

BRANDON: OVERVIEW

Students in the Master of City Planning program at the University of Manitoba are conducting a site analysis of Brandon with a focus on the downtown and a cursory review of the rest of the city. Our analysis utilizes the Age-friendly Guidelines developed by the World Health Organization. We also received pertinent local information provided by the Brandon Age-friendly committee, Richard Greer of the City of Brandon and Elisabeth Saftiuk of the Brandon Downtown Development Corporation.

Development Corporation. All other information is a collection of our observations, photos, census data or online sources. We examined the downtown property land uses, the built environment including housing and open spaces, demographic dimensions, and the social infrastructure and amenities.

SITE CONTEXT

LOCATION:
BRANDON, MB



HISTORY

Brandon was established around 1881 and became a city in just over a year. The success of this city is due to the construction of the Canadian Pacific rail line which runs through it. It is the second largest city in the province of Manitoba and is a regional hub that also serves parts of eastern Saskatchewan and northern North Dakota.

BRANDON SECTION

Brandon

Regional Hospital

Downtown Brandon

Brandon University

CN Rail Line

Assiniboine River

North Brandon

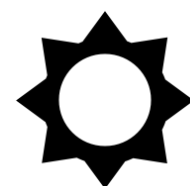


CLIMATE

TEMPERATURE EXTREMES

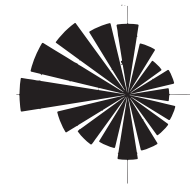
HIGH AVG. 28°C
LOW AVG. -17°C

SUN



ANNUAL HOURS:
2358 HRS
TORONTO
2066 HRS

WIND MAP



WEST
NW

PRECIPITATION

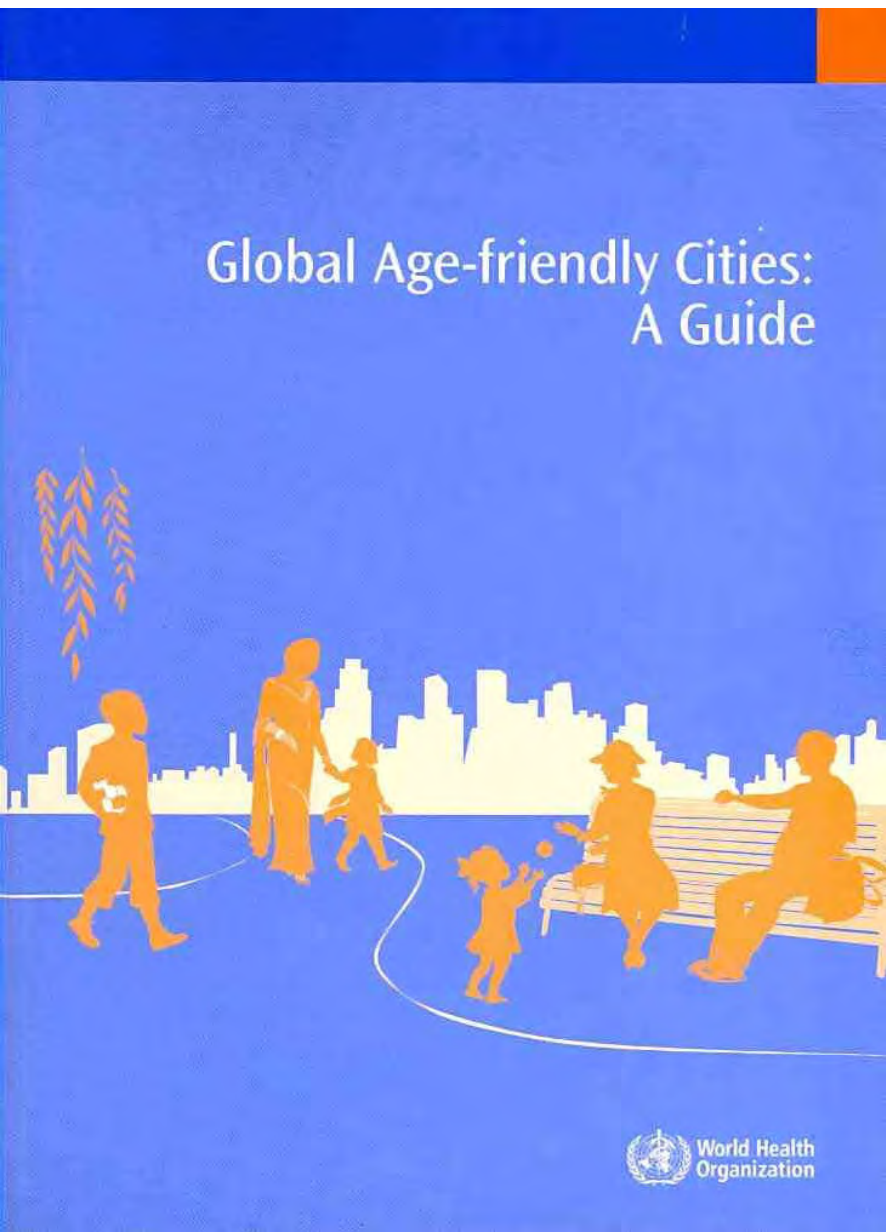


ANNUAL AVERAGE:
474MM
TORONTO
787MM

LEGEND

- DOWNTOWN LOCATION
- ASSINIBOINE RIVER
- COMMERCIAL AREAS
- CP CP RAIL LINE
- BU BRANDON UNIVERSITY
- CH CITY HALL
- + REGIONAL HOSPITAL
- CN CN RAIL LINE
- LANDMARKS

AGE-FRIENDLY



SUMMARY

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

- Housing
- Social Opportunities
- Buildings & Outdoor Spaces
- Transportation



DOWNTOWN

THE DOWNTOWN IS LOCATED AT THE CENTRE OF THE CITY AND SOUTH OF THE ASSINIBOINE RIVER. IT CONTAINS MANY HISTORIC AND MIXED USE BUILDINGS.



REGIONAL HEALTH CENTRE

A HISTORICAL SITE WHICH WAS ESTABLISHED IN 1883. THIS LANDMARK PROVIDES MEDICAL SERVICES TO ALL OF BRANDON AND SURROUNDING COMMUNITIES.



BRANDON UNIVERSITY

A BEAUTIFUL CAMPUS LOCATED ON 18TH STREET THAT PROVIDES TRAINING IN A MULTITUDE OF PROGRAMS.



CITY HALL

A UNICIPAL BUILDING WHICH SITS ON 9TH STREET. ASIDE FROM FUNCTIONING AS A GOVERNMENT BUILDING, IT ALSO PROVIDES GREAT OUTDOOR STREET SPACE.



CANADIAN PACIFIC RAIL LINE

A BUILT DIVISIONAL FEATURE OF BRANDON. OWNED BY THE CANADIAN PACIFIC RAIL COMPANY, THE RAIL LINE RUNS NORTH OF THE DOWNTOWN.



ASSINIBOINE RIVER

A NATURAL DIVISIONAL FEATURE OF BRANDON. OFTEN AT RISK OF SPRING FLOODING, THE PRAIRIE RIVER RUNS EASTWARD TOWARDS THE CITY OF WINNIPEG.



MCKENZIE SEEDS BUILDINGS

A PROMINENT LANDMARK WHICH WAS ONCE THE TALLEST BUILDING IN BRANDON.



WESTMAN IMMIGRANT SERVICES

A 1911 LANDMARK WHICH WAS BUILT TO SERVICE THE RAILWAY. NOW FUNCTIONS AS BRANDON'S IMMIGRATION OFFICE.



FRASER CHREST BLOCK

A HISTORICAL SITE AND ONE OF THE OLDEST AND ORIGINAL BUILDINGS TO THE CITY. NOW SERVES AS A COFFEE SHOP AND DERMATOLOGY CLINIC.



FORMER CENTRAL FIRE STATION

A BEAUTIFUL BUILDING CONSTRUCTED IN 1911 WHICH NOW SERVES THE COMMUNITY AS ONE OF THE TRENDIEST RESTAURANTS IN THE CITY.



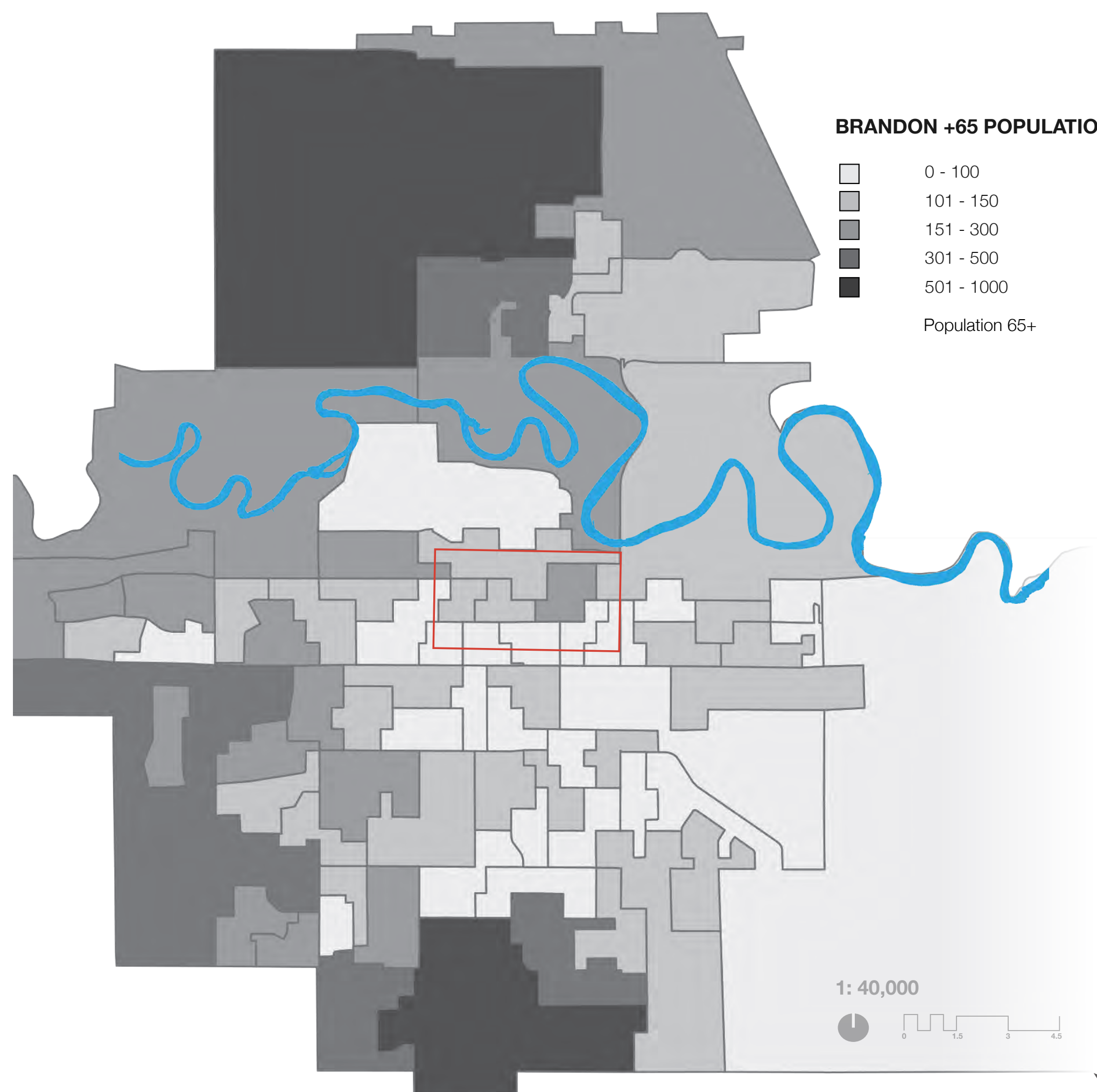
CARGILL GRAIN ELEVATOR

A HISTORICAL FEATURE OF BRANDON WHICH WAS BUILT AROUND 1937. THE CARGILL OWNED ELEVATOR RUNS ALONG PACIFIC AVENUE.

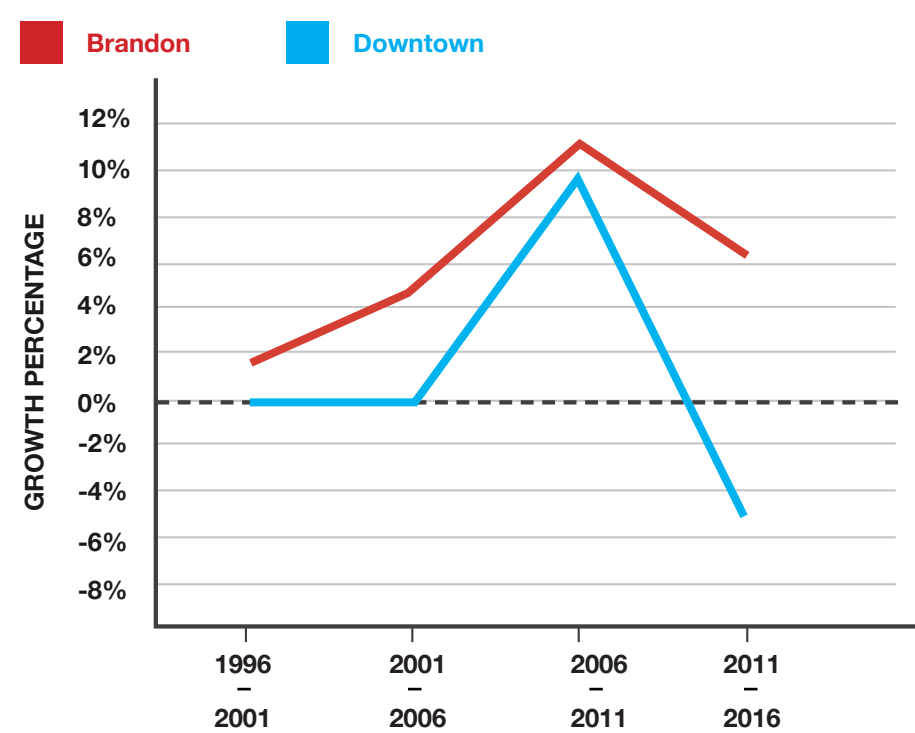
BRANDON: DEMOGRAPHICS

While the population of Brandon increased 6.1% from 2011 to 2016, the Downtown Brandon population for the same period decreased by 4.8%. This resulted in a reduction of the density of the downtown area. Demographic characteristics such as income levels, education and employment are looked at from the point of Downtown Brandon and compared with those of the city as a whole.

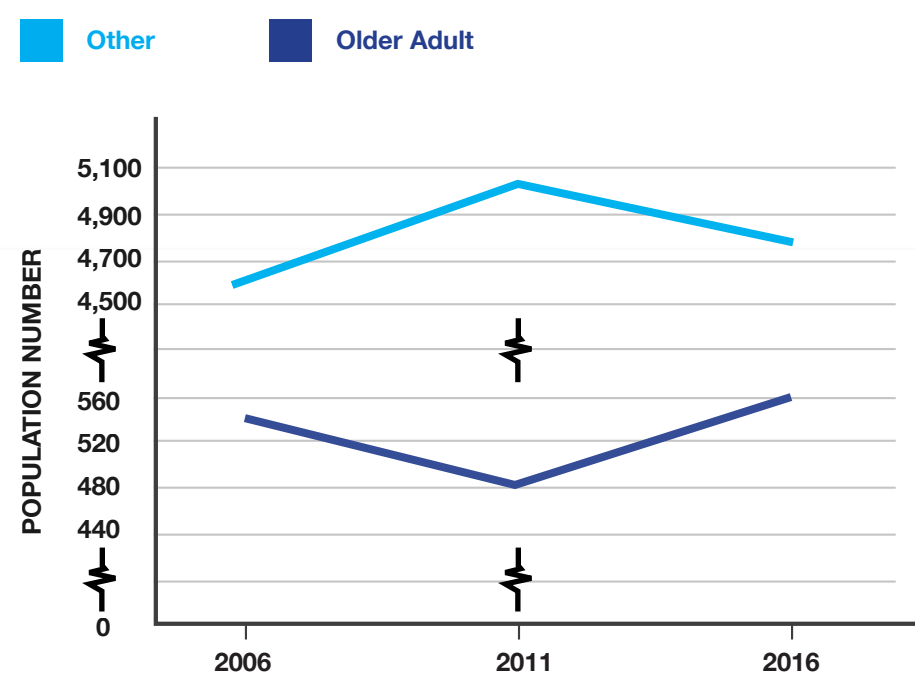
DEMOGRAPHICS



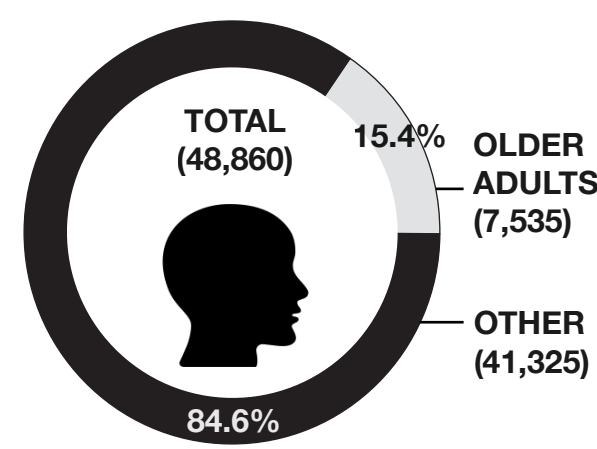
POPULATION GROWTH



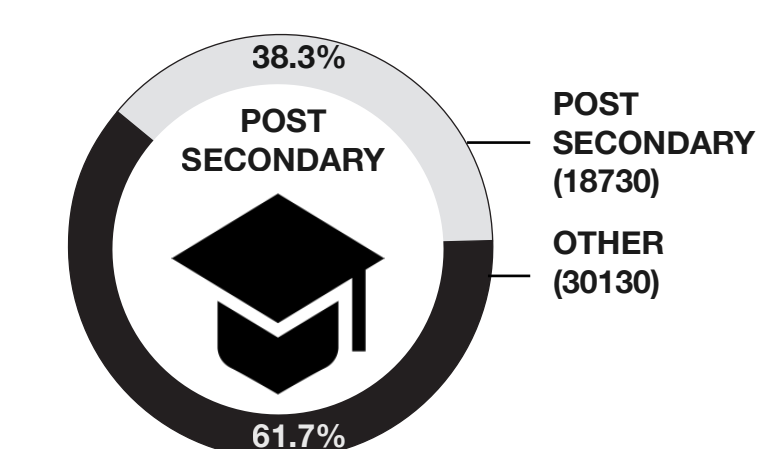
DOWNTOWN POPULATION



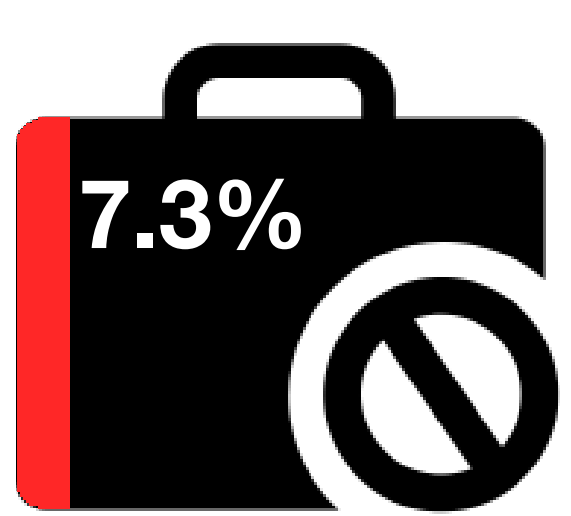
POPULATION (2016): BRANDON



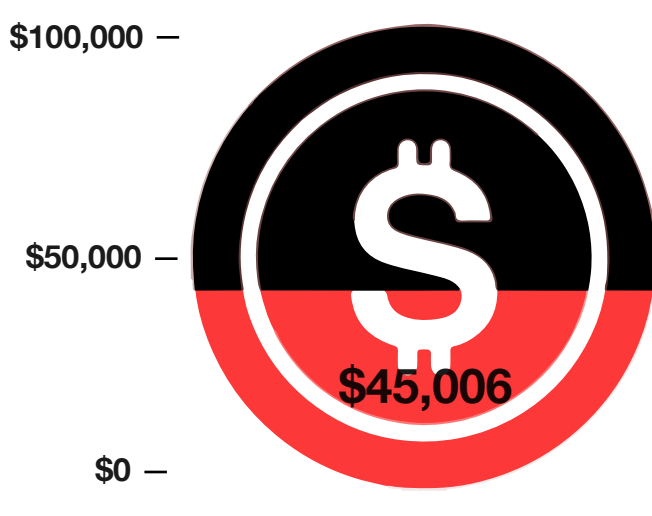
EDUCATION ATTAINED: BRANDON



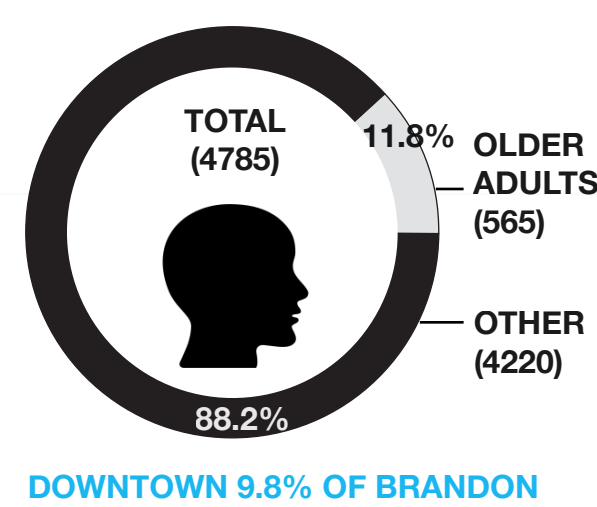
UNEMPLOYMENT RATE: BRANDON



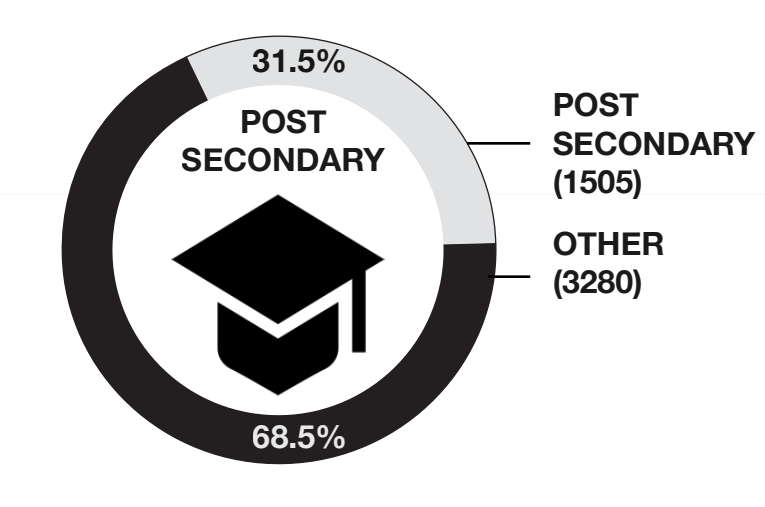
INCOME (INDIVIDUAL): BRANDON



POPULATION (2016): DOWNTOWN



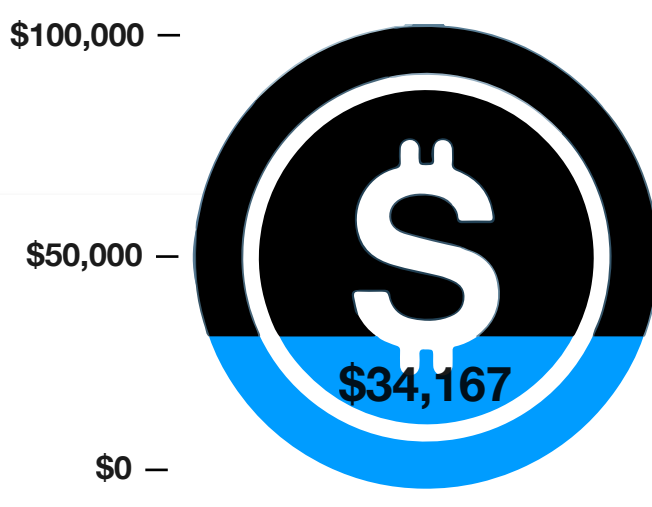
EDUCATION ATTAINED: DOWNTOWN



UNEMPLOYMENT RATE: DOWNTOWN



INCOME (INDIVIDUAL): DOWNTOWN



AGE ANALYSIS

BRANDON (1996 - 2016)

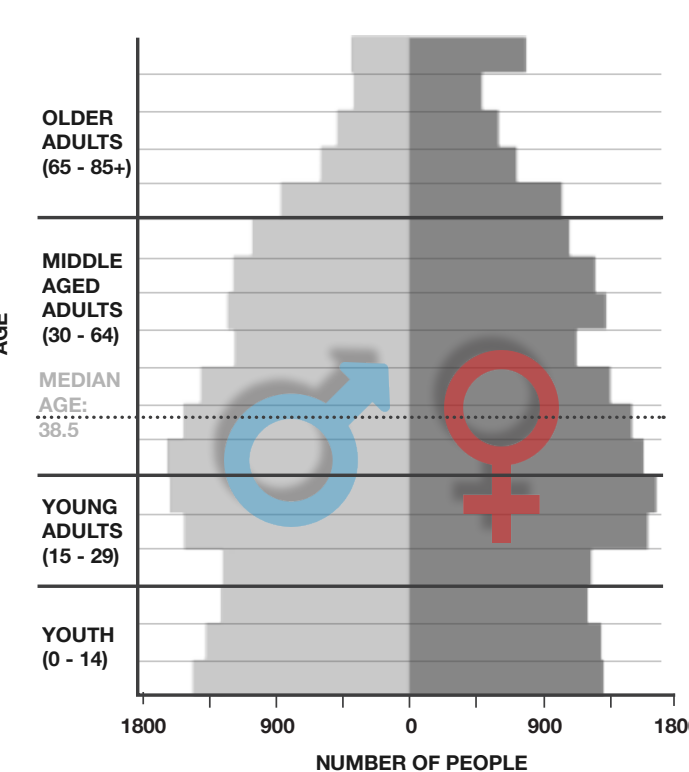
BRANDON AGE - 1996



BRANDON AGE - 2006

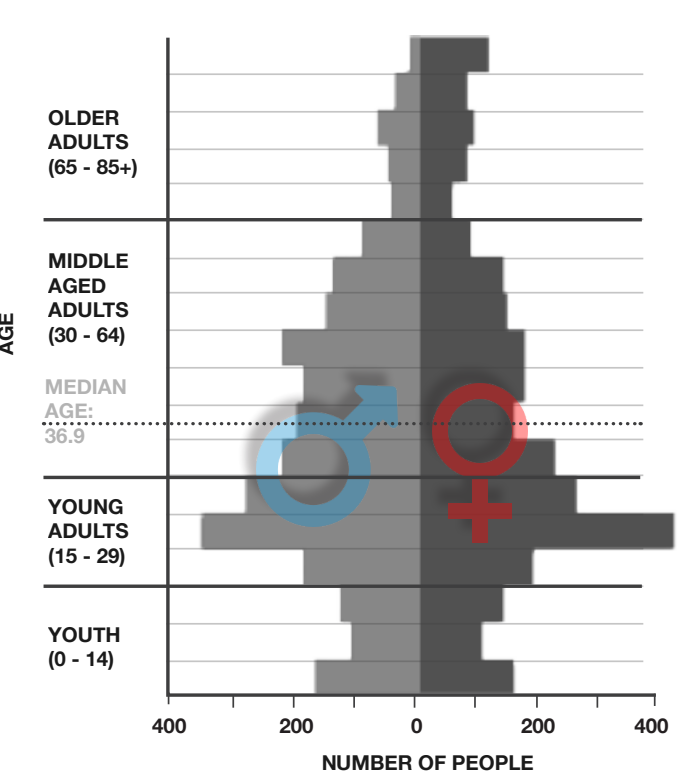


BRANDON AGE - 2016

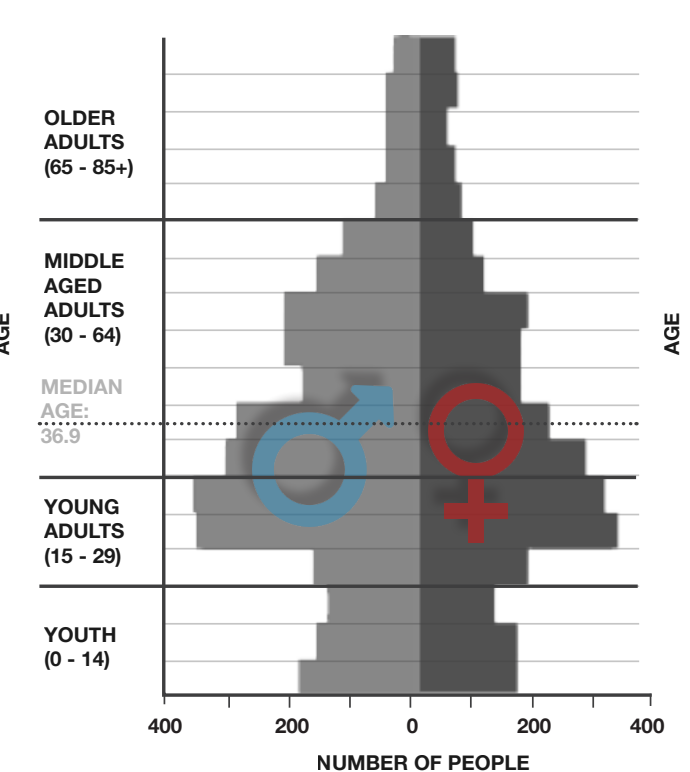


DOWNTOWN (2006 - 2016)

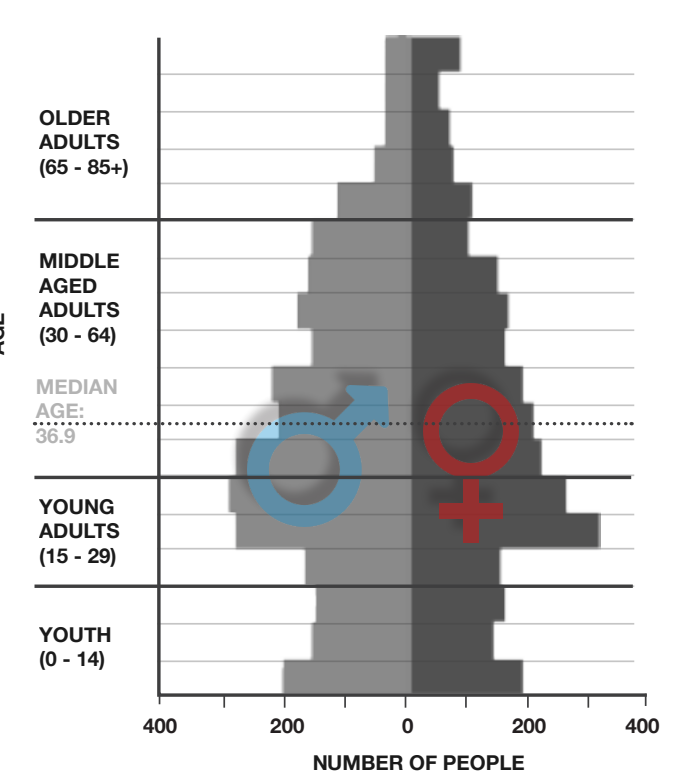
DOWNTOWN AGE - 2006



DOWNTOWN AGE - 2011



DOWNTOWN AGE - 2016



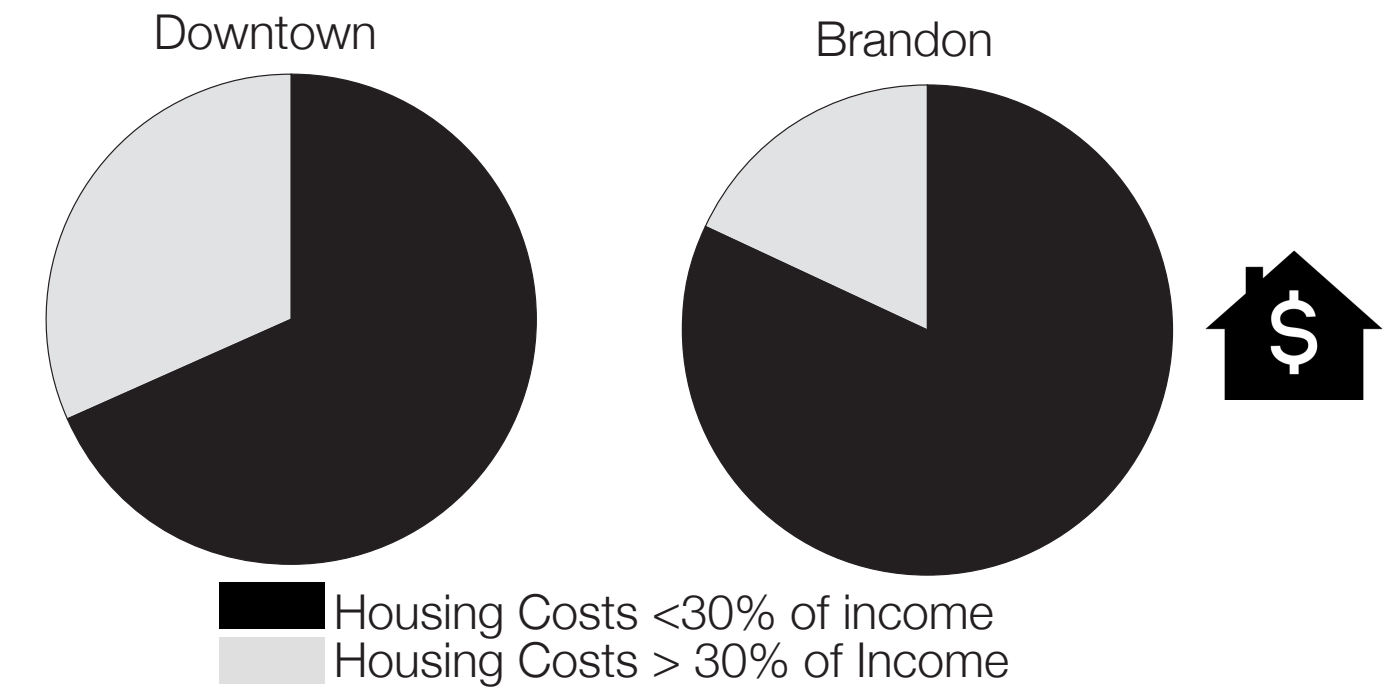
BRANDON: HOUSING

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

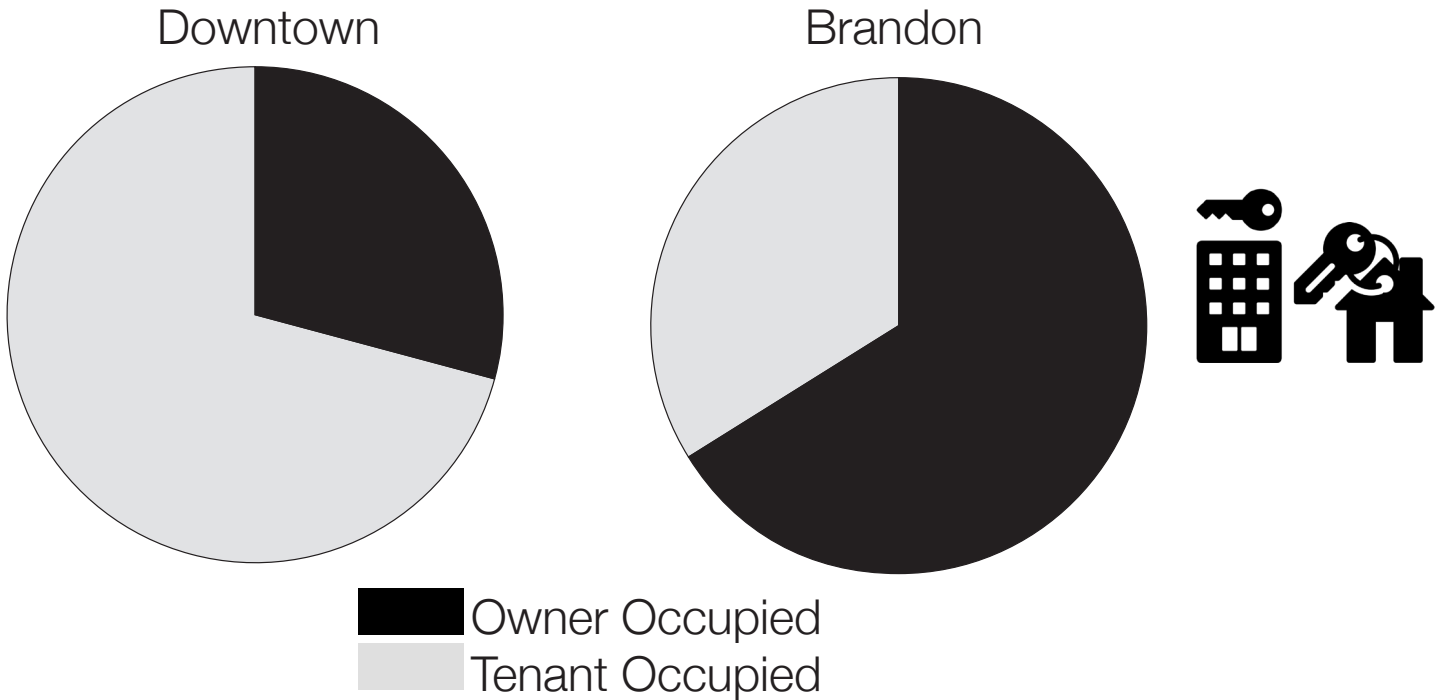


CHARACTERISTICS OF BRANDON HOUSING

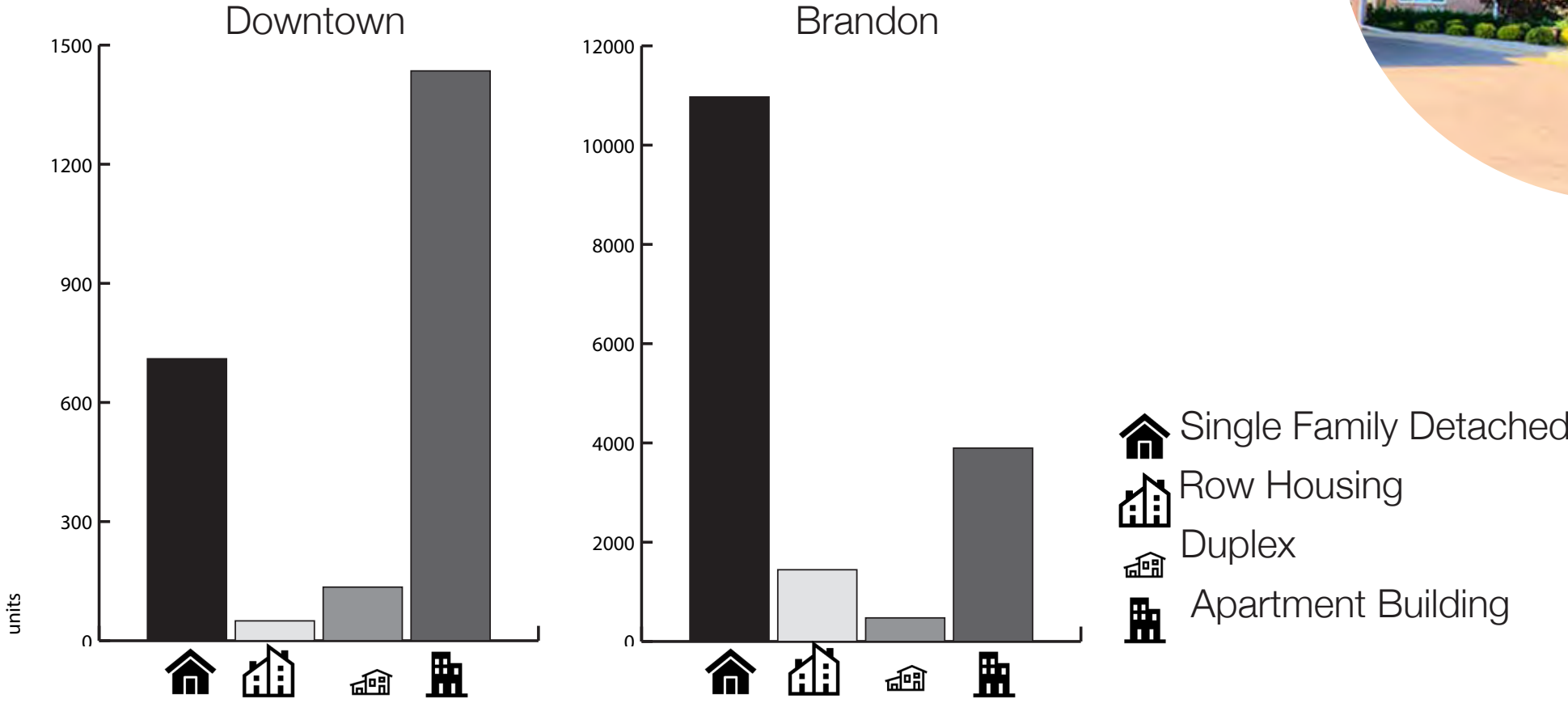
HOUSING AFFORDABILITY



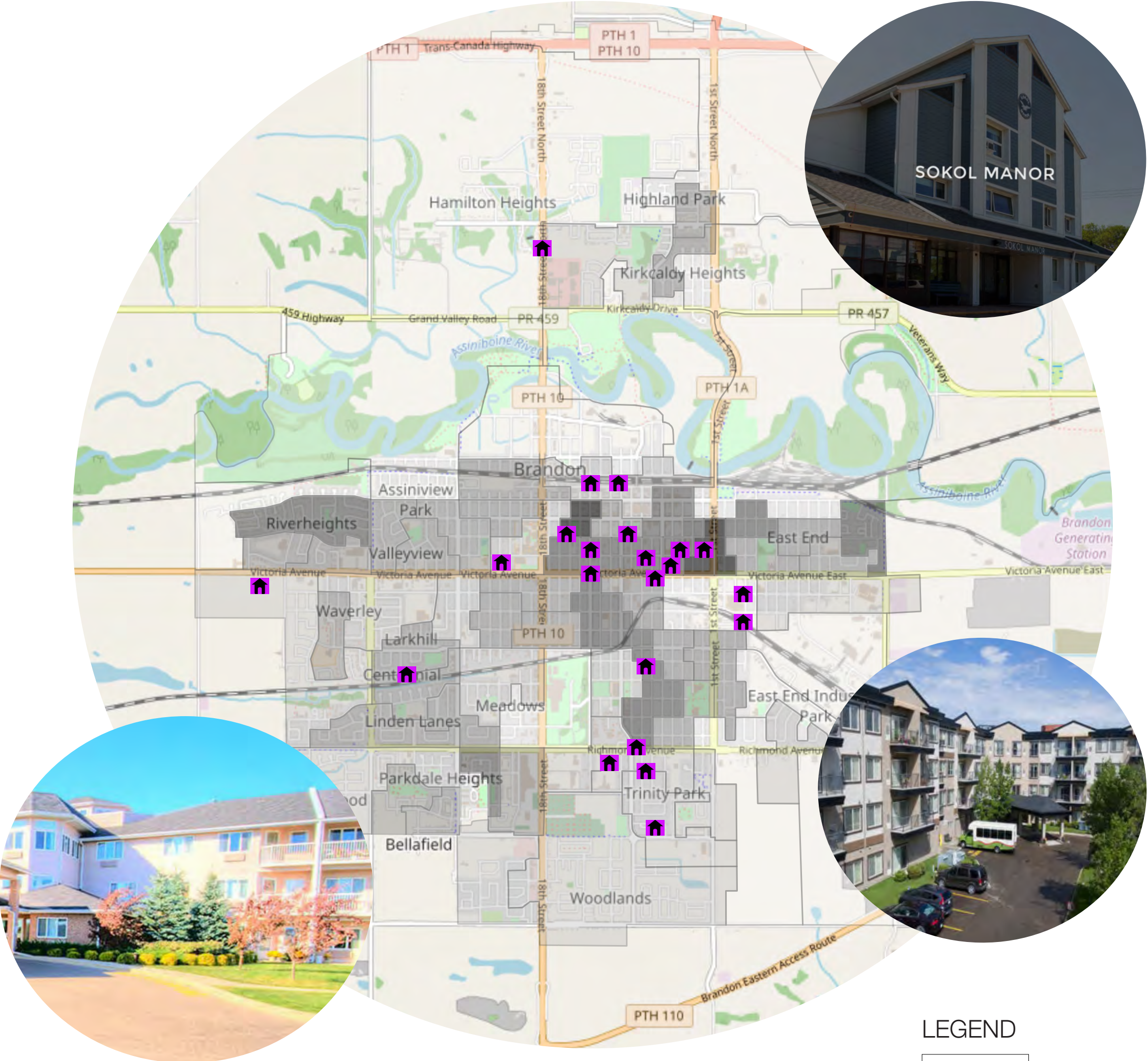
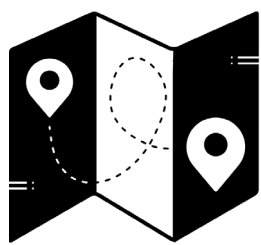
OWNERSHIP VS. LEASING



HOUSING TYPES

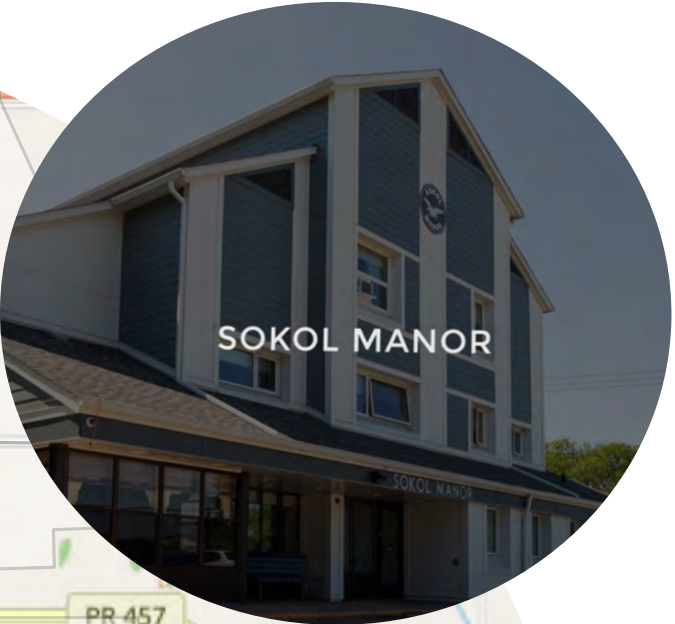


BRANDON POPULATION DENSITY MAP



 Brandon Senior's Housing

Brandon Population Density



OBSERVATIONS

Throughout the downtown area and adjoining communities there are a variety of housing options such as single-family detached, row housing, single room occupancy, walk-up apartment buildings and mid-rise apartment blocks.

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

In the entertainment district there were two character building redevelopment projects of spearheaded by Dr. Jason Sneath with the aid of funding through the Brandon Downtown Development Corporation.

The Manitoba Housing building at 253 9th Street was reported to be fully occupied.

DIVERSITY OF HOUSING STOCK



BRANDON: TRANSPORTATION

The City of Brandon has many modes of transportation that are accessible to many. The city's predominantly grid-based street system is easy to navigate and connect to the arterial roads. Brandon is adjacent to the Trans Canada Highway which allows access for major transport into and out of the city.

Assessment of downtown area noted that Brandon is very accessible to the aging population by means of offering multiple modes of transportation for navigating the city. There were a few drawbacks when looking deeper into the hours of operations, connectivity and physical infrastructure.

PUBLIC TRANSIT

11 BUS ROUTES

BUS FARE:
\$1.50 (Adults)
\$1.25 (Seniors and Youth)

BUS STOPS:
Approximately 24 bus stops in the downtown boundaries. The distance between bus stops is between 350 to 500m.

BUS BENCHES/SHELTERS:
Not all are equipped

DOWNTOWN TRANSIT TERMINAL:
All buses are routed through the terminal. Since buses do not connect directly to all neighbourhoods, passengers must use the terminal to transfer buses.

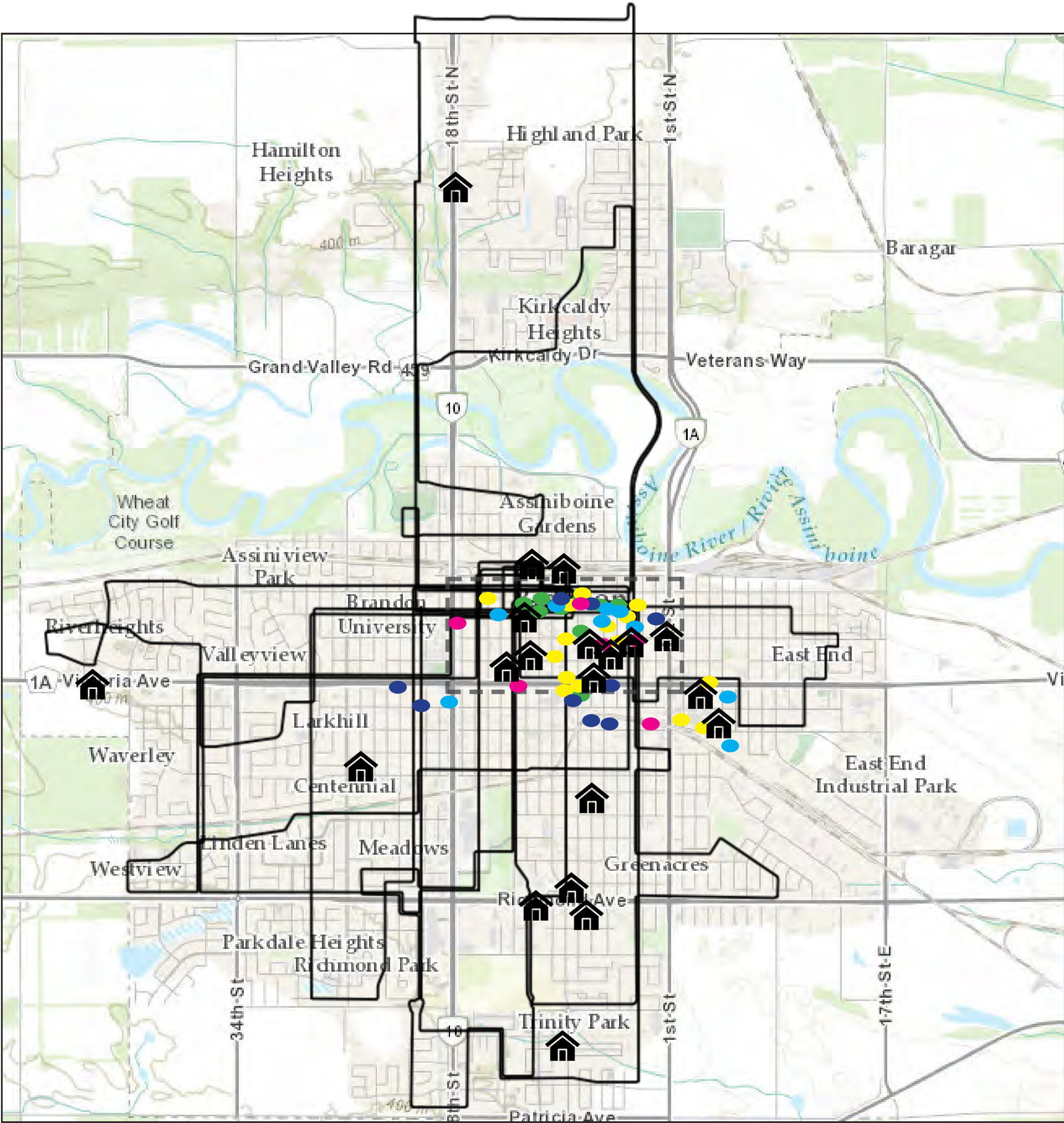
ACCESSIBILITY:
All buses are equipped with a wheelchair ramp, can lower to curb level, and announce to the passenger the stop name and bus number.

BUS SIGNAGE:
Bus stop signs are small and not always situated in a highly visible location.

HOURS OF SERVICE:
Monday-Saturday: 6am-12am,
Sunday/Statutory Holiday Service 8am-8pm



CONNECTIVITY TO SENIOR COMPLEXES AND AMENITIES



OTHER CITY TRANSPORTATION OPTIONS

HANDI-TRANSIT

Fare: \$4 (one way trip).
Handi-Transit service provided through Brandon Transit is available to anyone who has mobility issues. This service will pick the passenger up and drop them off at the desired locations.

Hours of Service:
Monday-Saturday: 6am-12am
Sunday: 8am-8pm



TAXI SERVICE

Fare: determined by pick up fee and distance or trip.
5 taxi service companies available.

Hours of Service:
24 hours per day, 7 days a week



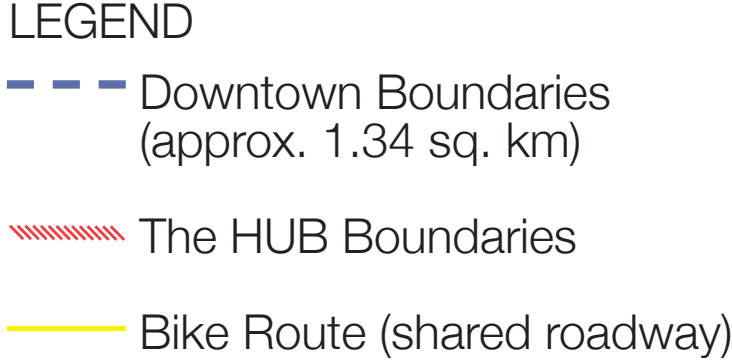
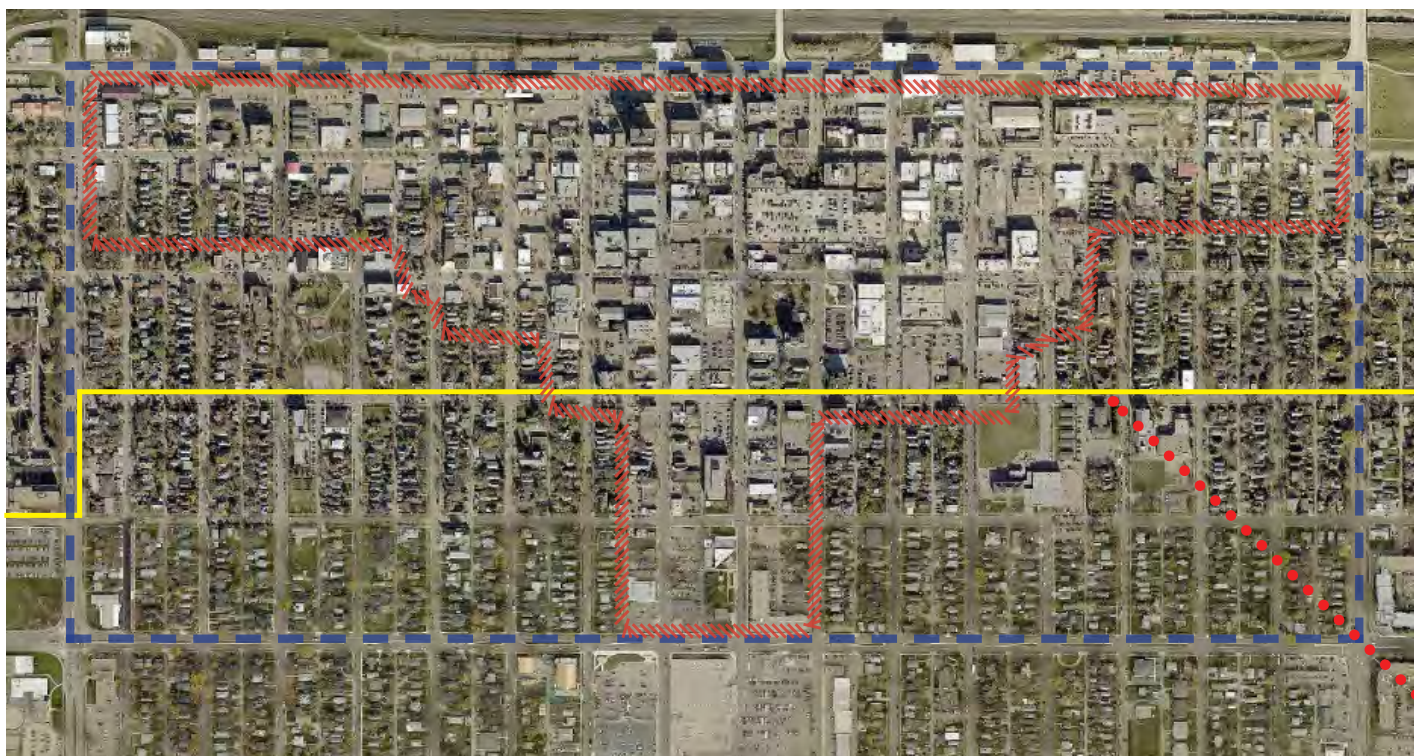
COMMUNITY TRANSPORT

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

Fare: unknown
Hours of Service: unknown



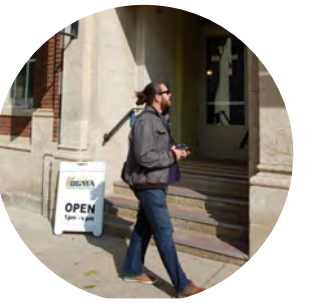
ACTIVE TRANSPORTATION



WALK

Brandon as a whole is easy to navigate with its predominantly grid street pattern. Each downtown block is built with manageable walking distance.

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



BIKE

There is only one designated bike route in the downtown area. It is a shared route with vehicles and is not protected. The path runs East to West through the downtown on Lorne Avenue. Studies show that cycling increases when infrastructure is put in place that protects the cyclist.

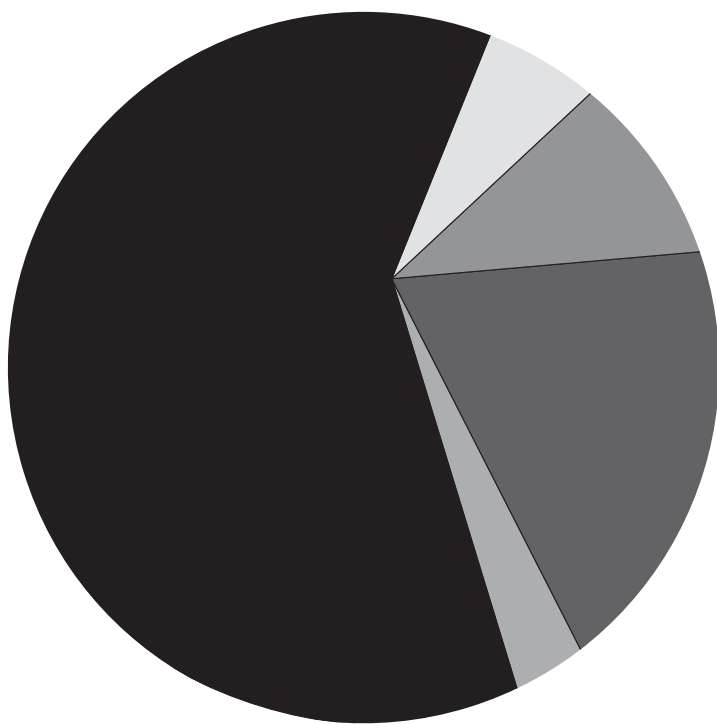


BRANDON: TRANSPORTATION

Brandon is located at the junction of two major highways, the Trans Canada #1 and Provincial Trunk #10. Canadian Pacific and Canadian National Railways provide freight services, while VIA Rail offers passenger service northwest of the City in the nearby community of Rivers, MB.



COMMUTING HABITS



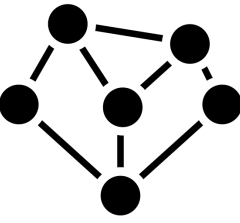
	61%	CAR
	7%	CARPOOL
	10%	PUBLIC TRANSIT
	19%	WALK
	3%	BIKE

Although this pie chart demonstrates the employed population 15+, we can use these statistics to gather data on car dependency.

With more than half the employed downtown population utilizing a vehicle to commute to work, this may indicate that the city as a whole needs to look at the connectivity of alternate methods of transportation.

According to the 2016 census, Brandon's downtown houses approximately 10% of the city's population. Investing in transportation connectivity and accessibility for active transportation is beneficial to reducing car dependency.

TRANSPORTATION CONNECTIVITY



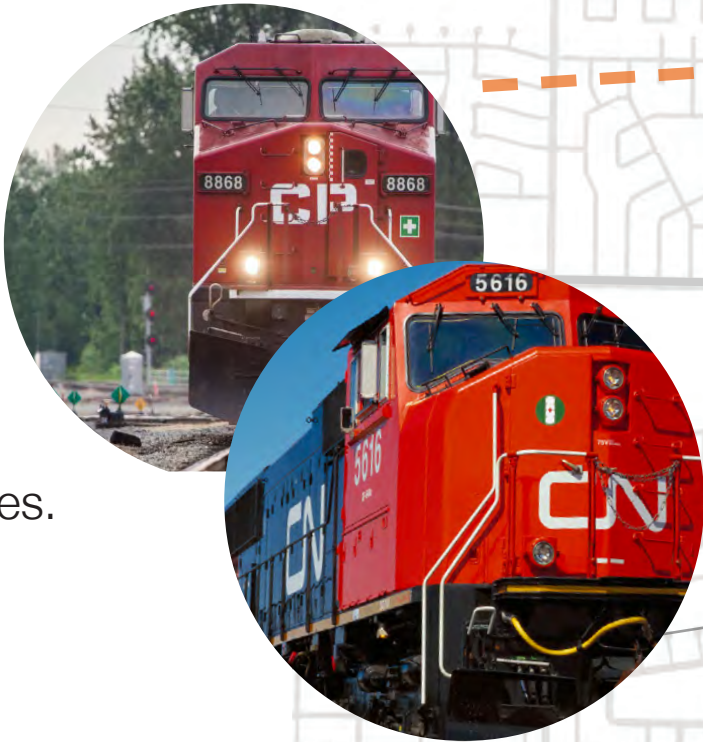
RAIL SERVICES

Via Rail provides passenger service from a depot in Rivers, MB located 40 kilometres northwest of Brandon. Connecting passengers from the West coast to the East coast of Canada.



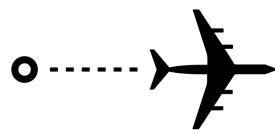
FREIGHT SERVICES

CP and CN Railways provide freight services to Canada and the United States.



AIR SERVICE

West Jet provides direct passenger air service to Calgary, AB. Connecting you to other air service providers flying to popular destinations.



AIR SHUTTLE

Brandon Air Shuttle offers ground transportation service to and from Brandon and Winnipeg International Airport. Home pick-up and drop-off is available in Brandon.



BUS SERVICE

Greyhound Canada was a link to many of the smaller towns. The service is now no longer available to Western Canada.



TRUCKING

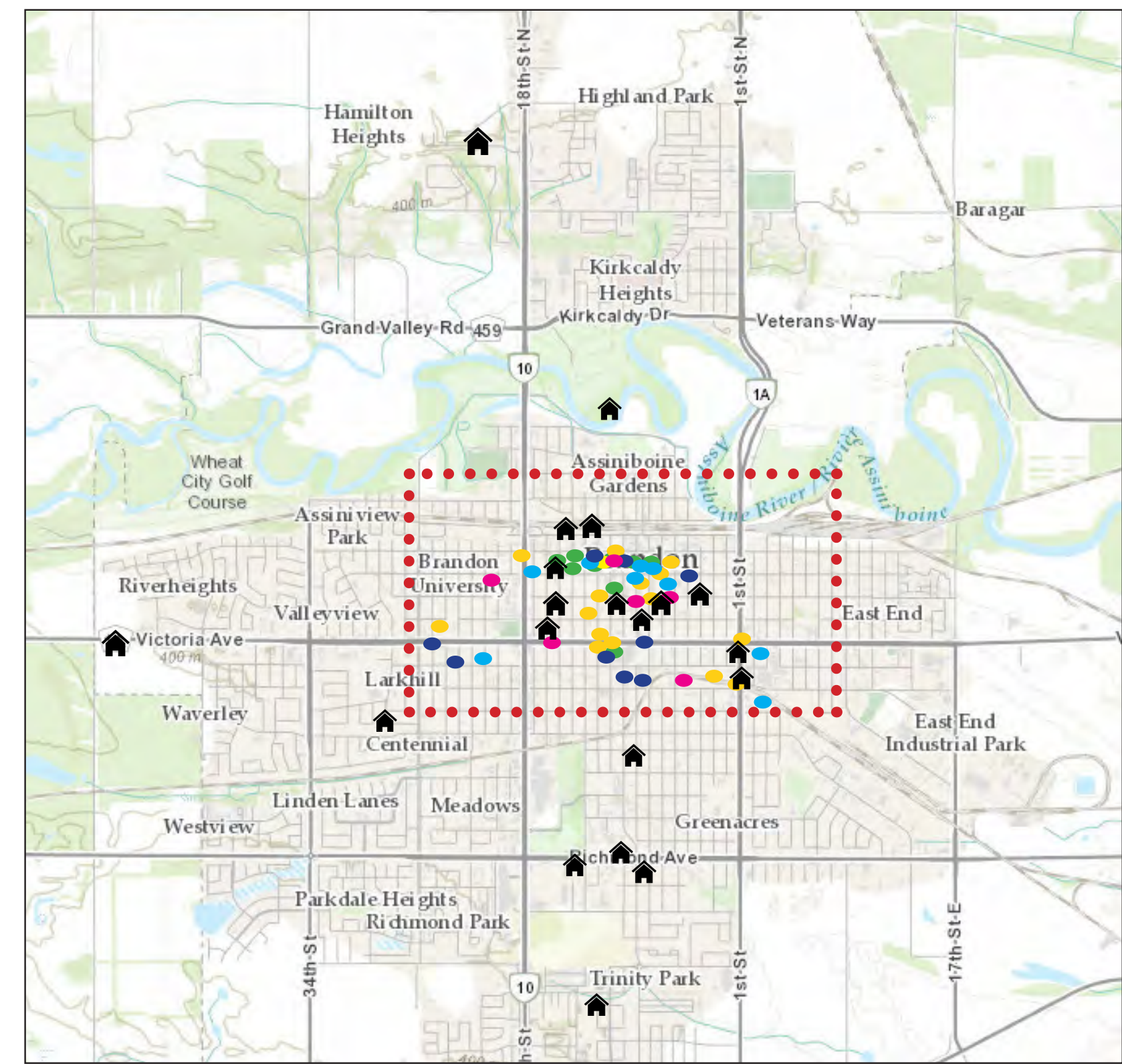
Brandon is a transportation hub and has great access to major highways to operate either inter-provincially or internationally.



BRANDON: SOCIAL OPPORTUNITIES

Social participation from Brandon's older population will be best achieved when venues and activities are conveniently located, are free or have fair pricing, available at suitable times, easily accessible, and reached by public transportation. These opportunities are a great way for older people to connect with others their age, which contributes to healthy and happy aging.

DOWNTOWN BRANDON AMENITIES MAP



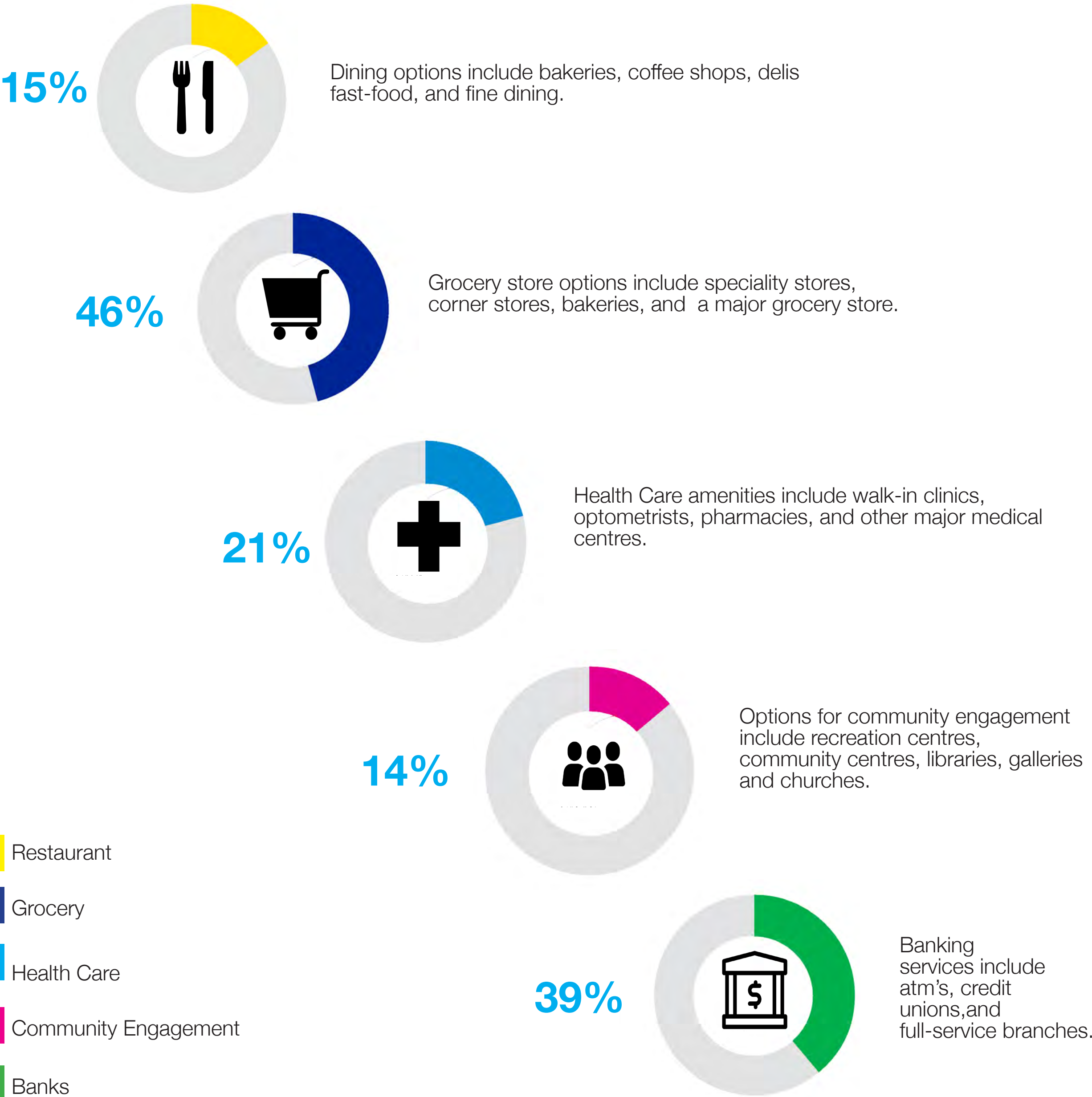
● ● ● ● 400m Buffer Zone

🏠 Brandon Senior's Residences

- LEGEND
- Restaurant
 - Grocery
 - Health Care
 - Community Engagement
 - Banks

DOWNTOWN PERCENTAGES BY TYPE OF AMENITY

Represented here, by percentage, is how many of each amenity in all of Brandon are located in the downtown area.



DOWNTOWN AMENITIES

RESTAURANTS



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

GROCERY STORES



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

HEALTH CENTRES



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

COMMUNITY ENGAGEMENT



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

BANKS



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

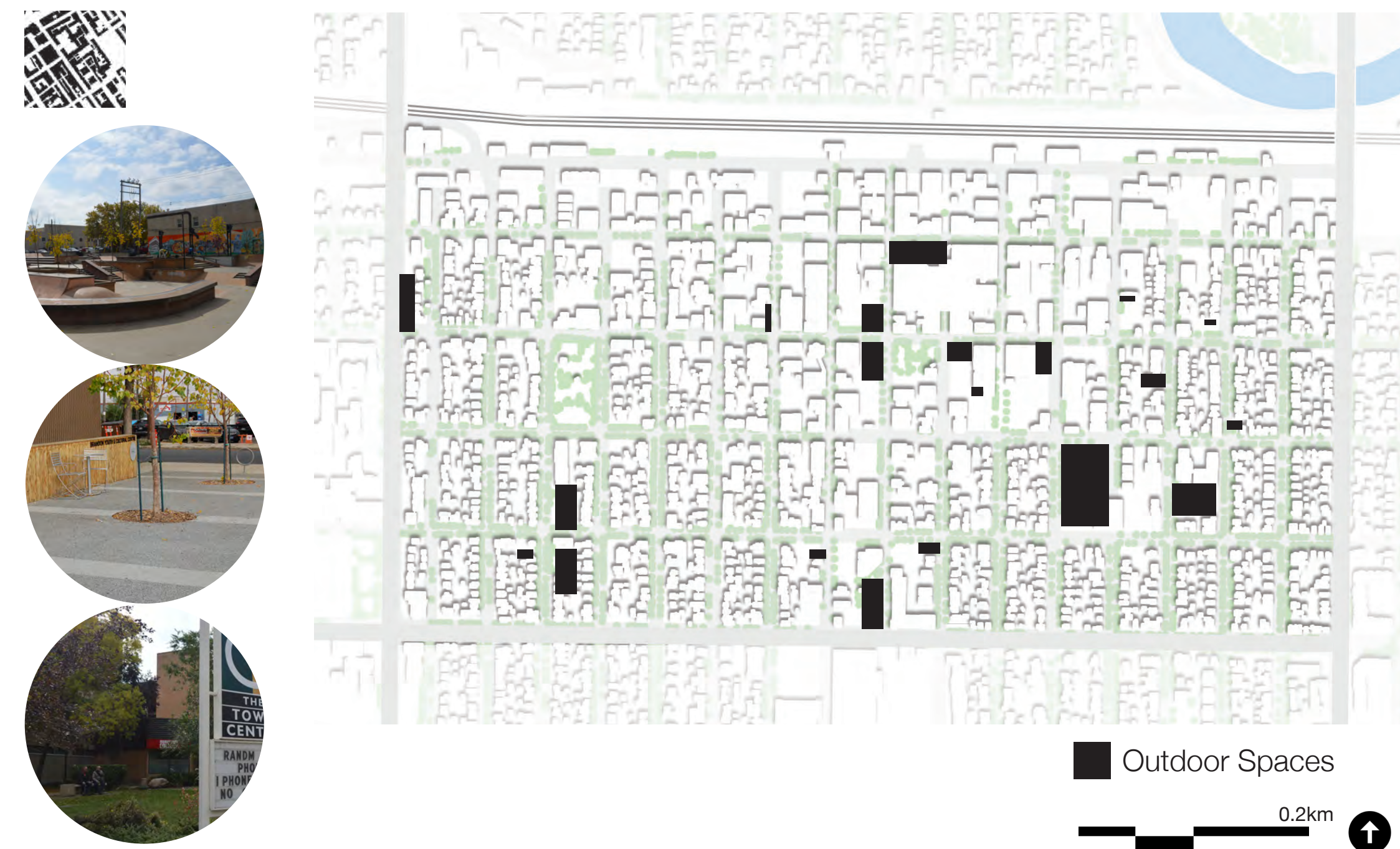
A black and white photograph of a rural landscape. In the background, a large, textured rock formation or cliff face rises. In the middle ground, there are several trees and a small, light-colored building with a gabled roof. The foreground is partially obscured by a white, torn-edge border that resembles a piece of paper or a torn film strip.

Outdoor Seating
Environment
Traffic
Cycle Paths

Services
Safety
Roads
Sidewalks

A stylized, low-poly illustration of a city skyline in shades of gray, featuring various buildings and a prominent tower. The skyline is positioned at the bottom of the page, with the text 'Outdoor Seating', 'Environment', 'Traffic', 'Cycle Paths', 'Services', 'Safety', 'Roads', and 'Sidewalks' arranged in two columns above it. The background is a solid light gray.

DOWNTOWN OUTDOOR SPACES

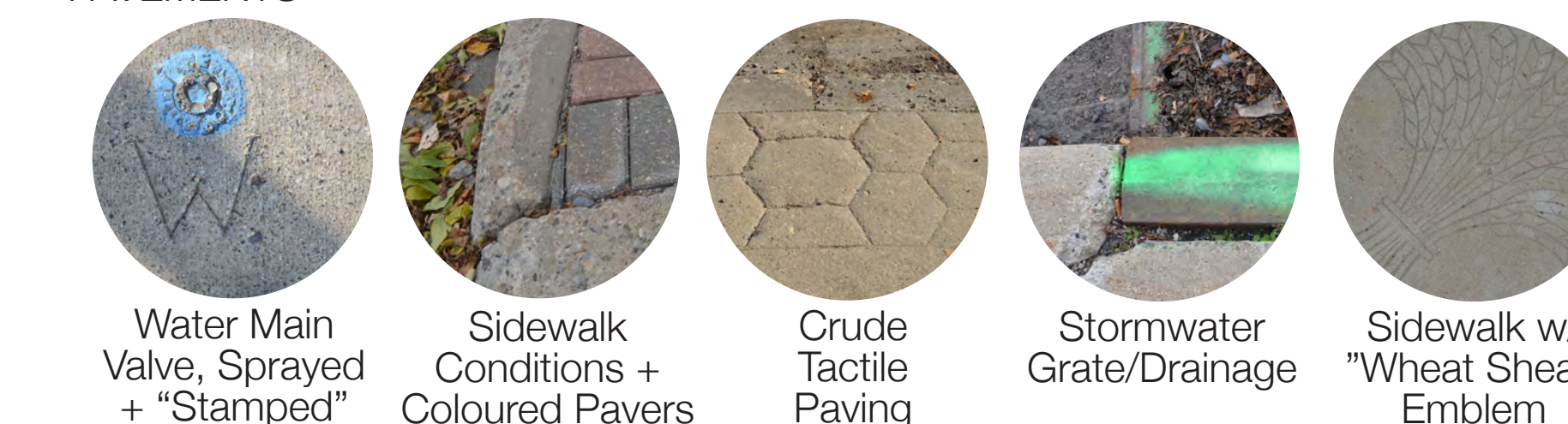


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DOWNTOWN SURFACE STUDY

ROADS



BRANDON: BUILDING SPACES

- Green Spaces

Outdoor Seating

Environment

Traffic

Cycle Paths
- Buildings

Services

Safety

Roads

Sidewalks

THE HUB + ZONING MAP



The Downtown HUB: The Place for People provides the framework to begin implementing the vision for The HUB. The Secondary Plan encompasses the majority of the commercial areas in the downtown.

3 CORE VALUES:

DIVERSITY:
The downtown core is about diversity of both people and experience. It is a good place to live, work, and play for everyone regardless of age or income level.

UNIQUENESS:
Experiences that are found downtown, the merchants, activities, and promotions, are unique to downtown and need to be capitalized on.

CHARACTER:
Building on the bones of the historic buildings and turn of the century architecture in the area, downtown is meant to remind citizens of where we have come from and the values upon which the city was built.
(The HUB Secondary Plan)



BUILDING ACCESSIBILITY



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

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

“CIVIC SERVICES COMPLEX:
Can't get on sidewalk without being on roadway
Rubber mat thick and presents an obstruction
Missing bricks in pathway outside are a hazard
Garbage bin obstructs front pathway
No automatic door to gain admission to administrative area of building
Rain water from eaves drains onto sidewalk”
(City of Brandon Accessibility Plan)



SURFACE LOT PARKING MAP



STREET VIEWS



EACH VIEW LOOKING WEST AT 9TH STREET INTERSECTION

HERITAGE BUILDINGS MAP



DOWNTOWN SURFACE STUDY

FACADES

