Downtown

Winnipeg Profile Winnipeg Profile

Downtown Skyline



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embrace the spirit

Winnipeg's Downtown embraces the spirit of a long history rich in cultural traditions, cosmopolitan character and vitality. For over 6,000 years, the downtown vicinity at the junction of the Red and Assiniboine rivers has been a gathering place for the people of Winnipeg and its visitors.

Following its establishment as an urban hub nearly 150 years ago, Downtown Winnipeg continues to be a gateway for commerce, industry and transportation. Downtown is undergoing an exciting revitalization with investment in a new college campus, entertainment complex, office and hotel construction as well as the restoration of downtown's heritage buildings for restaurants, nightclubs, retailers and residential living. Business improvement zones, development plans and focused leadership from the private and public sector are helping to fuel the growth and vibrancy of Winnipeg's downtown.

Portage and Main, one of Canada's most famous intersections, is the heart of the central business district. Competitive real estate costs and its central location within North American make Winnipeg a great location for business. The downtown is also the political centre of Manitoba, home to both City Hall and the Provincial Legislature.

diverse community

Downtown boasts a number of distinct character areas and historic sites, including Chinatown, the Exchange District and The Forks. Winnipeg residents and visitors alike frequent the downtown for its acclaimed retail, dining, recreational and cultural facilities. Access and mobility are facilitated by a comprehensive transit system, free Downtown Spirit shuttle bus, River Spirit Water Taxi, an extensive sheltered walkway system, and ample indoor and outdoor parking.

Embrace the spirit and explore the heart of our vibrant and diverse downtown community...

explore the heart...













A Growing Economy Growing Economy

Optimism about Winnipeg's downtown is increasing among businesses in the city centre, according to a recent survey conducted by the Downtown Winnipeg Business Improvement Zone. Business owners, industry and government are working together with a common vision for innovative, creative and sustainable economic development for the area. High quality, low cost space attracts businesses ranging from funky shops and specialty bistros to major employers in the insurance, banking and convergent media sectors. Opportunities for the renovation of heritage buildings give the downtown a unique appeal. Initiatives from all three levels of government encourage and enhance the development of business and industry downtown. The City of Winnipeg promotes downtown development by "implementing a visionary downtown plan (CentrePlan) through an action-oriented development corporation (CentreVenture) to provide clear direction and strong leadership for the downtown" (Plan Winnipeg 2020 Vision).

Description

Financial Security

Financial Service

Holding Company

Telecomm unications

www.winnipegedw.com

Broadcasting

Agriculture

Retail

Insurance.

Marketer

CentreVenture Development Corporation was created in 1999 by City Council to focus on downtown economic development. It is an entrepreneurial, public/private partnership that relies on joint efforts between the private sector, government and the community to get

Company Name

Investors Group Inc.

North West Company

XCAN Grain Pool Ltd.

Cargill Ltd.

CanWest Global Communications Corp.

Great-WestLife Assurance Co.

Jam es Richardson & Sons, Ltd.

Manitoba Telecom Services Inc.

The Wawanesa Mutual Insurance Co.

Economic Development Winnipeg, 2001

results. A determined and collective focus has sparked economic activity in an urgent and visible manner that is evidenced by the increase in capital investment and a new excitement downtown.

www.centreventure.com

Key Downtown Sectors:

- Aqribusiness
- Customer Service
- Environmental Industries
- Film Production
- Financial Services
- Government & Public Services
- Health & Biotechnology Information Technology Economic Development Winnipeg: www.winnipegedw.com Downtown Winnipeg BIZ:

www.downtownwinnipegbiz.com





Downtown is the destination for over 68,000 workers daily.

Winnipeg's Top Downtown Companies (by \$)

The Business Improvement Zone or "BIZ," allows businesses to join together to market their business district, to sponsor programs and events that enhance the area and to make improvements to physical amenities. The BIZ also gives members a voice in the political sphere on issues of shared concern.

Every retail, commercial and professional business in the zone is automatically a contributing partner. The BIZ is funded by a special levy on business taxes, providing funds to do things that businesses in the area deem important. Downtown's businesses are represented by two distinct **Business Improvement Zones:**

The Downtown Winnipeg BIZ, established in 1989 to make downtown "the place to work, do business, live, shop and enjoy," is the oldest of the sixteen business improvement zones that now exist in Winnipeg.

The Exchange District BIZ was also established in 1989, to represent business and promote the Exchange District by identifying and enhancing the unique business opportunities presented by the area's historical and cultural legacy; focusing on planned development of commercial, cultural and residential activity; and maintaining and beautifying the zone consistent with the architectural character of the neighbourhood.

Exchange District BIZ Downtown Winnipeg BIZ

www.exchangedistrict.org www.downtownwinnipegbiz.com Office Space 2001 Total office space 12 million sqft Vacancy 5.1% Absorption 271.154 sq ft/vear Krotch/Johnson Report, 2002 Winnipeg lease rates are low compared to other major centres: Class A Space = \$13 to \$16 per sq ft Class B Space = \$10 to \$14 per sq ft Class C Space = \$8 to \$11 per sq ft Royal LePage Advisors September 2002 Newsletter

Winnipeg's Downtown is home to approximately 2,150 businesses, in a broad range of sectors.

Total
2721
189
260
3

Tourism Winnipeg, 2001 www.tourism.winnipeg.mb.ca

Portage Place	www.portageplace.mb.ca
 Over 140 retail shops and s 	ervices

· IMAX Theatre, Prairie Theatre Exchange, Globe Cinema 393 Portage Avenue Ph: (204) 925-INFO (4636)

Winnipeg Square

· Over 45 convenient shops and services Downstairs at Portage & Main Ph: (204) 949-7140

cityplace www.cityplacewinnipeg.com Over 50 shops and services





Regenerate and Revitalize

generate and Revitalize

The Exchange District: A National Historic Site

The Exchange District was designated a National Historic Site on September 22, 1997, by the Minister of Canadian Heritage. The designation is recognized by an historic district plaque with the following inscription:

"This remarkable grouping of commercial buildings vividly illustrates Winnipeg's transformation between 1878 and 1913 from a modest pioneer settlement to western Canada's largest metropolitan centre. The district's banks, warehouses, and early skyscrapers recall the city's dominance in the fields of finance, manufacturing, wholesale distribution and the international grain trade. Designed by a number of well-known architects, these buildings reflect an approach to architecture that was innovative, stylish and functional. The First World War and the Great Depression contributed to the end of Winnipeg's spectacular boom era. Through the efforts of dedicated citizens since the 1970s, the Exchange District has been preserved as a distinctive legacy of a formative period in Canada's economic development." The Exchange District National Historic Site of Canada Commemorative Integrity Statement 2000

Historic Structures

Location	Structures Designated	% of City
In the Exchange District	78	37.5%
In the rest of Downtown	43	20.7%
City Total	208	
Historical Buildings Committee		



Downtown Is Wired...

Winnipeg's Downtown has become a hub for high-technology business and industry. At the centre of this is the Exchange District, which is recognized as a "Cyber Village" in recognition of its digital upgrade and the attraction of the area to new, innovative businesses. Throughout the downtown, numerous businesses in the digital arts and film production sectors have made Winnipeg a frequent stage for movie and television productions. Trade, commerce and telecommunications are also enhanced by both Winnipeg's central location in North America and the wired downtown. Numerous training programs in downtown educational facilities complement developing sectors in high-tech industries.

Address

476 Main Street

375 York Avenue

715 Main Street

1 Portage Avenue East

225 Broadway Avenue

200 Waterfront Drive

303 Portage Avenue

320 Portage Avenue

146-164 Princess Street

260 Main Street

1,842,204 delegates and visitors attended 1,471 events at the Convention Centre in 2001, with an economic benefit of **\$28,415,552**. Winnipeg Convention Centre <u>www.wcc.mb.ca</u>

Major Development Projects 1999-2002

Ashdown Hardware (Crocus) Building

Winnipeg Convention Centre

CanWest Global Park

Cambrian Credit Union

Wellington West Building

Hampton Inn and Suites

Red River College

Mountain Equipment Co-op

True North Entertainment Complex

CentreVenture Development Corporation

Circle of Life Thunderbird House



Mountain Equipment Co-op



West Building (200 Waterfront Drive)

Envision the Future...

Proiect

Recent development projects have raised the profile of the high quality buildings and neighbourhoods available throughout the downtown, creating renewed enthusiasm and anticipation for further development.

Projects slated for development in the near future promise to intensify the momentum of this trend. The Forks will see an additional \$50 million worth of development, including a three-storey parkade and landscaped garden park, which will link with the new Provencher Pedestrian Bridge, to compliment a new hotel. The Exchange District is inviting new investment in commercial and residential development along Waterfront Drive - a scenic roadway along the banks of the Red River.

Use

Office/Cultural

Office/Cultural

Entertainment

Office/Financial

Institutional

Office

Retail

Hotel

Institutional

Entertainment

www.centreventure.com

Portage Avenue will also see a re-emergence in the coming years. Unique retailers, such as Mountain Equipment Co-op and A&B Sound, have already begun to revitalize The Avenue. With the construction of the True North Entertainment Complex, Portage Avenue will find new tenants in the retail, restaurant and business sectors. Both Portage Place and Winnipeg Square have "pads" in place atop their existing buildings that could easily be developed into office or hotel space.

Downtown Winnipeg Profile





change District - Albert Stree

Upcoming Downtown Projects:

Manitoba Hydro has committed to building a new headquarters downtown to amalgamate 2,000 employees within the next five years.

The Winnipeg Convention Centre will expand by 75,000 square feet for exhibition space, a ballroom and atrium, meeting rooms and street level retail space, at a cost of \$80 million







Building on Neighbourhood Strengths

Building on

Downtown's residential neighbourhoods embody a variety of strengths in diversity, design and use. Winnipeg's Downtown provides a dynamic place to live, learn and work within a safe, pedestrian friendly environment.

Downtown's heritage and character neighbourhoods, such as Chinatown, the Exchange District, The Forks, and North Main are also features that portray the downtown's unique revitalization efforts. Downtown offers a variety of housing choices, including semi-detached houses, low and high-rise apartments. Convenience stores and retail services, combined with ample greenspaces and parks, make downtown an attractive area for living.

Character Areas and Neighbourhoods:

The Exchange District

The Exchange District's turn-of-the-century warehouse architecture is today home to a hub of culture and creativity. Innovative businesses, arts facilities, sidewalk cafés, restaurants, nightclubs, specialty boutiques and antique shops make the neighbourhood an attractive destination.

The area's appeal to students, artists and downtown workers has produced an interest in expanding a residential component of the character area. Currently, several conversion projects are underway, such as the former Hemisphere Building at 87/89 Princess Street and the Lindsay Building at 228 Notre Dame. Other projects are being planned for the near future.

The Forks

the forks

The Forks has been a "meeting place" for thousands of years. This historic site captivates visitors with its many attractions: gardens and green spaces, tree-lined riverwalk, historic port, museum, live theatre, and charming shops and restaurants. The Forks is host to nearly 100 cultural, heritage and artistic events held each year.

Broadway/Assiniboine

broadway/assiniboine

Broadway, one of Winnipeg's most prestigious business districts, also borders a popular residential neighbourhood featuring a mixture of character buildings and apartment complexes. The neighbourhood is bordered to the east by the historic Hotel Fort Garry and Fort Garry Place, and by the Provincial Legislature to the west.

Chinatown

chinatown

The Chinatown area was established in 1909 between James and Logan avenues to the west of Main Street, and remains the cultural focus for the Chinese-Canadian community in Winnipeg. The area features characteristic Chinese architecture, Szechwan, Cantonese, Mandarin and Dim Sum restaurants, and shops featuring Chinese cooking goods. The Winnipeg Chinese Cultural and Community Centre in the Dynasty Building is a centre for arts and learning, and houses the only Chinese library in Manitoba.

Central Park

central park

The Central Park neighbourhood centres around the park of the same name. It features a diverse range of architectural styles and densities, in a mixed-use setting with various shops and services. The Downtown YM-YWCA, Knox United Church, Calvary Temple, and a number of schools in the area provide a strong institutional component ideal for families and senior citizens.

North Main

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north main

The North Main neighbourhood is the oldest in Winnipeg, with immigrant settlement in the area beginning in the late 1800s. Today, it is a centre for the city's strong Aboriginal community, and home to the Circle of Life/ Thunderbird House, the Aboriginal Centre of Winnipeg, Inc., and the Manitoba Métis Federation.

RIG Word Warehouse Condominiums



Dynasty Gardens, Chinatow





Neighbourhood Strengths

Winnipeg's Downtown is home to over **13,000** residents.

• 94.9% of downtown residents are renters and 75.3% live in apartments of 5 or more storeys.

• In the downtown, 38.9% of people walk as their main mode of transportation compared to 6.4% in the rest of the City of Winnipeg.

• 25.1% of downtown residents use public transit to get around.

Statscan Downtown Neighbourhood Profile 1996

Neighbourhood Improvement

Downtown Winnipeg has made safety one of its top priorities. With several downtown safety initiatives already in place, local partnerships between the community, government, businesses and other organizations have been instrumental in addressing safety concerns.

Community-Based Programs:

- Winnipeg Police Service (Community Policing, Police Service Centres)
- Take Pride Winnipeg (Citywide cleanup and beautification)
- TakeACTION (Educating citizens in personal safety strategies)
- Downtown Business Improvement Zone:
 - Downtown Watch (Ambassadors offering information and emergency assistance, and acting as the "eyes and ears" for the Winnipeg Police Service)
 - Downtown Maintenance Crew (maintenance and graffiti removal)
 - Change for the Better Outreach Workers (Direct youth and adults in need to food, shelter and counseling services)
 - Downtown Winnipeg BIZ Patrol (street cleaning and beautification, entertainment)

"Overall crime in the downtown area is down due to the efforts of police and business in that area, providing for a safer shopping and business community." Winnipeg Police Service, 2001





Over **10,000** post-secondary students come downtown daily to be educated or trained for new skills

Educational Facilities

or Downtown

a



Forks/Riverwalk Upper Fort Garry Gate Old Market Square Central Park Downtown YM-YWCA Duckworth Centre Memorial Park Bonnycastle Park McFayden Playground Mostyn Place Park Stephen Juba Park

- University of Winnipeg, Main Campus
- University of Winnipeg, Continuing Education and Institute of Urban Studies
- University of Manitoba, Continuing Education
- Red River College, Princess Campus
- Winnipeg Adult Education Centre
- William and Catherine Booth College
- Robertson College
- Midwestern School of Business and Technology
- Success CompuCollege
- CDI College of Business and Technology



Millennium Library

The Millennium Library project will begin with the expansion of the downtown Centennial Library. This will include the addition of up to 100,000 volumes, 100 computer workstations, an expanded Children's Library, an improved Reference Centre, public meeting spaces, enhanced multilingual collection and services, and the most advanced business service centre in Western Canada. Winnipeg Library Foundation, Inc. www.millenniumlibrary.com

Red River College – Princess Street Campus

Red River College's new downtown campus is a blend of old and new, incorporating the historic facades of the Exchange District into a state of the art facility. The \$31.5 million, 220,000 square foot campus will be home to approximately 2,200 staff and students in modern media and information technology.

Princess Street Consortium www.rrc-pscampus.com

1 million + visits are made to the Centennial Library each year



Red River College Princess Street Campus Rendering

Downtown Winnipeg Profile





Supporting Arts and Culture

Supporting Arts and Culture

Downtown is the location of choice for world-renowned arts, culture, and entertainment amenities, displaying a rich resource of talent and creativity. Combined with a variety of affordable celebrations and festivities, the downtown is an exciting draw for a diverse range of entertainment options.

Major Events

Summer

- Winnipeg Goldeyes Baseball Season <u>www.goldeyes.com</u>
- Frequent Free Concerts <u>www.downtownwinnipegbiz.com</u>
- Spiritfest Concerts for Causes www.spiritfest.ca
- Cruz In Downtown <u>www.cruz-in-downtown.com</u>
- Winnipeg International Children's Festival www.kidsfest.ca
- Jazz Winnipeg Festival www.jazzwinnipeg.com
- The Forks Canada Day Celebrations <u>www.theforks.com</u>
- Get Together Downtown <u>www.spiritfest.ca</u>
- Winnipeg Fringe Theatre Festival <u>www.winnipegfringe.com</u>
- A Taste of Manitoba <u>www.dinemanitoba.com</u>
- Manitoba Dragon Boat Festival <u>www.facilitymarketing.com</u>
- Folklorama <u>www.folklorama.ca</u>

Fall/Winter:

- Oktoberfest <u>www.winnipegoktoberfest.com</u>
- Night of Lights and Festival of Lights Parade www.festivaloflightsparade.homestead.com
- December at the Forks www.theforks.com

For more information...

Downtown Winnipeg BIZ www.downtownwinnipegbiz.com

Forks National Historic Site of Canada

"Unlike most other national historic sites, The Forks does not commemorate one specific period in history. Instead, its importance lies in its role as witness to so many of the events that shaped the Canadian West as we know it. The first people here camped at the confluence of the two great rivers and over the centuries their presence drew others. Today The Forks is Winnipeg's "Meeting Place," where festivals, special events and a tranquil landscape draw thousands to the historic heart of the city." Parks Canada <u>parkscanada.pch.gc.ca/nhs/nhs_e.htm</u>

The Forks Event Hotline 957.7618

www.theforks.com



Museums and Galleries: Artspace Dalnavert Museum Manitoba Children's Museum Manitoba Museum Manitoba Sports Hall of Fame Naval Museum of Manitoba Plug-In Gallery Tin Lizzie Auto Museum Winnipeg Art Gallery

Winnipeg Symphony Orchestra

Venues:

The Forks

CanWest Global Park

Old Market Square

Performing Arts:

Royal Winnipeg Ballet

Manitoba Opera

Winnipeg Railway Museum 582,000 visits were made to attend entertainment and cultural venues in Winnipeg in 1999.

Theatres/Concert Halls:

Burton Cummings Theatre Centennial Concert Hall Cinematheque Globe Theatre IMAX Theatre Manitoba Theatre Centre Pantages Playhouse Theatre Prairie Theatre Exchange Towne Cinema

Munipeg Att Gallery

tion Circle The For

One of Winnipeg's architectural showpieces, the WAG features eight galleries displaying constantly changing exhibitions by contemporary and historical Manitoba, Canadian and international artists. The Gallery also houses the largest collection of contemporary Inuit art in the world. Guided tours. Gift shop. Rooftop restaurant. Auditorium and lecture room rentals.

The Winnipeg Art Gallery 786-6641 www.wag.mb.ca

Royal Winnipeg Ballet



Versatility, technical excellence, and a captivating style are the trademarks of Canada's Royal Winnipeg Ballet, qualities that have garnered both critical and audience acclaim. These qualities keep the RWB in demand as it presents more than 100 performances every season.

> RWB Box Office 956-2792 www.rwb.org



The Manitoba Museum is renowned for its human and natural heritage themes and vivid portrayal of Manitoba's rich and colourful history. The Museum shares knowledge through its heritage collections, interpretive galleries, exhibitions, publications, on-site and outreach programs, live Planetarium shows and hands-on Science Gallery.

> The Manitoba Museum 956-2830 www.manitobamuseum.ca

Entering the Downtown

Entering the Downto

Entering Winnipeg's Downtown to live, learn, work and enjoy is easy, thanks to an efficient transit system, short commuting times and ample indoor and outdoor parking. Moving about within the downtown is facilitated in all climatic conditions by an extensive indoor pedestrian walkway system, as well as the Downtown Spirit and River Spirit shuttle services.

The Winnipeg Walkway System

Max. length of continuous protected walk	1.2 miles
No. of bridges	14
No. of underground connections	7
No. of connected buildings	35

"A pedestrian walkway system through Winnipeg's downtown provides year-round climate-controlled access to over 1.8 million square feet of space, including over 200 shops and businesses, 10 office complexes, 60 restaurants and snack bars, 700 apartment units, 2 hotels, 11 financial centres, and the Winnipeg Centennial Library, bringing together 21,000 employees." City of Winnipeg www.city.winnipeg.mb.ca

The **Downtown Spirit** is a free shuttle service, making it easy for office workers, students, tourists and residents to enjoy Winnipeg's most diverse shopping, dining, cultural and historical attractions. Winnipeg Transit www.winnipegtransit.com

The city's **River Spirit**, with six boats linking seven docks between the Exchange District and the Crescentwood neighbourhood, offers downtown residents and visitors an alternative mode of summertime transportation by way of Winnipeg's rivers. Launched by the River Access Coalition five years ago, the service is becoming increasingly popular. The 12-passenger crafts dock every nine minutes and will eventually link with Winnipeg Transit and the Downtown Spirit.

Winnipeg Transit

www.winnipegtransit.com





Graham Avenue Transit Mall

Off Street Surface 16,40	Dowinton	wn P arkii	IJ
Self-Weiter Deletweet (States)	On street		2,107
Structures 13.86	Off Street	Surface	16,404
		Structures	13,863
Total 32.37		Total	32,374
Disection Westpag BIZ	Domition Wilson	and BIE	

Approximately 60,000 passengers travel by bus through the downtown each weekday.



Envision the Future... **Provencher Paired Bridges**

An average of 700 people boarded the free shuttle bus daily in 2001. Winnipeg Transit www.winnipegtransit.com



When you spend \$20 or more at participating downtown businesses, ask for your Easy Streets blue loonie, good for



Full fare on Winnipeg Transit One hour at parking meters \$1 off parking at over 80 downtown lots

Envision the Future...

The design of the Provencher Paired Bridges consists of two separate bridges - one primarily for vehicles and commuter cyclists, and the other exclusively for pedestrians, cyclists and recreational users. The slenderprofile vehicular bridge includes two through lanes in each direction, divided by a centre median, and features a short right turn lane for traffic turning onto Tache Avenue. The pedestrian bridge is a modern cable-stayed structure, light and elegant, featuring a large plaza for commercial activities - a meeting place that will connect Provencher Boulevard to The Forks physically, economically, socially and culturally. The Paired Bridges are expected to strengthen the connection between The Forks and the St. Boniface French Quarter, becoming a symbolic gateway between two of Winnipeg's most historically significant communities while promoting

www.city.winnipeg.mb.ca/publicworks/Engineering/ProvencherBridge.asp

Waterfront Drive

commerce and tourism.

www.city.winnipeg.mb.ca/publicworks/Engineering/WaterfrontDrive.asp

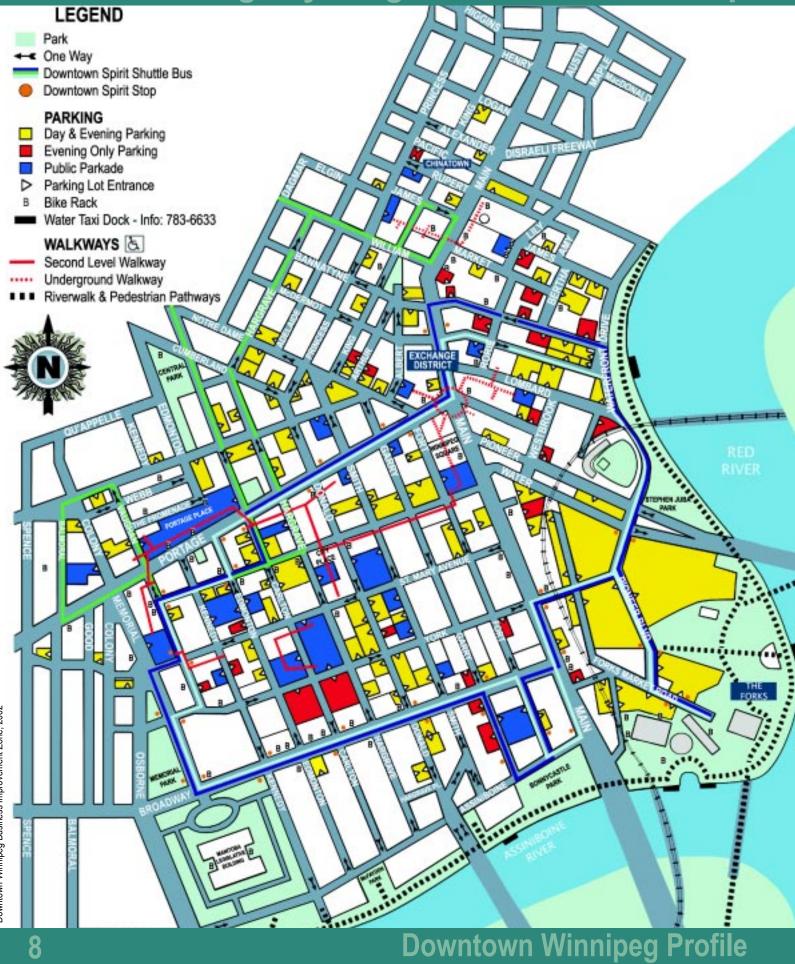
Spanning the west side of the Red River from Lombard to Higgins Avenue, Waterfront Drive links the downtown, The Forks, the Exchange District, St. Boniface and Point Douglas. This infrastructure project creates a new vision for the historic riverside and paves the way for private sector investment in new construction or the conversion of existing buildings for commercial and residential use along this scenic parkway.



Waterfront Drive Concept Drawing

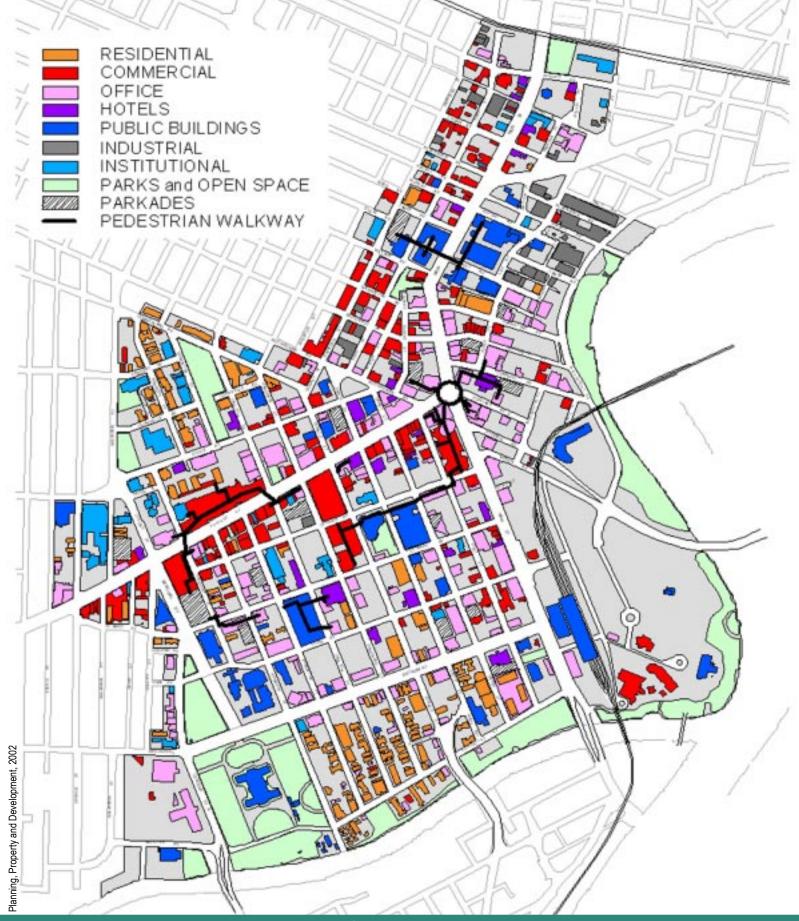
Downtown Winnipeg Parking, Cycling and Pedestrian Map

Parking, Cycling and Pedestrian Map



Downtown Winnipeg Land Use Map

Downtown Winnipeg Land Use Map



Downtown Winnipeg Profile

City of Winnipeg: City Hall Information Service Ph: (204) 986-2171 Email: <u>WebMaster@city.winnipeg.mb.ca</u> www.city.winnipeg.mb.ca

Planning, Property and Development Ph: (204) 986-3769 Customer Service Inquiries: (204) 986-3500 Email: ppd-help@city.winnipeg.mb.ca www.city.winnipeg.mb.ca/ppd

Winnipeg Transit Ph: (204) 986-5700 Email: <u>transit@city.winnipeg.mb.ca</u> www.winnipegtransit.com

Winnipeg Police Service Ph: (204) 986-6037 www.city.winnipeg.mb.ca/police

Winnipeg Public Library Ph: (204) 986-6415 (Community Relations) Email: wpl-info@city.winnipeg.mb.ca http://wpl.city.winnipeg.mb.ca/library Downtown Winnipeg BIZ Ph: (204) 958-4640 Email: <u>info@downtown-wpg-biz.mb.ca</u> www.downtownwinnipegbiz.com

Exchange District BIZ Ph: (204) 942-6716 Email: <u>exchbiz@mts.net</u> www.exchangedistrict.org

CentreVenture Development Corporation Ph: (204) 954-7733 Email: <u>info@centreventure.com</u> www.centreventure.com

The Forks-North Portage Partnership Ph: (204) 943-7752 Email: <u>info@forksnorthportage.com</u> www.forksnorthportage.com

Destination Winnipeg:

Economic Development Winnipeg Ph: (204) 944-2000 www.winnipegedw.com

Tourism Winnipeg Ph: (204) 943-1970 Email: <u>wpginfo@tourism.winnipeg.mb.ca</u> www.tourism.winnipeg.mb.ca

Downtown Winnipeg Profile