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The Future of Downtowns: **A view from Winnipeg**

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**"Cities don't die of natural causes, nor are they murdered.
They commit suicide."**

Kevin Gillen, senior research fellow with the Lindy Institute for Urban Innovation at Drexel University

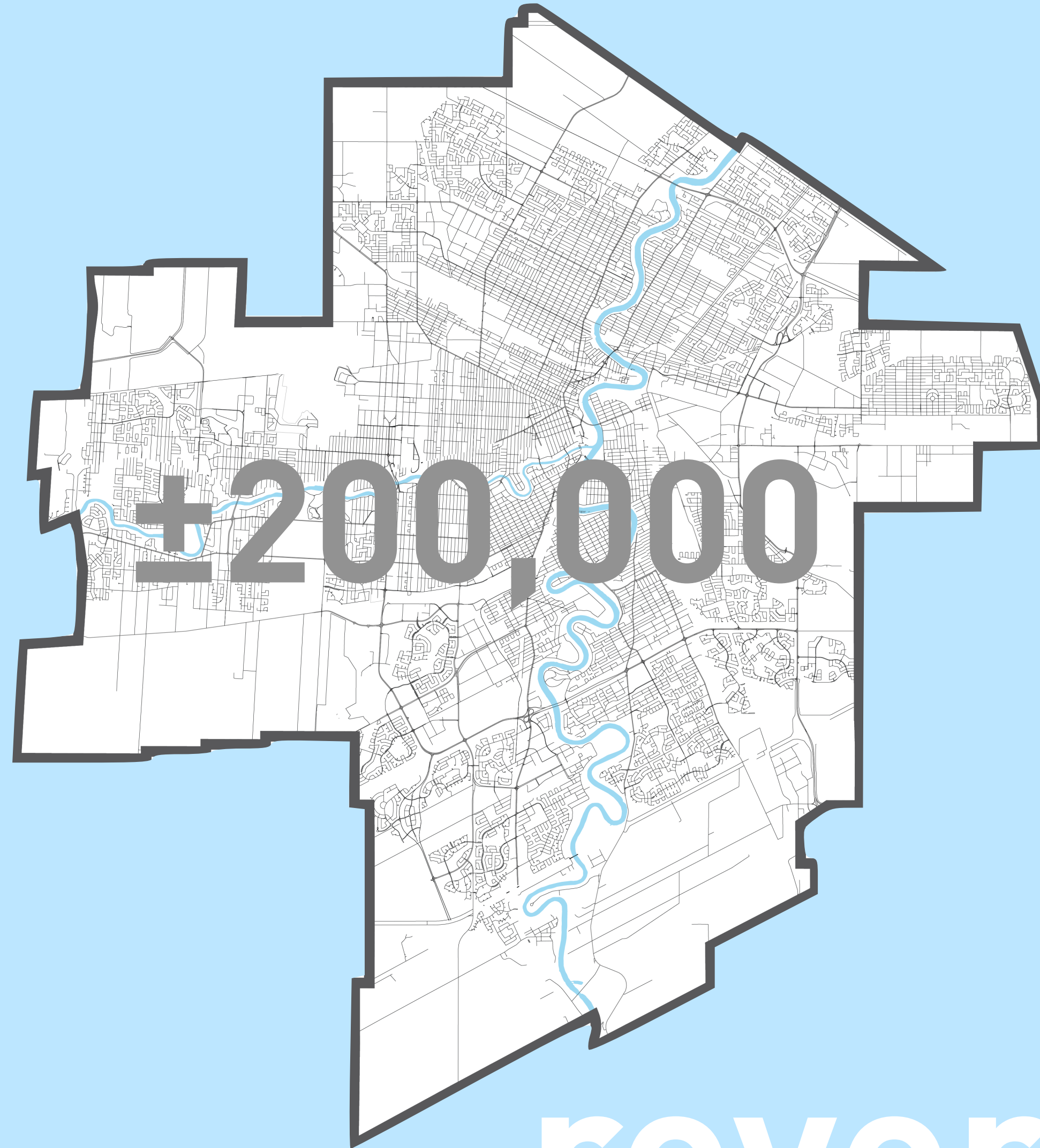




1. RE-VERSE GROWTH PATTERN
2. RE-POSITION BUSINESS CORE
3. RE-ALLOCATE SPACE
4. RE-EVALUATE OPPORTUNITY
5. RE-THINK DEVELOPMENT TYPE
6. RE-EXAMINE REGULATION
7. RE-CONSIDER STAKEHOLDERS

Winnipeg is **one of the most “sprawling urban centres in the country”** (Gillies 2011)

2015 > 2040



Winnipeg is projected to grow by about **±200,000 new residents** in the **next 25 years**. With an average of **2.5 persons per household** this means that

80,000±

new homes would need to be build.

2.5



reverse growth pattern

City's annual cost / household

URBAN

\$1416



City's annual cost / household

SUB URBAN

\$3462

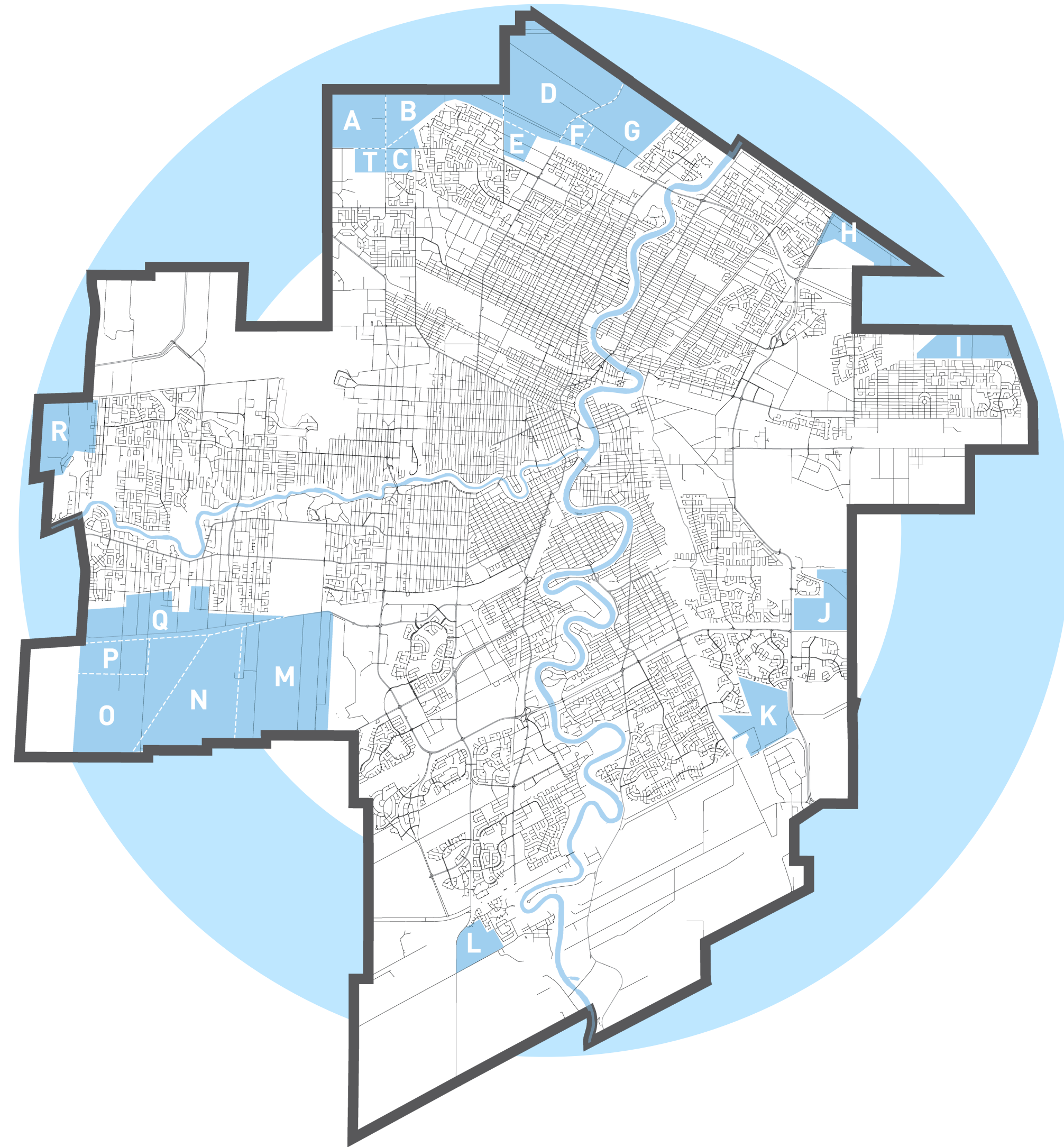


The Halifax Regional Municipality calculated that annual **services of an suburban household cost** over

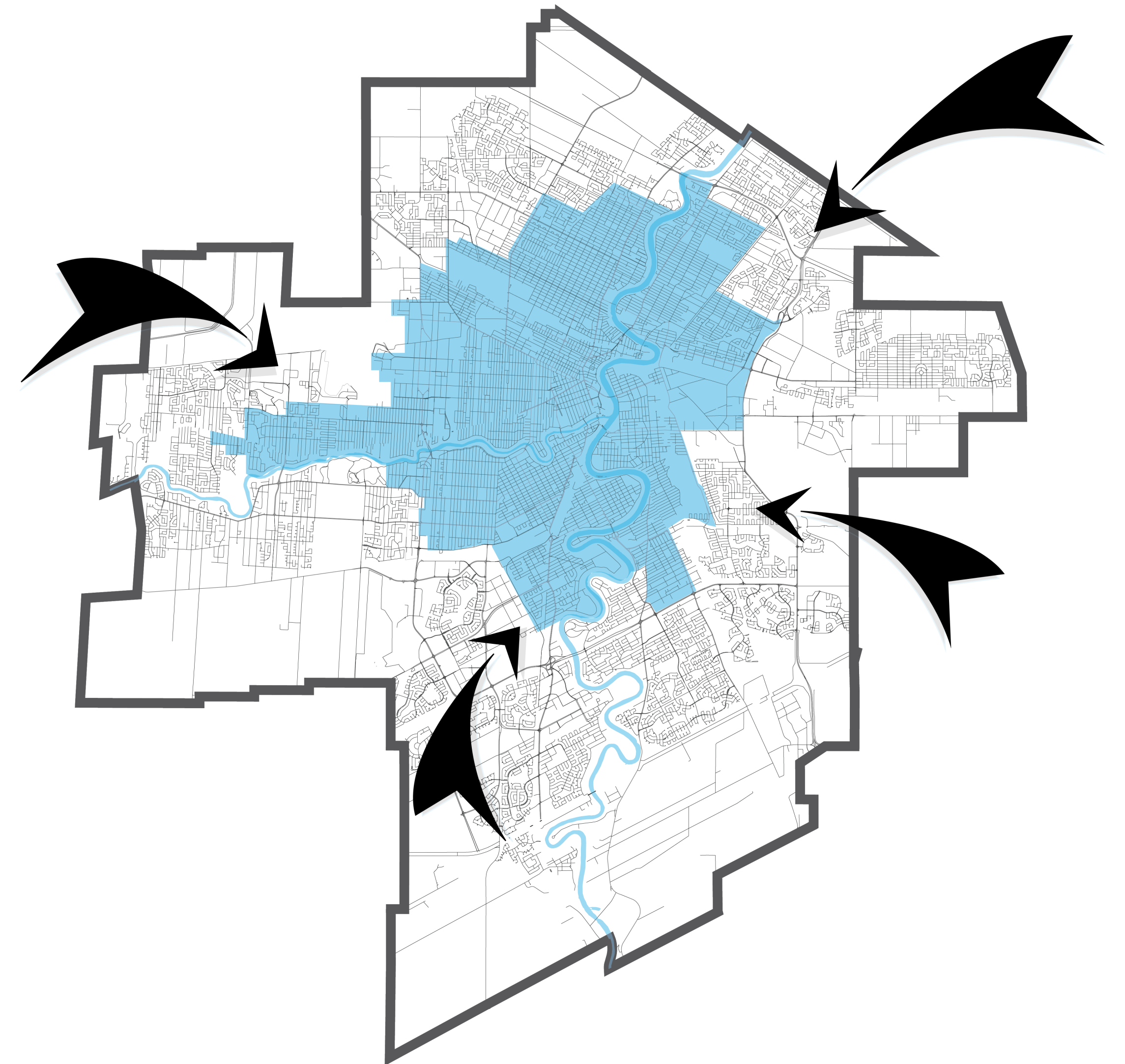
\$2,000

more to taxpayers **than an urban household.**

NEW 'COMMUNITIES' APPROVED



GROW IN + IN-BETWEEN



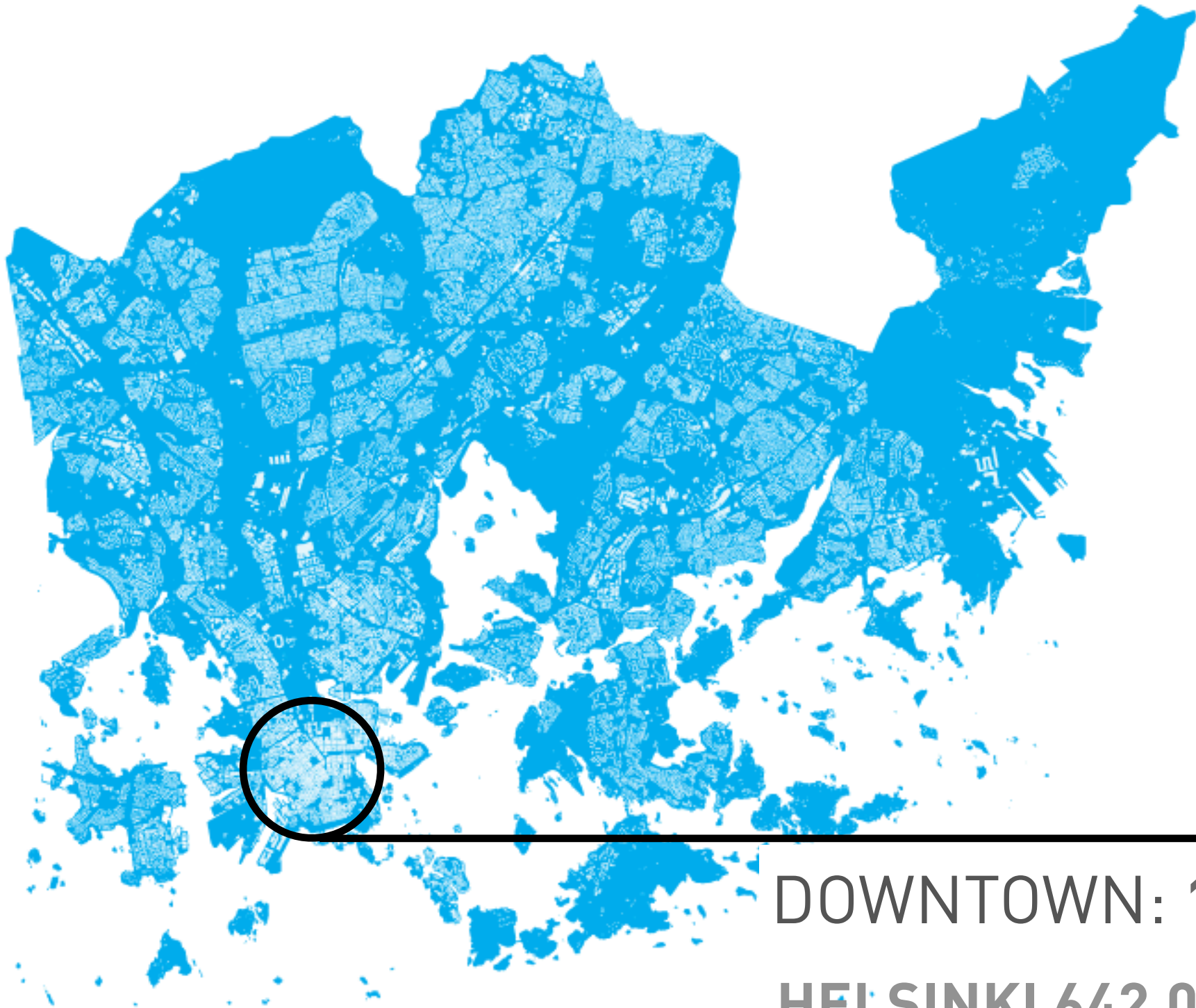
2018 State of The Infrastructure Report
pegs our infrastructure deficit at

\$6.9 billion

over the next 10 years

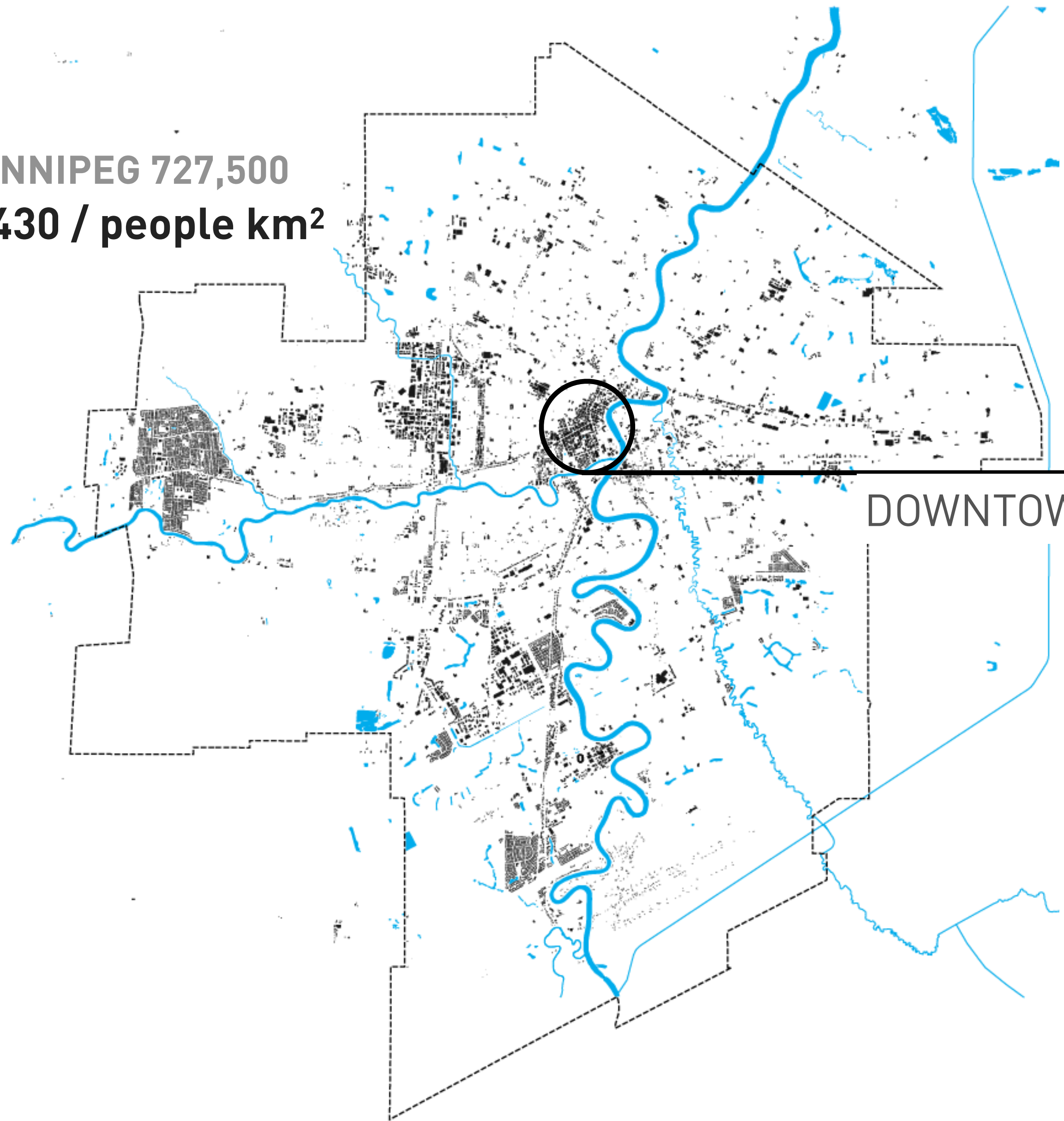
2

WINNIPEG 727,500
1,430 / people km²



DOWNTOWN: 107,000

HELSINKI 642,045
3,050 people / km²



DOWNTOWN: 20,000

reposition CBD







Ayah Mohamed tries out cross country skiing for the first time. Cross country skiing is just one of the many activities available at Heart in the Park Saturday morning. (Danielle Crump / Winnipeg Free Press)





An aerial photograph of downtown Winnipeg, Canada. The image shows a dense urban grid with numerous buildings. Many of the building footprints and surrounding areas are highlighted with a semi-transparent blue overlay, indicating the current allocation of land to surface parking. The blue areas are scattered throughout the downtown core, covering a significant portion of the available land. A baseball field is visible in the lower right quadrant, and a river is on the far right edge.

3

Currently, more than

40%

of land in downtown Winnipeg is
allocated to surface **parking**.

reallocate space



walkable cities have higher
per capita Gross Domestic
Product [**GDP**] by

38%

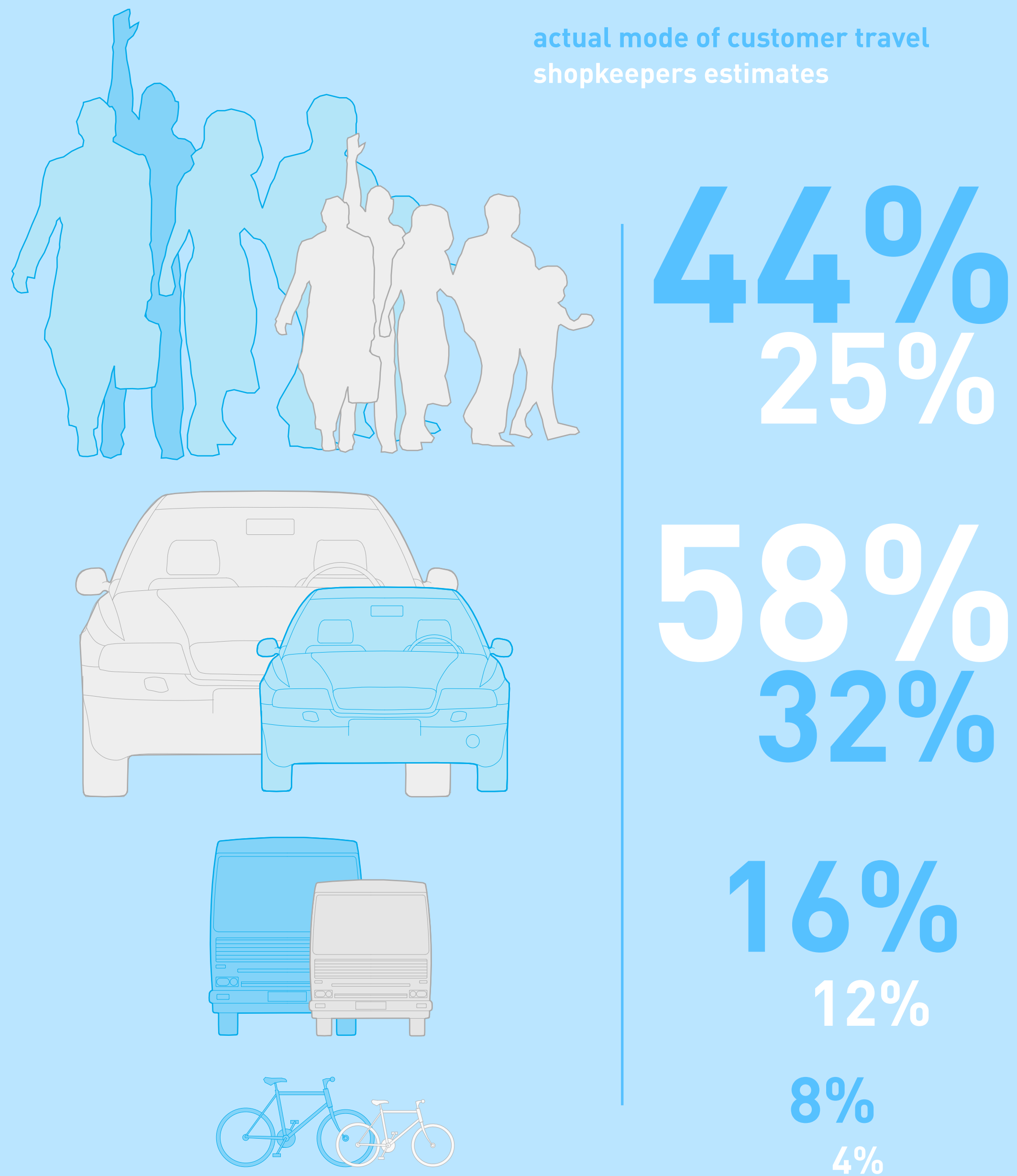
higher GDP



When Melbourne redesigned its
centre for pedestrians, it saw an
increase in residents of

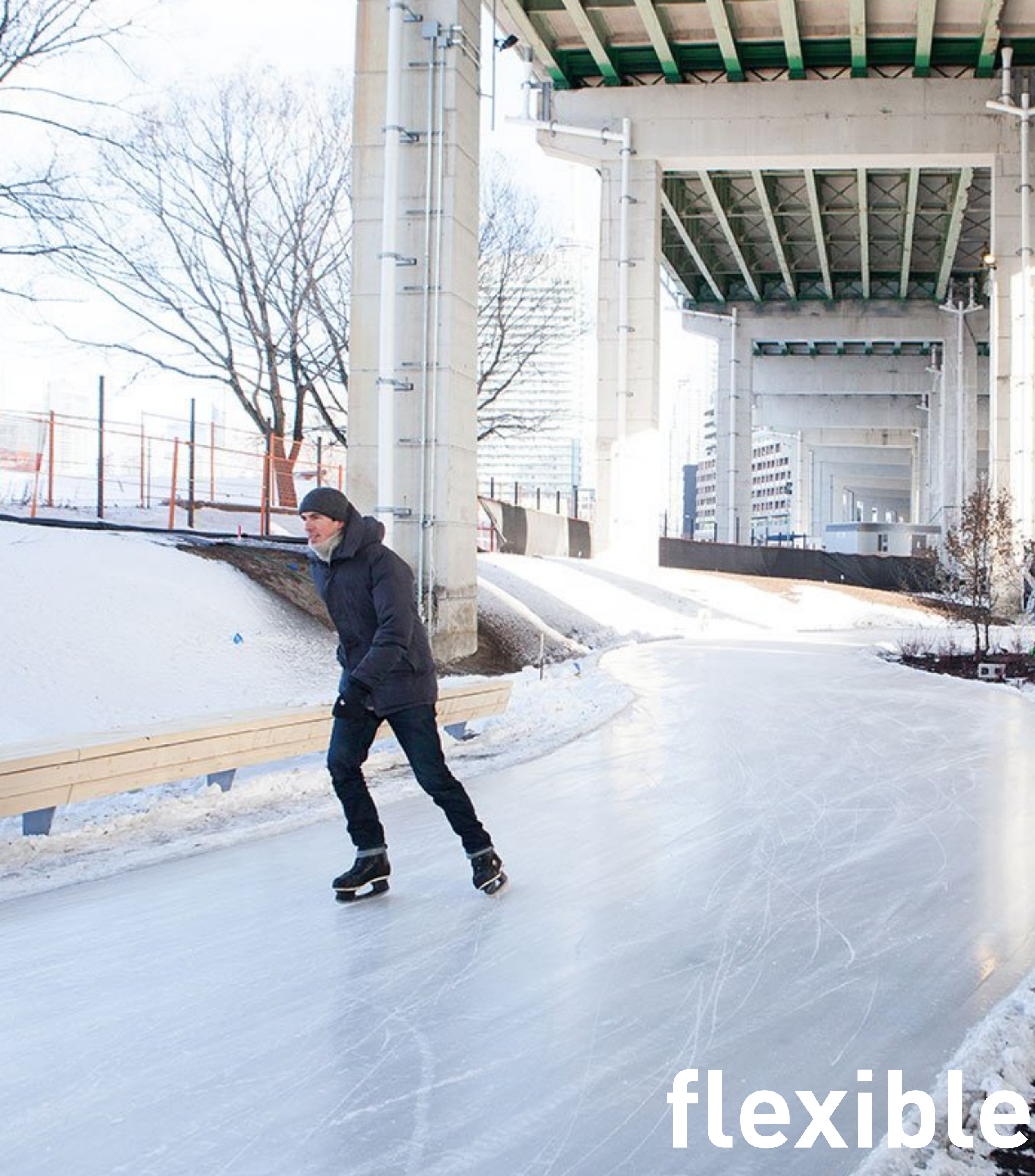
830%

walkability **liveability**



Retailers tend to **overestimate** the importance of the **car** for customer travel and **underestimate** the importance of **other modes**.

inflated estimates



4



Empty spaces and lower rents =

- small grain
- [hyper?] local
- mixed-use
- diverse

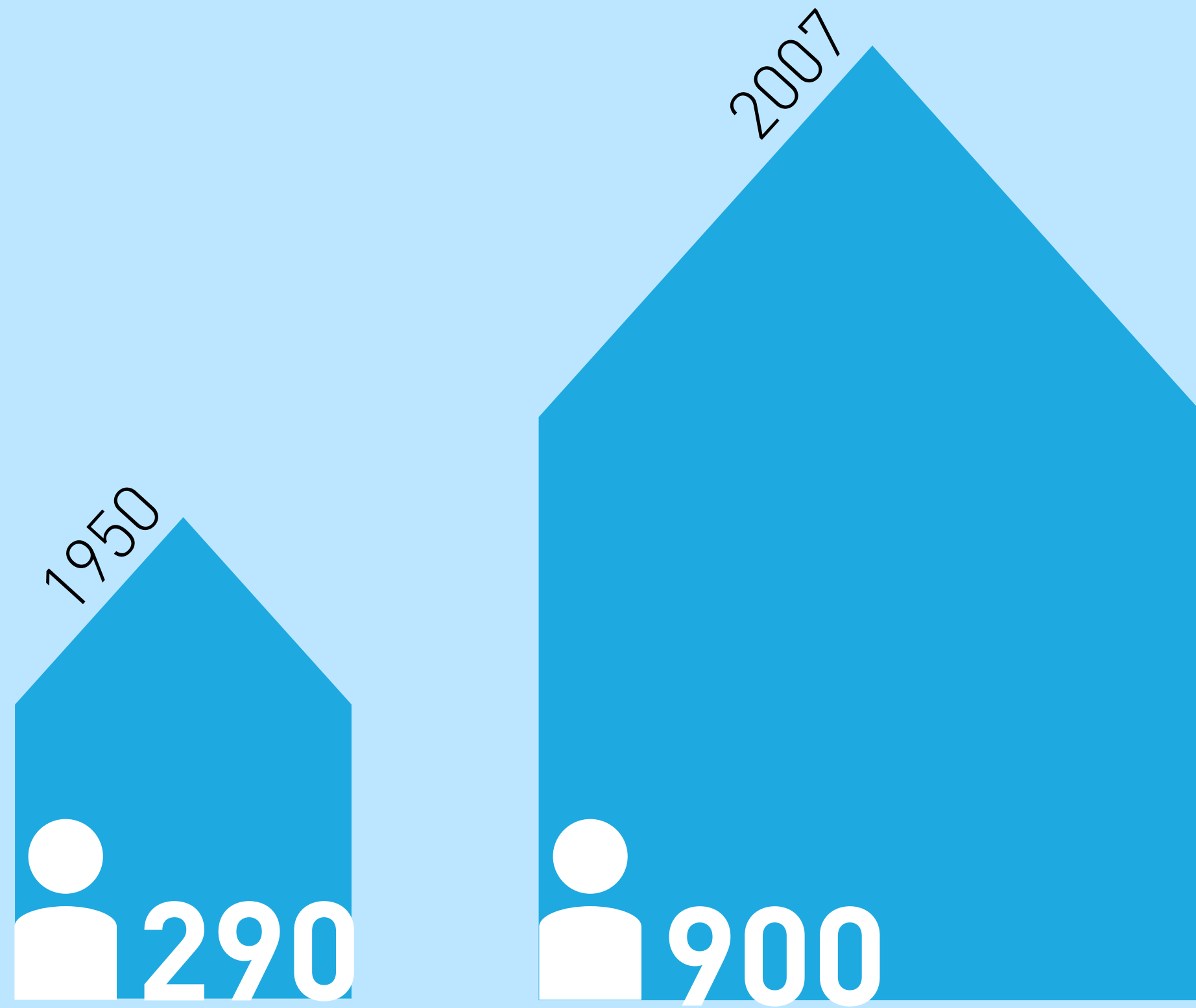
...and **heightened focus on the value of human experience** in the future of work.

reevaluate opportunity





5



In the **1950's** the average North American occupied **290 square feet** of floor area per person.

2007 that number was **900 square feet** per person, accounting for a

300%

increase.

rethink development



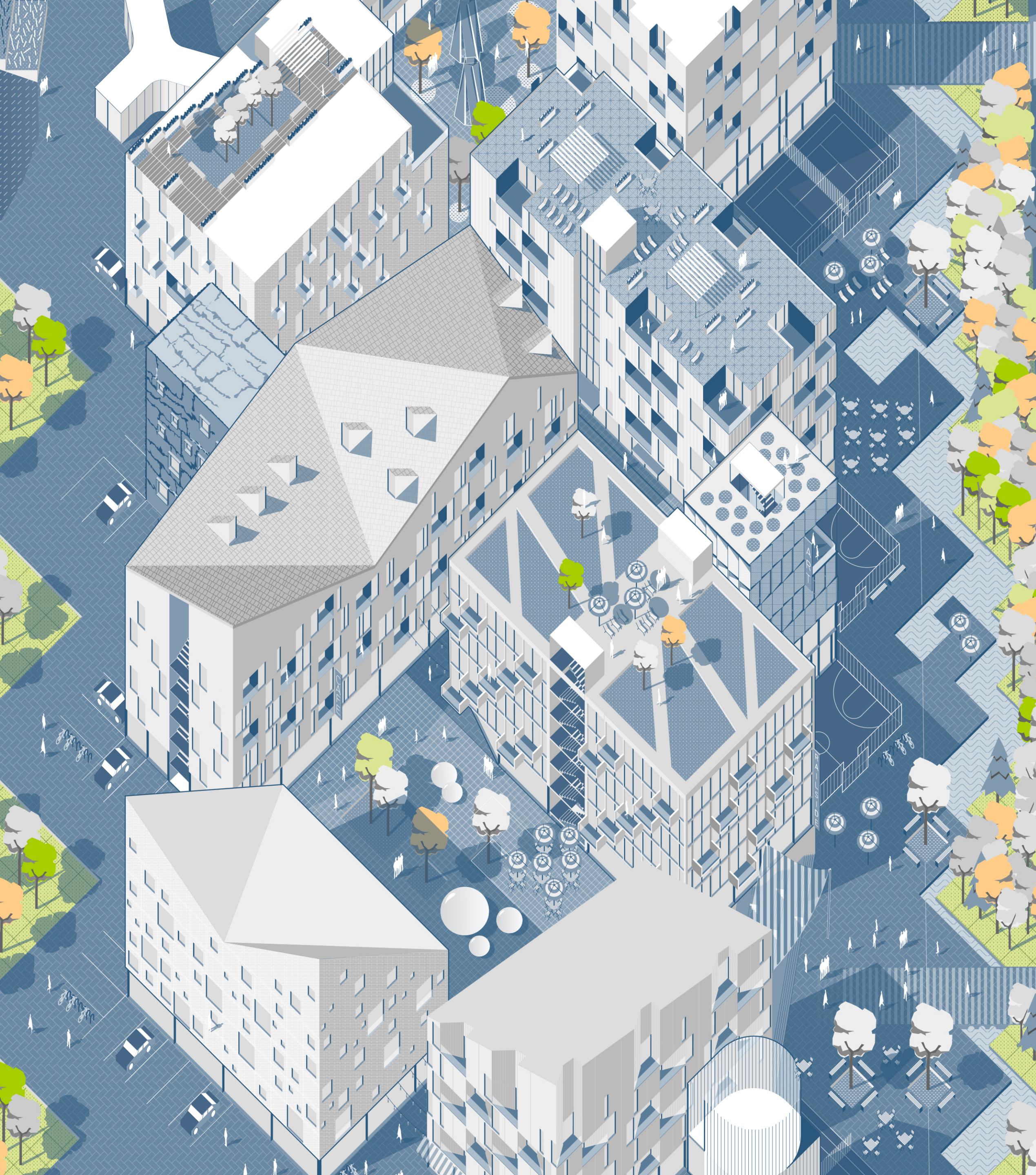
In the 2016 Census, **one-person households** became the **most common type** of household in Canada for the first time, accounting for

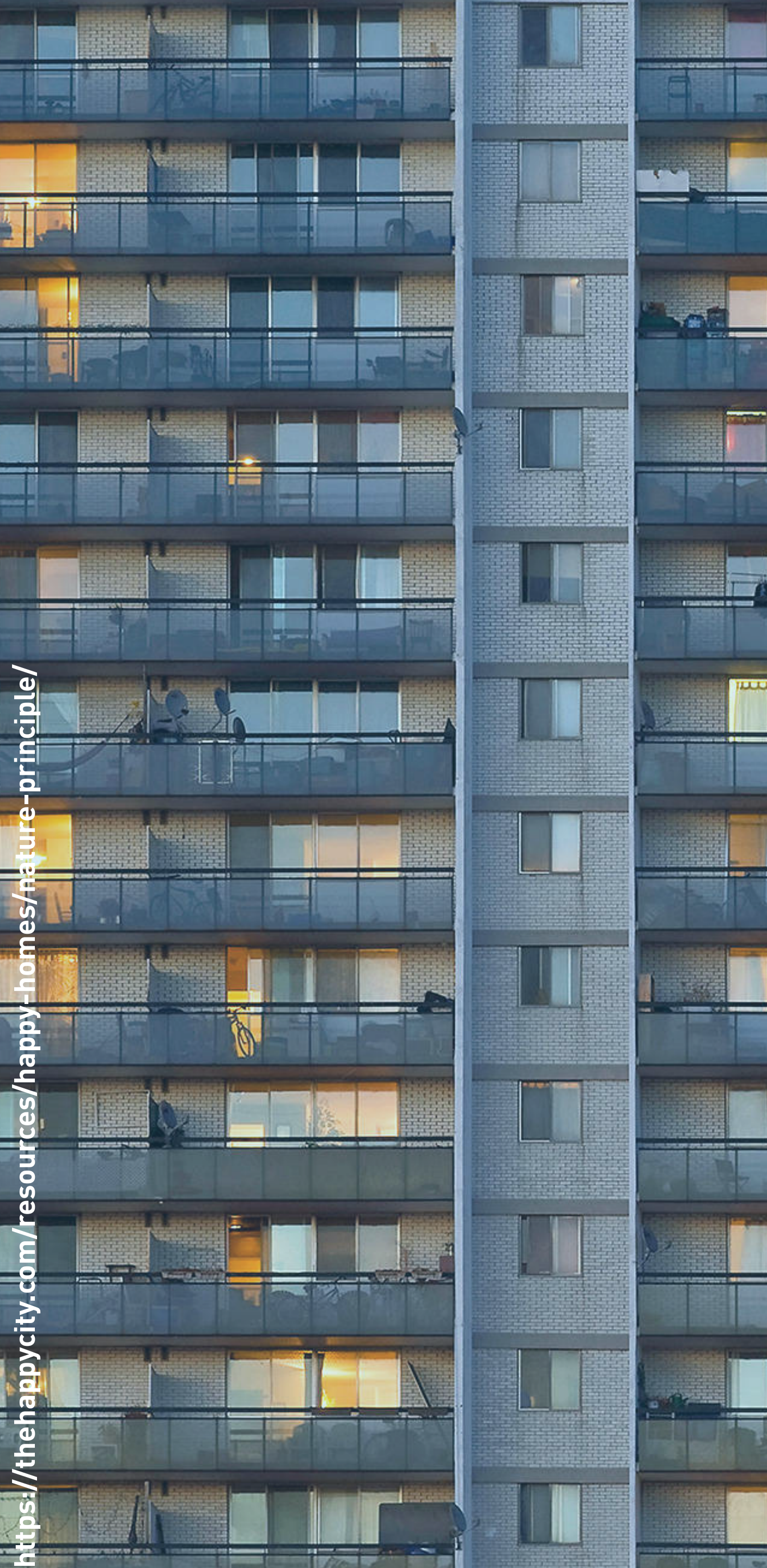
28%

of all households.

2016 Statistics Canada Key Results







Not all density promotes people connections.

Ground oriented, human scale

4-6 storey

multifamily housing in walkable neighbourhoods achieves optimal balance of sustainable density and universally comfortable **places for people.**

6



reexamine regulation







Tweet

pedestrian traffic.

Mel Marginet @mmarginet · 1d
Replying to @lindsayhsomers
There still has to be a group taking initiative on the ground (picking destinations, hanging signs etc). I don't know who it is either, it's a mystery!

Jonathan Borland @Jon_Lloyd_B · 22h
This is kind of a cool Winnipeg mystery. One where people do good/helpful things. That's my kind of mystery

Nic Audette @audettenic · 22h
They even have some in Old StB!

Jonathan Borland @Jon_Lloyd_B · 22h
The mystery grows. This is kind of awesome

Amy McGuinness @amymcg · 1d
Replying to @lindsayhsomers
walkyourcity.org !!!

Lindsay Somers @lindsayhsomers · 1d
Do you have a name? I want to buy them a drink!

Amy McGuinness @amymcg · 1d
I don't!!! I had just seen the website a few weeks ago! Love the idea!

Laura Glowacki @glowackiCBC · 22h
Replying to @lindsayhsomers
Feeling for the tourist who's like "oh let's go check out Portage and Main!"

Lloyd @prodriverwpg · 21h
Compared to Times Square by some Winnipeggers in attempt to allow



Manitoba

Wayfinding signs could help downtown Winnipeg become more vibrant, experts say

The signs have popped up across downtown, The Forks and Exchange District

Winnipeg is known as a car city, but a series of wayfinding signs of mysterious origin are encouraging people to ditch the gas guzzlers and use their own two feet to stroll through the city instead.

"They're a form of guerilla wayfinding.... It encourages people to gather their cars and to walk and to cycle," said Ryan Segal, community planner with Urban Systems.

7



reconsider stakeholders



The commonly accepted measure of affordability is the **shelter-to-income-ratio (STIR)**, and the standard is **30% of before-tax income**. The 2006 Census revealed that almost

25%

of Canadian households, and 18% of the population, may have **affordability issues**.

= \$6.76M CANADIANS [37.6M total]



Only about

5%

of Canada's total population lives in social housing.

By contrast, **32% of Sweden's** population lives in social housing, while **34% of the Netherlands'** population lives in social housing.





As long as the

location value

is there, **downtowns will bounce back.**

FLEXIBLE

ORGANIC

NIMBLE

DIVERSE

SMALL GRAIN

LOCAL

BOTTOM UP

INCLUSIVE

= more resilient



thank you