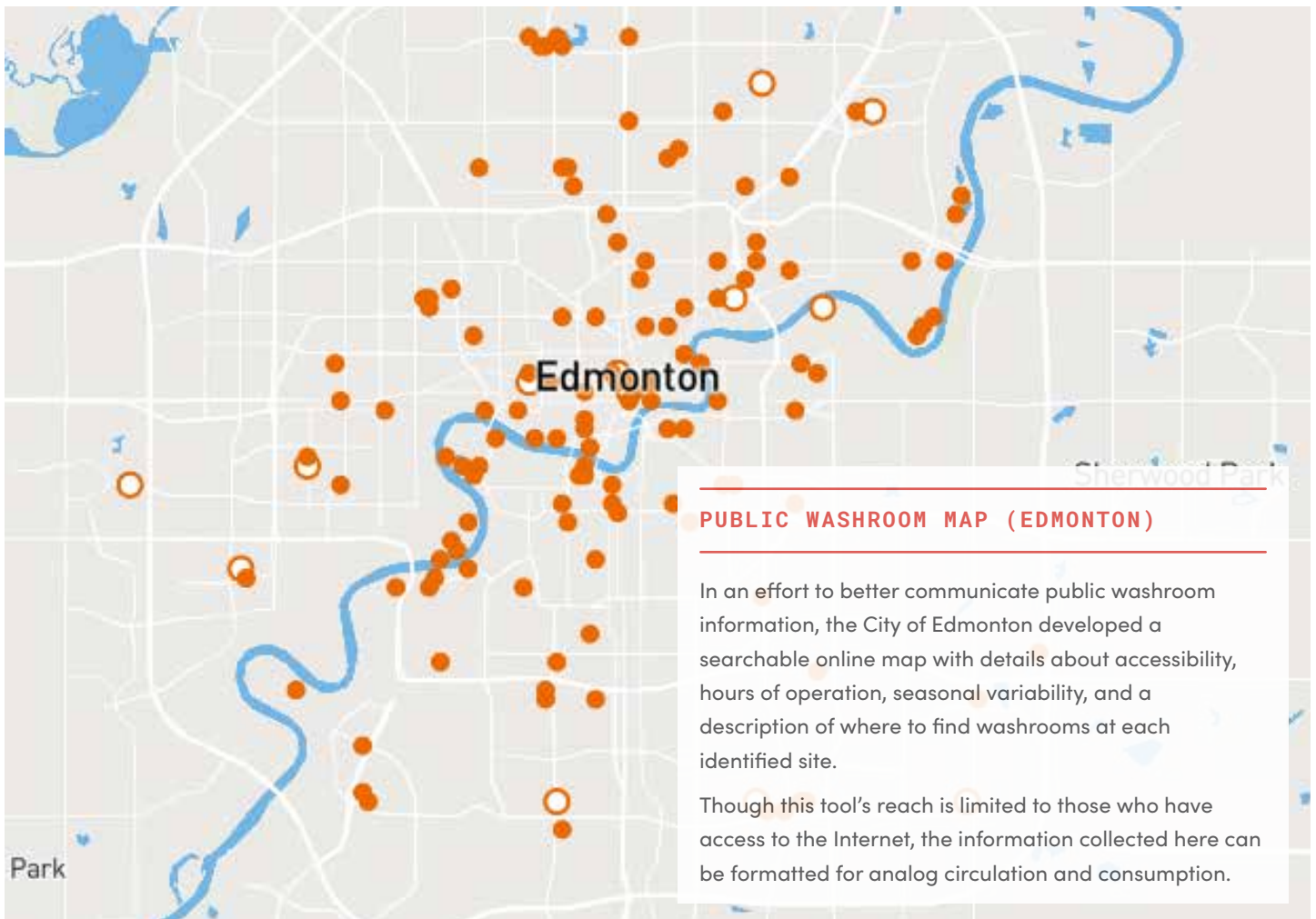
Locating bike parking close to public washroom facilities ensures a wider range of user access and increases feelings of safety for both uses by bringing more people to the area.

This design by Turvec offers critical parking for cyclists in inclement weather and also features helmet lockers and lighting options for greater security and can be customized to accommodate site conditions.



POP-UP PUBLIC TOILET (DOWNTOWN BIZ0)

In partnership with Siloam Mission, the Downtown Winnipeg BIZ deployed a pop-up public washroom throughout the downtown in several locations during the summer and fall of 2018. Retrofitted from a shipping container, the pilot project allowed the BIZ to test several locations before choosing a permanent spot for a new public washroom.



PUBLIC WASHROOM MAP (EDMONTON)

In an effort to better communicate public washroom information, the City of Edmonton developed a searchable online map with details about accessibility, hours of operation, seasonal variability, and a description of where to find washrooms at each identified site.

Though this tool's reach is limited to those who have access to the Internet, the information collected here can be formatted for analog circulation and consumption.

Action 7: Review, Enhance, and Expand Existing Programming

AREA OF FOCUS: PROGRAMMING & OPERATIONS

GUIDING PRINCIPLES:


ECLECTIC
IDENTITY &
CHARACTER


INCLUSIVE
NEIGHBOURHOOD


DYNAMIC PUBLIC
REALM


SUSTAINABLE
NEIGHBOURHOOD


RESILIENT
BUSINESSES

Every year the Osborne Village BIZ provides a range of programming initiatives throughout the neighbourhood for businesses, residents, and visitors. This suite of programming contributes heavily to the social and economic health of the neighbourhood. A comprehensive review of BIZ programming should be undertaken to ensure all programming is supporting and advancing the vision and principles established in this Plan.

STRATEGIC MOVES

- i** Review all programming to determine how/where it aligns with Guiding Principles – all programming should align with at least one Guiding Principle
- ii** Use review to determine which Guiding Principles are not being adequately addressed
- iii** Identify programming partners within the community to help develop and deliver new programming initiatives in the Village



SHOP LOCAL PASSPORT

Encouraging residents and visitors to get out and buy local for the holiday season, the Osborne Village Shop Local Passport is part of the wider BIZ event, Winter in the Village. Involving businesses throughout Osborne Village, this initiative supports resilient businesses and incentivizes support for local shops as the culture of online shopping grows.

BELL TOWER PLAZA

Cool Streets Winnipeg and local artist, Alex Plante, created this spilled paint mural at Bell Tower Plaza to bring colour and whimsy into the Village and create the Happy Fridays Headquarters. Interventions like this give the Village its **eclectic identity and character** and **create a dynamic public realm** for residents and visitors alike.

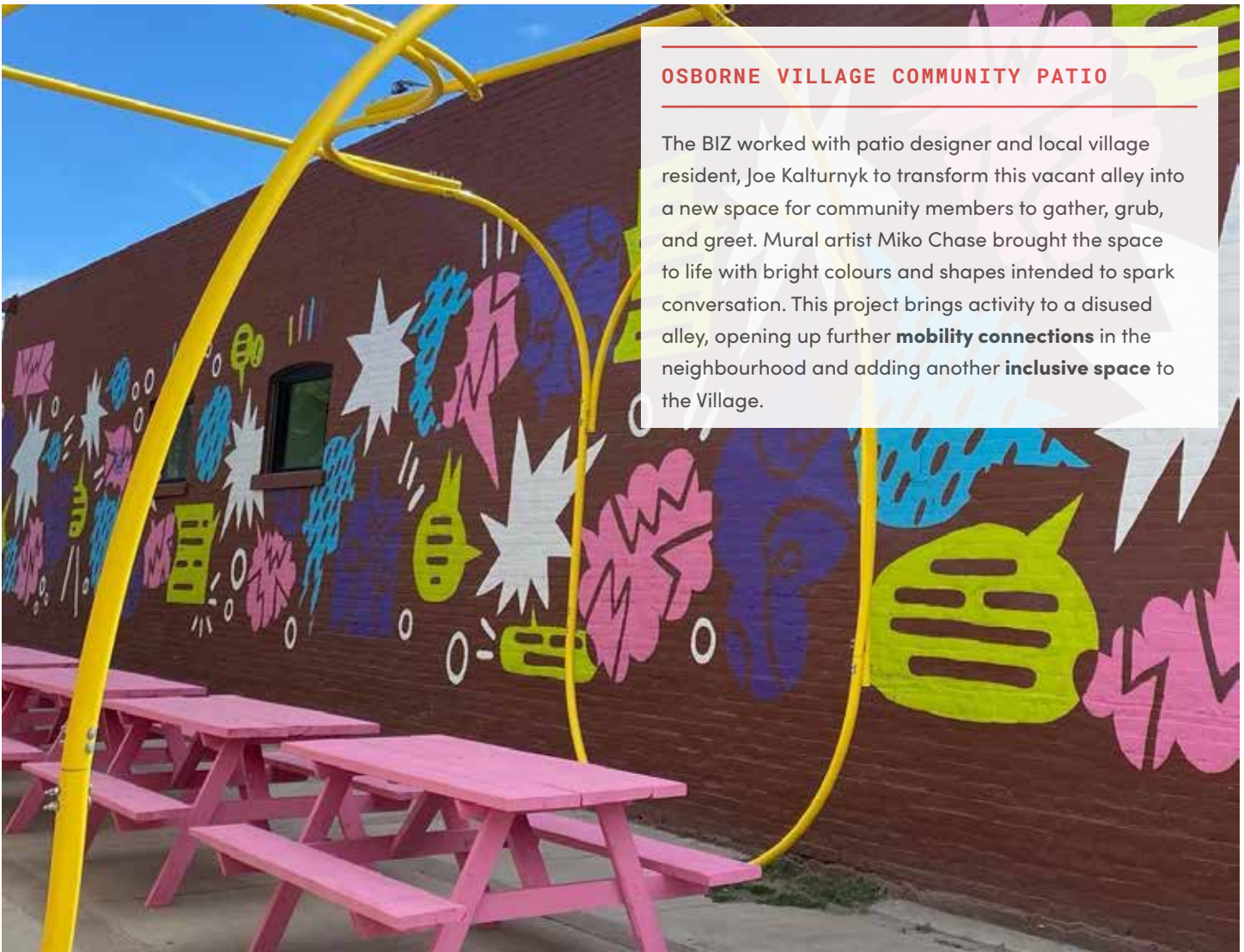


PROJECT PARTNERS:

Work with a University of Manitoba City Planning student to conduct a review as their annual case-in-point project

OSBORNE VILLAGE COMMUNITY PATIO

The BIZ worked with patio designer and local village resident, Joe Kaltornyk to transform this vacant alley into a new space for community members to gather, grub, and greet. Mural artist Miko Chase brought the space to life with bright colours and shapes intended to spark conversation. This project brings activity to a disused alley, opening up further **mobility connections** in the neighbourhood and adding another **inclusive space** to the Village.



Action 8: Gather, Analyze, and Share Data

AREA OF FOCUS:

PROGRAMMING & OPERATIONS

GUIDING PRINCIPLES:



ECLECTIC
IDENTITY &
CHARACTER



INCLUSIVE
NEIGHBOURHOOD



DYNAMIC PUBLIC
REALM



CONNECTED
MOBILITY



SUSTAINABLE
NEIGHBOURHOOD



RESILIENT
BUSINESSES



INTEGRATED
DENSITY &
GROWTH

Supporting the vision and goals of any plan or project requires the gathering, analyzing, and sharing of relevant data sets. This is a key process in determining the success of a project, identifying existing and ongoing gaps in service delivery, and communicating to community members and elected officials the need for and efficacy of initiatives.

Gathering data can be done in a variety of ways, depending largely on the type of data being collected. Whether it is through surveys, counts, or other methods, data gathering is an ideal opportunity to work with community organizations, school groups, residents' associations, or volunteers.

STRATEGIC MOVES



Identify data sets that will help determine the success of this Plan's healthy neighbourhood Vision and Guiding Principles. Some examples include:

- pedestrian and cyclist traffic along key routes or at destinations
- economic point-of-sale data before and after major interventions such as road reconfigurations or placemaking initiatives
- community survey data focused on health and well-being

PROJECT PARTNERS:

Work with Winnipeg Trails to gather regular traffic count data



TRANSIT RIDERSHIP



TRANSIT RELIABILITY

On average, streetcar travel times are now more predictable, making the service more attractive.

Wait time reliability remained mostly unchanged through the pilot even though headways were widened by 10% due to the conversion of the fleet to all low-floor high capacity streetcars.

TRANSIT TRAVEL TIMES

The reliability of streetcar travel times has continued to improve since before the pilot.

Approx. 5 minute improvement (in each direction) during the PM commute for the slowest streetcar travel times.

Across the full year of the pilot, the slowest travel times during the afternoon commute were similar to the average travel times before the pilot.

CAR TRAVEL TIMES & VOLUMES

Average travel times, while showing some variability from month to month, have varied (+/-) less than a minute in both the AM and PM commute on most east-west streets parallel to King Street, compared to before the pilot.

Various construction projects impacted travel times on downtown streets throughout the pilot, including watermain replacement on Adelaide, Dundas, and major construction work on Jarvis among others.

Drivers on King St. continued to access local businesses or residences, conduct loading and deliveries, and pick-up/drop-off passengers. Traffic previously using King Street has generally shifted to alternative east and west routes.

Overall car volumes crossing Bay St. from Front St. north to Queen St. have decreased by 7% in both the AM and PM commutes during the Pilot. This is made up of reductions on King St. of about 80% and increases in volumes on streets parallel to King St. of about 5% in both the AM and PM commutes.

The downtown traffic network has been largely able to absorb and respond to the changes in routing that drivers have made.

PEDESTRIAN VOLUMES

Total pedestrian volumes have remained stable on King St. as a result of the pilot when accounting for the effects of seasonality, relative to most comparable east-west streets.

CYCLING VOLUMES

King has become the second most popular east-west cycling route in the downtown after the Richmond and Adelaide cycle tracks.

In October, cycling volumes at Spadina Avenue have increased by 380 riders in the afternoon peak compared to before the pilot in October 2017.



ECONOMIC POINT-OF-SALE DATA

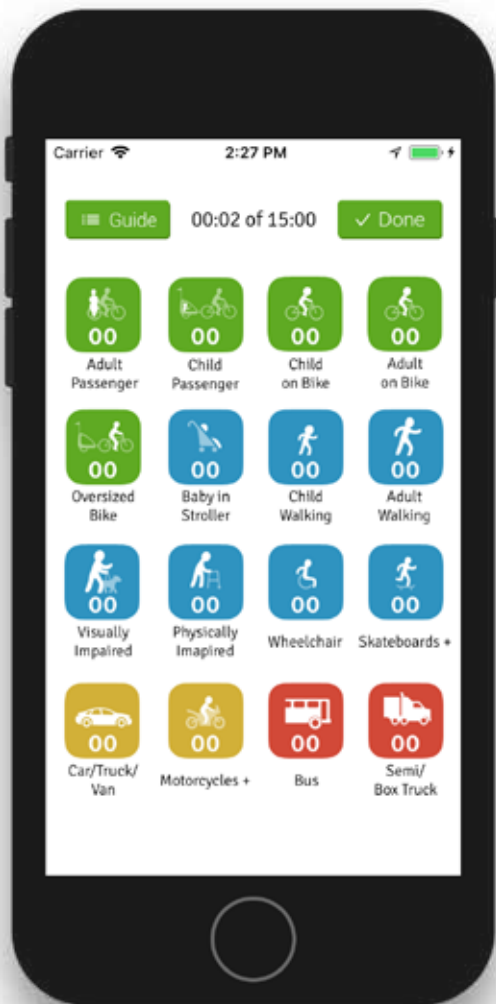
Customer spending data suggests that year-over-year growth in total spending on King Street has decreased slightly (0.6%) after the pilot was installed, with reductions primarily to spending in the restaurant sector. This is a trend that existed during the year before the pilot was installed, indicating that these differences may not have resulted from the pilot itself. Spending in both retail and services sectors appears to have grown faster during the year after the pilot was installed compared to the rate of growth in the year before the pilot began.



PUBLIC SPACE

45 unique amenities were introduced into 18 new curb-lane public spaces along the corridor, including cafes, art installations, public seating areas, bike share stations, and parklets. These spaces created opportunities for people to stay and linger, as well as provided extra space for pedestrians to walk on crowded sidewalks.

During Park People's Public Space Public Life Study, nearly one in five people spending time on King Street were found within the new public spaces.



KING STREET TRANSIT PILOT (TORONTO)

Eventually made into a permanent Transit Priority Corridor, the King Street Transit Pilot was launched to demonstrate a relatively quick and cost-effective way to move more people efficiently on transit without compromising the broader transportation network.

As part of the pilot, the City of Toronto collected a wide range of data sets to help them determine the overall success of the project. These data sets were analyzed and shared with the community and wider public through a series of Dashboard Updates that were refreshed monthly with new metrics.

COUNTERPOINT APP (GREEN ACTION CENTRE)

Designed by Winnipeggers, CounterPoint is a transportation planning and measurement tool designed in 2013. The app runs on crowdsourcing and citizen science and lets anyone with a smartphone spend a little time observing and recording the flow of traffic. Anyone can download a spreadsheet with minute-by-minute record of the counts done at any location. Importantly, CounterPoint's definition of "traffic" includes everyone. The app comes with intuitive buttons for strollers, children's bikes, cargo bikes, wheelchairs, cars and transit.

Action 9: Strategic Placemaking Projects

AREA OF FOCUS:

PUBLIC REALM & COMMUNITY INFRASTRUCTURE

GUIDING PRINCIPLES:



ECLECTIC
IDENTITY &
CHARACTER



INCLUSIVE
NEIGHBOURHOOD



DYNAMIC PUBLIC
REALM



RESILIENT
BUSINESSES

Ongoing and emerging research has shown that investment in public spaces can have a positive effect on mental and physical health, contributing to improved overall fitness, social connectedness, and safety and perceived safety within a community.

The following are a series of strategic placemaking projects intended to support the BIZ's vision for a healthy neighbourhood and revive the eclectic urban character and sense of place that Osborne Village has been known for:










- 1 **The Waterfront: Linking the Village to the River**
- 2 **The Village Plaza: Supporting the Heart of the Village**
- 3 **Osborne Street: Restoring a Character Main Street**
- 4 **The Pedestrian Network: Activating Lanes**
- 5 **The Village Green: Renewing a Neighbourhood Park**
- 6 **Connecting Community Facilities: Creating a Neighbourhood Hub**
- 7 **An Iconic Entry: Building a Gateway**

FOSSE PARK (MACGREGOR SMITH)

Macgregor Smith repurposed an underutilized alley belonging to the Fosse Park shopping centre and created a small play space that incorporates a micro-jungle gym and interactive wall art that encourages engaging play and curiosity.



LEGEND

-  BIZ Boundary
-  Potential BIZ Expansion
-  Plaza Enhancements
-  Street Furniture
-  Street Tree Planting
-  Park Enhancements
-  Back Lane Enhancements
-  Gateway Feature
-  On-Street Parking



The Waterfront: Linking the Village to the River

Forming the northern edge of the Village, the Assiniboine River acts as boundary and connector as it changes state throughout the year. This natural amenity offers abundant recreation and leisure potential in an urban neighbourhood where access to nature and green spaces are limited. Encouraging and facilitating year-round use of the river can offer an additional access point to the neighbourhood, increase opportunities for active transportation and recreation, and create space for small-business initiatives.



STRATEGIC MOVES

- i** Work with City of Winnipeg to develop plans for an accessible path to the water, accessible dock (including public storage lockers) to increase summer access through canoe and kayak use and water taxi stops.
- ii** Solicit local businesses/partners to set up a canoe/kayak rental service and food/beverage kiosk during warmer months.
- iii** Advocate for a pedestrian bridge connecting McFadyen Park and Fort Rouge Park.



The Village Plaza: Supporting the Heart of the Village

The Village Plaza, found at the northwestern corner of Osborne and River, marks the crossing of many paths through the neighbourhood and functions as a key node for residents and visitors. Lined by shops, restaurants, a grocery store, and a soon-to-be bicycle lane, the Plaza is bisected by a right-turn slip lane that connects vehicular traffic from Osborne to River. Removing this slip lane from the street network and bringing it back to the public realm will elevate this space to become a true urban plaza that supports community use and brings further attention to the surrounding businesses.

STRATEGIC MOVES

- i Work with the Ward Councillor, Planning, Property, and Development, and Public Works to initiate a pilot project to test the right slip lane closure.
- ii Convert two-way access off River Ave. East of Starbucks to one-way entrance in order to increase pedestrian plaza
- iii Deploy Placemaking Kit to create flexible space for gathering and events, a range of seating options, skateable elements, shade-canopy trees, and hardy low-maintenance plantings.



Osborne Street: Restoring a Character Main Street

Aligned with Action 2, there are a number of opportunities to enhance the Osborne streetscape by creating a series of “parkette” spaces along the corridor.

The Plan introduces a basic Placemaking Kit as a tool to help the Osborne Village BIZ as it pursues the development of those spaces. The Placemaking Kit, includes a variety of elements that can be deployed depending on the conditions of a specific site, making it easily adaptable for different financial and/or site constraints or programming priorities.

PROJECT PARTNERS:

Work with design programs such as MITT, RRC, UofM, and UofW to design and build unique placemaking elements



WINTER SEATING (STUDIO SIMO LAHTINEN)

The Mokša urban furniture in downtown Lahti, Finland provides wind-protected seating options with integrated lighting, allowing users to adjust the light levels to suit their needs in the dark winter months.







STRATEGIC MOVES

- i** Use the Placemaking Kit as a reference tool in the design and investment of key public spaces within the BIZ, including but not limited to:
 - Gerald Lynch Park and the Osborne Village Waterfront;
 - Urban plazas at River and Osborne and Stradbrook and Osborne;
 - Osborne Street Streetscape and Laneways;
 - Osborne Village Green; and
 - Key gateways into the Village.
- ii** Use the Placemaking Kit to inform funding requests and grant applications in support strategic placemaking initiatives.
- iii** Encourage businesses to implement their own storefront greening strategies, including providing resources and materials where possible.



LONDON PARKETTE (WMB STUDIO)

A portable, seasonal installation near London Bridge by WMB Studio provides a pop of greenery and much-needed seating along a busy street corridor that creates a buffer for pedestrians to safely congregate.

	FURNISHING TYPE	EXAMPLE	MATERIALS & CONSIDERATIONS	BUDGET ESTIMATE (SUPPLY & INSTALL)
1	Bench (unique to OV BIZ)		<ul style="list-style-type: none"> • Wood, locally sourced and fabricated. • Slat design to allow for easy replacement of units as required due to damage or wear 	\$3,500 - \$5,000 per linear meter (approx. two seats)
2	Planter		<p>Planter:</p> <ul style="list-style-type: none"> • Durable material, either cast-in-place, pre-cast, or aluminum • If raised - must be insulated and have proper drainage • height: curb or seating height (opt. integrated seating) <p>Planting:</p> <ul style="list-style-type: none"> • Consider salt-tolerant, drought tolerant, native/adapted species, seasonal, shade • Prioritize shade trees where possible 	\$100 per sq.m. shrubs \$800 per tree
3	Waste receptacle (unique to OV BIZ)		<ul style="list-style-type: none"> • potential partnership with artists • Must be approved by City of Winnipeg • Locally fabricated, anti-graffiti finish 	\$3,500 - \$5,000 per unit
4	Bicycle Rack (unique to OV BIZ)		<ul style="list-style-type: none"> • Powder coated, anti-graffiti coating • one unit to accommodate two bicycles • ensure appropriate set-backs to allow for proper circulation around bikes and access to locking 	\$800 -1,800 per unit
5	Patio Seating		<ul style="list-style-type: none"> • Wood, locally sourced and fabricated. • Board or slat design to allow for easy replacement of units as required • May include benches, table, low fence or planter to separate space 	\$4,000 - 7,000 per 4 people
6	Skateboard-Friendly Elements		<ul style="list-style-type: none"> • Integrated or specialized elements designed for skateboarding and other urban athletic disciplines • Durable materials and construction • Potential partnership with artists and designers 	\$10,000 - \$15,000 per element

The Pedestrian Network: Activating Back Lanes and Alleyways

The back lanes in Osborne Village are key connections for many pedestrians and cyclists as they navigate the neighbourhood. For many people, these routes have become as familiar as Osborne, River, Roslyn, or Stradbrook. Enhancing the use of back lanes through safety and aesthetic improvements to create a safe and enticing back lane experience and take advantage of the traffic already moving through them will open up new avenues for transportation connections, programming initiatives, and economic development.

PROJECT PARTNERS:

Work with design events such as Nuit Blanche, Winnipeg Design Festival, and others to offer alley space for activating events



STRATEGIC MOVES

- i Identify and promote a north-south active transportation connection along the back lanes west of Osborne St. that provides connectivity to the planned active transportation network enhancements along River and Stradbrook
- ii Install clear and consistent signage along the north-south active transportation connection to encourage use and signal to various transportation modes that this is a shared space
- iii Work with businesses, organizations, and community groups to activate back lanes with one-off and ongoing events and programming
- iv Enhance safety of back lanes with additional lighting and signage for all modes of transportation
- v Work with waste and snow clearing contractors to ensure awareness and proper treatment of new placemaking infrastructure or site furnishings
- vi Advocate for key back lane corridors to receive priority snow clearing status to encourage safe year-round use

WILLIAMSBURG ALLEY (HOTTEA)

This deceptively simple intervention by HOTTEA uses coloured yarn to enliven a underutilized pedestrian walkway creating a temporary activation that invited passerby to stop and take pause.

The Village Green: Renewing a Neighbourhood Park

A common challenge in creating complete communities is providing adequate access to quality green space. Urban neighbourhoods are often densely built, with little space left over for parks. A small neighbourhood park, the Osborne Village Green offers a respite for residents and passersby looking for a quiet place to sit. As one of the Village's few parks, reinvestment in this space would make an important contribution to the neighbourhood, by providing a place where people can linger, relax, gather, and play.



STRATEGIC MOVES

- i Work with businesses and community groups to activate the park through one-off or ongoing programs and events.
- ii Promote awareness and use of the park through wayfinding signage and website and social media posts.
- iii Work with the City to explore potential park enhancements, including nature play elements, pollinator garden, enhanced tree canopy, improved lighting, dog run, and additional seating to encourage use by a wide demographic.

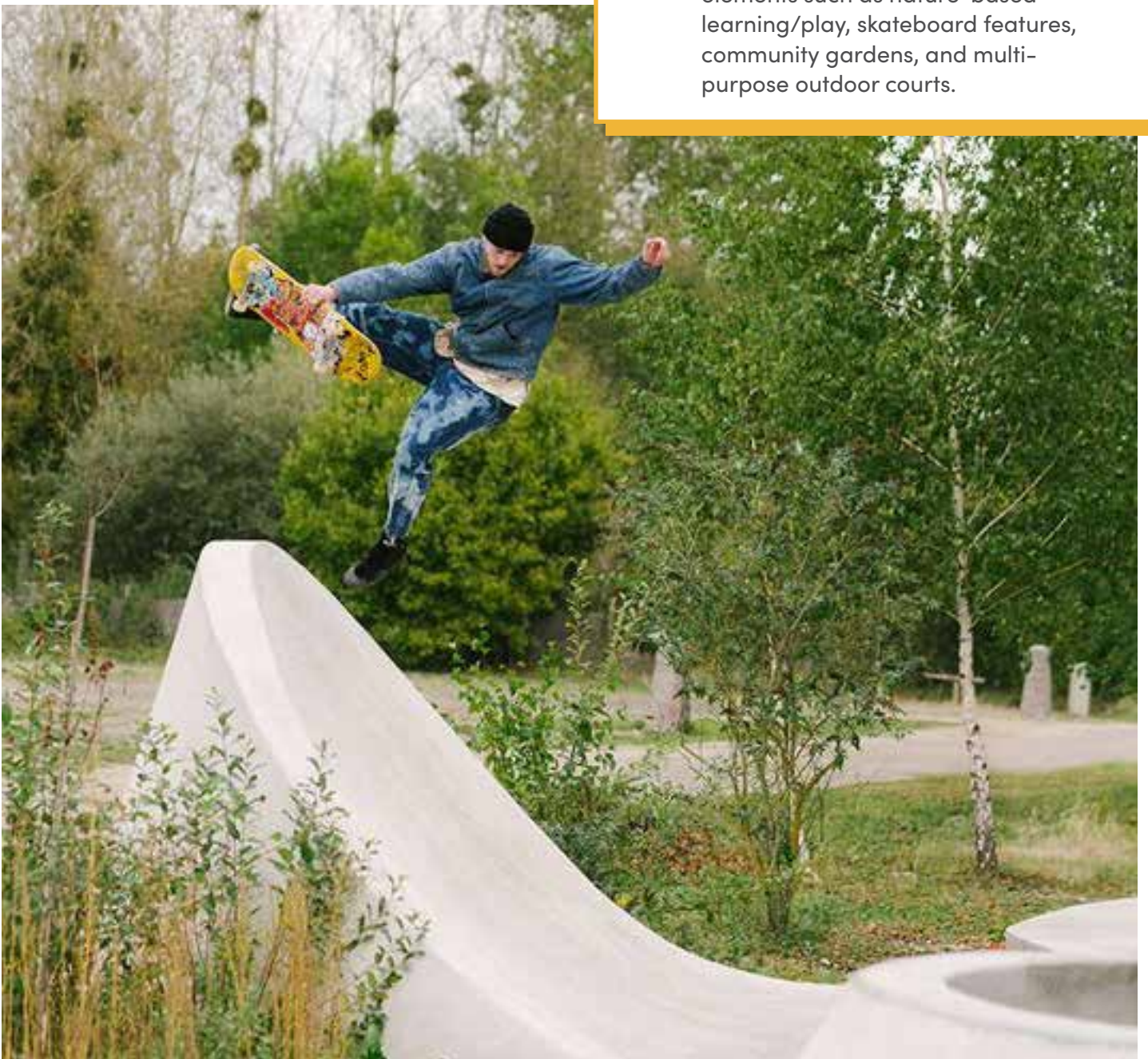


Connecting Community Facilities: Creating a Neighbourhood Hub

Quality community facilities and amenities are essential elements of a successful neighbourhood that provides for all people. The Gladstone School and River Osborne Community Club (home to the Winnipeg Adult Education Centre) are two key community spaces that support a dynamic and inclusive neighbourhood. An open green field west of the Community Club lies between these two facilities and could greatly benefit from improvements and investments – creating a hub of community activity for all ages to easily move between.

STRATEGIC MOVES

- i** Focus investment on the adjoining greenspace between Gladstone School and River Osborne Community Centre to strengthen its role as a neighbourhood hub focused on community recreation and programming.
- ii** Strengthen pedestrian and cycling connections to the area through clear wayfinding and distance signage.
- iii** Explore opportunities and partnerships for introducing additional play elements such as nature-based learning/play, skateboard features, community gardens, and multi-purpose outdoor courts.



An Iconic Entry: Building a Gateway

Though the Osborne Bridge offers a distinct entry into the neighbourhood, the Village lacks a defining southern entry point. With the potential expansion of the Osborne Village BIZ boundary to include the area north of Osborne Station, this becomes a natural choice for the introduction of an iconic gateway into the Village. As transit-oriented development continues to grow outward from the Osborne Station, this entry point will become a key transportation hub connecting neighbourhoods across the city.

STRATEGIC MOVES

- i Engage local artists to create an iconic gateway to the Osborne Village BIZ at the Osborne Street Underpass that represents the eclectic character of the Village
- ii Consider lighting as a key strategy to placemaking



