

An aerial photograph of a residential neighborhood. The image shows a mix of single-story and two-story houses with various roof colors (grey, brown, red). There are many green trees scattered throughout the area. A road or driveway runs diagonally from the top left towards the bottom left. The overall scene is a typical suburban or urban residential area.

Centennial Neighbourhood Housing Plan

2014-2019
Centennial Community
Improvement Association

The Centennial Neighbourhood Housing Plan

The Centennial Neighbourhood Housing Plan was funded by the City of Winnipeg. Research, consultation, and writing of the plan was contracted to the Social Planning Council of Winnipeg by the Centennial Community Improvement Association. The City of Winnipeg also provided a donation of leisure centre passes and mapping services.

Many individuals and organizations contributed their time, knowledge and resources to the development of the housing plan. Thank you to everyone who participated!

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Want to Know More?

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1. Introduction



a. Centennial Neighbourhood Housing Plan

A neighbourhood housing plan is a way for residents to come together to create a vision for housing in their neighbourhood, then agree on the goals and action steps to move towards the vision. The variety of information collected for the plan includes:

- an exterior housing condition assessment
- available demographic information
- analysis of existing plans and policies
- description of the housing resources available in Centennial
- research and consultation that identified residents' experiences and needs; and
- housing stakeholders' roles in the community and ways they will use the plan

Goals in the plan have been agreed upon by a range of residents and housing stakeholders; they do not belong to any one agency. Therefore, housing stakeholders can use the plan in different ways.

The City of Winnipeg Housing Development Division uses the housing plan when they decide what funding and programs are needed to improve or create more housing in Centennial. For example, if the division is asked to provide land or another incentive for housing development in Centennial, they will look to the housing plan for resident support before making their decision.

This neighbourhood housing plan also directs the Centennial Community Improvement Association (CCIA) on the work they will do related to housing in the next five years.

The plan directs the Centennial Community Improvement Association on the housing work they will do over the next five years

b. Housing Plan Team

The CCIA was funded by the City of Winnipeg to develop the Centennial Neighbourhood Housing Plan. After asking for proposals, the CCIA engaged The Social Planning Council of Winnipeg (SPCW) to coordinate the development of the plan. The SPCW put together a team of individuals who have the range of skill and experience in community development and planning. Most importantly, a number of team members had connections to the Centennial community and its residents.



Mark Courtney

I was thrilled and honoured to participate in the production of the Centennial Neighbourhood Housing Plan in 2013. As a University of Manitoba social work student, the production of this plan proved an extraordinary, hands-on learning experience. I was part of a team that captured survey responses during community events and traveled throughout Centennial administering a comprehensive door-to-door survey. When the surveying process was complete, I coded and analyzed the survey data and presented our findings in a community forum and stakeholder meeting.

While the neighbourhood has a variety of challenges, residents of Centennial are truly resilient and optimistic. Survey respondents indicate that Centennial is a great place for families. It is a community where neighbours generally know and help each other. It is a neighbourhood that recognizes values and celebrates cultural diversity.

Centennial boasts tremendous strengths, such as affordability, location, and a wide range of services. It is home to a diverse group of people—creative individuals ready to roll up their sleeves and work hard. It is my hope that this housing plan will foster achievable and creative development solutions for Centennial. In particular, I hope to see an increase in new, affordable housing suitable for both families and individuals.



Alana Ring-Woodard

I am an outreach worker for the Winnipeg Rental Network (WRN) and work out of the North End Community Renewal Corporation (NECRC) office. The WRN is a non-profit initiative providing a web-based database that makes it easier for people to find affordable rental housing.

I worked with BridgmanCollaborative Architecture as a Community Consultant to complete the William Whyte and Dufferin housing plans. For this plan, I was hired by the SPCW to conduct and collect door-to-door survey data, co-facilitate housing consultations, provide landlord data, and edit drafts for the Centennial housing plan.

If the housing plan could do one thing, it is to improve relationships between landlords and tenants, and to speed up the process of filling vacant homes.



Janet Perret

Janet is a relatively new resident of Centennial, and has lived in the community for just over one year. She is an artist, gardener and overall creative inspiration. Janet was hired by the SPCW to assist with community engagement during the community BBQ. She also took the panoramic photos found throughout this document.



Rosa Cerda

Rosa is also new to the Centennial Community. She was hired by the CCIA as the Housing Coordinator one month after the planning process started.

Rosa has the task of implementing the Neighbourhood Housing Plan. She therefore took part in consultations, assisted with focus groups and surveys, and has spent the past three months learning from residents about their housing needs.



The Feet on the Street Ambassadors

The Feet on the Street (FOTS) program works to facilitate safety through community ownership and engagement. FOTS aims to empower the community in a positive and collaborative manner, and promotes inclusion and active citizenship. The project encourages the community to take care of their neighbourhood. FOTS staff members are called Ambassadors. They collect data on graffiti, damaged lights, bulk waste, and look into addressing community concerns. The Ambassadors also attend to local businesses' safety questions and concerns.

FOTS Ambassadors completed a housing and safety audit for the Centennial Neighbourhood Housing Plan. The audit involved going home to home, identifying positive and negative characteristics of the housing, and rating the overall condition of the homes.

If the Centennial Neighbourhood Housing Plan does one thing, it should help create strategies around safe and affordable housing, improving the curb appeal, and enhancing community image.

The Social Planning Council of Winnipeg

The Social Planning Council of Winnipeg (SPCW) is a non-profit, membership-based organization committed to providing leadership in improving social conditions through effective solutions, progressive public policy, community development, and partnerships. The SPCW's approach is to work through collaboration, building local capacity and community engagement in addressing issues and needs. Christina Maes Nino was the project lead from the SPCW for the housing plan.

BridgmanCollaborative Architecture

BridgmanCollaborative is an award-winning architecture and planning firm dedicated to Making Public Work. We specialize in comprehensive Master Planning which begins with citizen participation. We value local knowledge and respect people in the process of their participation. We endeavor to reflect complex issues in a clear manner. We understand the cornerstone of community development is citizen engagement.



Other Partners and Colleagues

Organizations and residents in Centennial graciously gave time, resources and information for the development of this plan. In addition, the following individuals provided specific support:

Linda Ring wrote the “Historic Housing Development” section

Mike Lennon shared maps he developed on food stores in Winnipeg

Charlene Krause set up two focus groups in Winnipeg Housing rental complexes

Th’lay Htoo arranged a focus group with residents who immigrated from Burma

Ali Tatryn arranged a focus group with the arts community

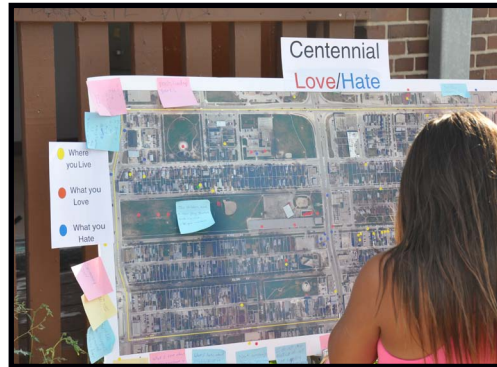
The Winnipeg Rental Network shared a database on home ownership



Housing Plan Steering Committee

A steering committee guided the plan and its development while being a resource and sounding board for the planning team. The committee was organized by the CCIA and included Dave Dessens (Winnipeg Housing Policy Coordinator), Noah Yauk (District Planner for the City of Winnipeg), Gord Dong (Vice Chair of the CCIA), and Rosa Cerda (Housing Coordinator for the CCIA). A member of the Centennial Neighbourhood Resident Association, which was operating during the months of consultation and research, was invited to attend each meeting.

2. Planning Process



The planning team worked to engage a diversity of community members and community organizations in the development of the plan. It is the people and organizations who are in the community who will put the plan into action. We worked with organizations in the community to reach residents and to hear about their housing experiences and needs. Over 175 residents were consulted in the development of the plan. Consultation with residents occurred through various ways: focus groups, gathering information at a community BBQ, a community visioning meeting, and door-to-door surveys.

Research was done to understand community issues and housing conditions. An exterior housing condition and safety audit was conducted by the Feet on the Street staff. This was mapped and compared with the 2006 Secondary Plan. We interviewed or met with many housing stakeholders in the community. We brought these stakeholders together in a meeting, facilitated by BridgmanCollaborative Architecture, to agree on housing plan goals and discuss potential implementation needs.

Many people have worked with us on this housing plan through participating in meetings, sharing information, outreach to residents, and providing advice. It is their passion for the Centennial community that made this plan possible.

3. Context: A Plan to Implement Existing Plans

Residents told us there have been a number of plans and consultations in the community and now they want to see action. It was important for this plan to start with the existing plans and the resident feedback that had already been gathered.

a. Our Winnipeg and Complete Communities

The OurWinnipeg City Plan will guide Winnipeg's development over the next 10 years. Centennial is uniquely placed because it is partially in the downtown boundary, is a mature community, and will likely fit the criteria for being a reinvestment area. Many of the features of a 'complete community,' as defined in the Complete Communities secondary plan, are already established in Centennial. A mix of scale and density of housing exists in the neighbourhood. Most necessary services, shops and amenities are in an accessible walking distance.

The goals and initiatives of the Centennial Neighbourhood Housing Plan are consistent with OurWinnipeg and the Complete Communities secondary plan, and residents wanted stronger implementation planning for these goals to be achieved. A priority goal of the housing plan is the Complete Communities direction, "support complete communities by ensuring diverse and high quality housing stock." Residents felt housing resources of the City, support from other community stakeholders, along with planning tools committed through the Complete Communities Plan, should be utilized to achieve this.

We heard there is conflicting evidence of how OurWinnipeg and Complete Communities will be implemented in Centennial. Though the Downtown Directions include "promote and enable a mix of residential development options as part of a mixed-use strategy," those living and working in the North Exchange area said City regulations create barriers to development that would revitalize the community.

b. West Alexander and Centennial Neighbourhood Plan

Centennial has an existing secondary plan, which was first initiated in 2006 with a background study and was passed by City Council in 2008. There is strong support for the directions and principles of the Neighbourhood Plan, though just as with the other City plans, there is a desire for more proactive initiatives to achieve them. Residents who were aware of this plan told us they felt it had few teeth, and has been amended without good consultation or the consent of the community. They have therefore found it to be an ineffective tool in preventing developments residents do not want. Safety and the utilization of Crime Prevention Through Environmental Design (CPTED) to improve safety have not been given the priority by the City that residents place on it. Parking lots that contravene the by-law continue to appear. Consultation, required by the Neighbourhood Plan for some new developments, was seen as being token. This experience has led many residents to be understandably wary of participating in planning activities.

c. HomeWorks! Housing Strategy and Policy Framework

HomeWorks! is a housing strategy and policy framework for Manitoba Housing and Community Development. Resident input was consistent with the principles of HomeWorks!, especially as it relates to the interconnectedness of housing and community wellbeing. Financial support from the provincial department to increase community capacity and improve the range of housing was appreciated by housing stakeholders and residents.

This plan proposes initiatives which will establish a mechanism for increased partnership among the diversity of responsible stakeholders for these principles of HomeWorks! to be supported in the Centennial community.

● Links to plans are on page 29.

"Governments, community groups, Aboriginal organizations, citizens and the private sector must work together to improve housing conditions in Manitoba." (Homeworks, n.d.)

d. Centennial Neighbourhood Housing Plan (2005-2009)

The previous neighbourhood housing plan for the community, created in 2004, was a starting place for this current plan. Though many of the principles and goals of the plan are relevant today, residents wanted a plan that was more realistic for the CCIA to implement, and less reliant on government funding. The table below is an assessment of the previous Centennial Neighbourhood Housing Plan, completed through interviews with residents who have been in the community since the plan was developed.

Program/Initiative	Progress to Date	Current Status
1. Zero tolerance policy for boarded up and vacant homes	The Neighbourhood Liveability By-law, coupled with rising housing values, has made this less of a priority issue for the community. In 2010 there were 24 vacant buildings, reduced to 16 in 2012. There were 10 boarded homes in 2013.	There are fewer boarded and vacant homes in the neighbourhood, though a registry was never created. Homes boarded as of August 2013 have been tracked and CCIA will monitor by-law infractions
2. Building and health code monitoring and enforcement of rental properties	Monitoring is on a compliant-driven basis. The housing committee was not able to develop an action plan to address this.	Maintenance of rental properties continues to be a concern in the community.
3. Rent subsidized housing program	This goal was outside the capacity of the CCIA to implement as it depended on funding for subsidized housing and the mandate of Manitoba Housing. There has been support from CCIA for the development of two new and one redeveloped subsidized housing projects in the community.	Though more subsidized housing is needed for existing residents, there is also a desire for a mix of housing affordability and tenure throughout the neighbourhood.
4. Manitoba Housing Authority tenant relations program	With changes to funding coordination throughout the span of the plan, this was not properly resourced	There continue to be issues between landlords and tenants, including but not limited to Manitoba Housing rentals. Dufferin School provides supports for tenants.
5. Home ownership program	A Housing Training Initiative was started and supported by Winnipeg Housing and Neighbourhoods Alive. Winnipeg Housing developed 11 new homes for affordable home ownership in the neighbourhood.	There are few vacant lots large enough for development. Manitoba Housing is considering home ownership opportunities. Other organizations have developed home ownership workshops.
6. Housing renovation and job training program	BUILD and Inner City Renovation were active in Centennial. They now do work in other communities. Winnipeg Housing hired a number of residents for their infill developments. A skill questionnaire was done in the community, but not used.	The CCIA supports community hiring where possible but has learned about the complexities and challenges of such work. They do not have the capacity to support job training now.
7. Strategic housing development site plan for the neighbourhood	Renovation and development was not targeted. Renovation has been based on the criteria of the funders and a random draw. Winnipeg Housing has worked with CCIA to identify and pursue development opportunities. Otherwise, development has been primarily based on developers' initiatives.	The renewed housing plan will continue updating information about, and building consensus around strategic development opportunities. Renovation grants will be more targeted to safety issues in the community.

4. Historic Housing Development

a. Early Years: Boom Town

By virtue of its central location, the Centennial Neighbourhood built up rapidly, energized by the arrival of the Canadian Pacific Railway in 1882 and the completion of the transcontinental railway in 1885. It became home to workers and industrialists alike in response to the city's economic boom in shipping, manufacturing and trade. The largely immigrant labour force needed to fuel its economic growth precipitated a period of rapid housing construction as industry demands grew.

In the absence of a municipal plan for growth, land use regulations or rigorous building codes, Centennial's development was ad hoc at best and it was common for housing to be erected quickly beside industries that had sprung up in the area. Housing took many forms in both quality and quantity including single family residences and duplexes, boarding houses, multi family tenement houses and walk-up apartment blocks. Institutions like churches and schools soon followed to support a rapidly growing population.

In its heyday, the Centennial Neighbourhood was a vital and vibrant part of a new and growing city and served as an important settlement for many newcomers to Canada. Settlement tended to cluster in ethnic enclaves separated by the major transportation corridors. Local shops and services grew in the area reflecting its diverse ethno-cultural population.

b. Post War: Economic Shifts

In the immediate decades following WWII, competition from the trucking industry led to a reduced role for the rail industry in moving goods and services to market. Centennial was not immune to the economic impact of this shift, both in its built form and in reduced job opportunities for local residents.

The Midland Railway spur-line along with its Freight Distribution Centre was abandoned and by the mid 1970's many of the industries and warehouses had closed their doors and remained as vacant and boarded buildings in the decades that followed.

Residency shifted dramatically, precipitated in part by industrial relocation to the city's fringes, the loss of local employment opportunities, and greater dependence on the automobile to access jobs. Residential development slowed to a near standstill. For some residents, the lure of new suburban neighbourhoods gave rise to their out-migration. For others, the age of the buildings, quality of construction, and the cost of maintaining these homes led to foreclosures and tax sales, absentee ownership and land speculators. Buildings beyond their useful life were demolished and the land left vacant or developed into surface parking lots, while others were subdivided into multi-family and single room occupancies. Significant pockets of physical decline coupled with growing income disparity of local residents contributed to isolation and marginalization of this once thriving neighbourhood.



Above: A stretch of houses on Logan Ave., built when the neighbourhood was growing rapidly.

Below: Boarded warehouses are still common in Centennial.



c. Agents of Change: Citizen Advocacy and Public Policy

Neighbourhood advocacy and citizen activism in Winnipeg's core neighbourhoods was at its peak during the late 60's and early 70's supported by government programs, the non-profit/voluntary sector, and faith based organizations. Centennial was a focus of many of these initiatives, intended to animate the community to "take back their neighbourhood." Residents rallied successfully to reclaim a portion of the former Midland Railway Freight House as a Recreation Centre; Rossbrook House, opened its doors in an abandoned church building; and St Andrew's Place rose from the ashes of the burned out St. Andrews United Church. A second housing tower for elderly single people was constructed by Manitoba Housing east of Isabel Street at the same time.

Concurrently, politicians and policy makers at all levels of government recognized a need for more focused interventions to shore up and contain the extent of decline in Winnipeg's most marginalized inner-city communities, and reduce the risk of erosion into adjoining areas. In 1972, Centennial was categorized as a "Major Improvement Areas," defined as: "older areas where decline was considerable in both extent and intensity and where injection of new capital for rehabilitation, housing, support services and facilities were needed to rejuvenate the neighbourhood economy."

By 1974, the Federal Government introduced the Neighbourhood Improvement Program (NIP). Administered by the City of Winnipeg, the Centennial Neighbourhood became one of the first neighbourhoods designated for a five year, \$2.8 Million capital renewal program. Grants and low interest loans were made available to both homeowners and landlords through the complementary Residential Rehabilitation Assistance Program (RRAP) to improve the condition and extend the longevity of its housing stock.

A major component of delivery of the NIP Program involved an intensive community development approach which included the establishment of an elected, 18 member Centennial Residents' Neighbourhood Improvement Committee. The residents' committee

guided decision-making around improvements to the built environment and engaged the political levels on issues of public policy aimed at social justice and equity.

d. Government Commitments: New Housing Opportunities

A strong central role in housing by the Federal Government enabled delivery of social housing programs in the Centennial Neighbourhood over the span of nearly two decades (1970-1990). In total, 451 units of public and non-profit housing were built under federal-provincial agreements before the Government of Canada's withdrawal from its social housing commitment in 1993.

Through this funding, in 1976 Manitoba Housing and Renewal Corporation began a program of scatter-lot infill construction on properties owned by the City of Winnipeg and transferred to the province for \$1. Affordable (rent-geared to income) single family homes and townhouses were developed to accommodate larger, low-moderate income families who were displaced from substandard housing through enforcement of the City's existing residential building bylaws and regulations.

In 1982, the Province of Manitoba undertook an ambitious 162 unit housing project involving a mix of seniors and family apartments, single detached homes, townhouses and provision for main floor commercial uses along Isabel Street. Through a process of land assembly, the project spanned nearly two city blocks from Isabel Street to the east of Ellen Street. The Midland Housing Project opened its doors to single seniors and young families seeking safe, quality housing and affordable rents.

Inner-city homeownership became a focus of the Provincial Government in the mid-late 1980's, about the time that mortgage rates hit unprecedented levels (18 -20%). Centennial benefited from the "New Affordable Homeownership Program" involving construction and sale of attractive new homes for qualified buyers. Homebuyers were required to remain owner-occupants for a minimum of 5 years in exchange for grants and subsidies to reduce their initial purchase costs.

Social housing was not exclusively delivered by the Province, as non-profit developers began to emerge and build their capacity to develop and manage properties in response to gaps in housing

options for vulnerable populations. Kinew Housing, Canada's first Aboriginal Non-Profit Housing Corporation and St. Andrew's Management (SAM Management, Inc.) were established through their initial housing impetus in the Centennial Neighbourhood. Both maintain their central offices in the neighbourhood today.

e. Demographic and Housing Market Influences: A Call for Community Action

A renewed call for housing reinvestment in 1998 was precipitated by several factors: Winnipeg's inner-city neighbourhoods were witnessing plummeting property values and an escalation of boarding and abandonment by landowners; transiency was on the rise amongst the most vulnerable populations due to loss of affordable rental; the number of people experiencing or at risk of homelessness rose sharply at a time when the neighbourhoods were witnessing growth in newcomer populations particularly amongst refugees and Aboriginal families migrating from rural

and remote communities.

In 2000, The Winnipeg Housing and Homelessness Partnership Initiative (WHHI) was created to stimulate new housing investment to address inner-city concerns. Centennial was designated a Housing Improvement Zone under the City of Winnipeg Housing Policy (1999) to promote locally planned, community supported housing initiatives.

By 2008, the WHHI had invested \$5.3 Million dollars in repair, rehabilitation and construction of 159 housing units in the Centennial neighbourhood. Initiatives were driven by the need to meet gaps in housing form amongst residents who sought out Centennial as a neighbourhood of choice. Through partnerships, a number of housing projects were completed, and new projects are ongoing, highlighting innovation and responsiveness to local housing needs and concerns.

Below are the most recent housing projects to take place:



Kinew Housing

Rehabilitated six and built three new homes for low-income Aboriginal families



Housing Opportunities Partnership (HOP)

Renovated a single family home for low-income home ownership



S.A.M. (Properties) Inc.

Piloted "Pocket Housing," an alternative housing option to rooming house dwellings. Two buildings, with eight self contained apartment units each, were built.



Kincora Developments Ltd.

Converted an abandoned warehouse into 24 units of affordable rental housing.

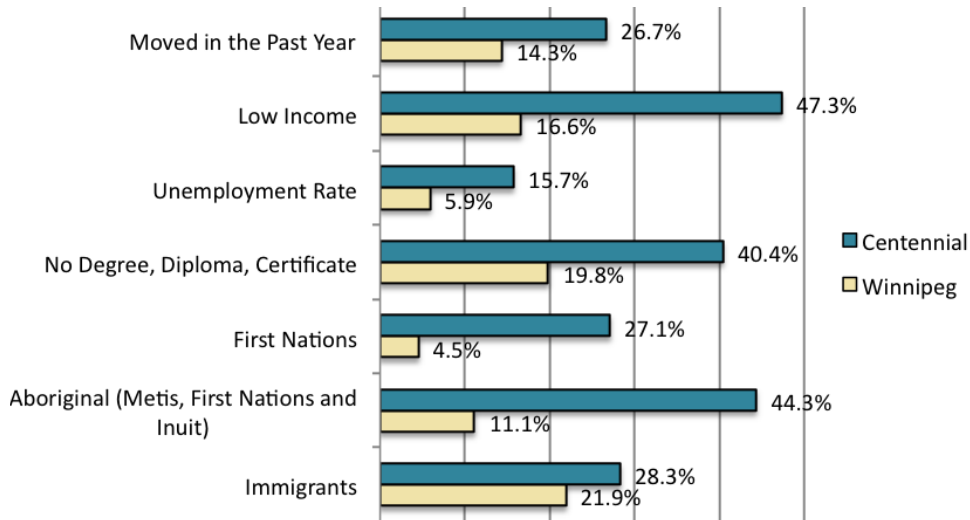


Winnipeg Housing Rehabilitation Corp.

Completed eleven new homes for first-time home buyers, Urban Equality EQUilibrium™ rental home of two units, and finished an affordable condo project.

5. Centennial Today

a. Demographics and Neighbourhood Statistics



As noted in the previous section, Centennial has always had a diverse population. The most recent demographic profile, available from the National Household Survey (2011), shows that Centennial is similar to other Winnipeg neighbourhoods in that the majority of immigrants are arriving from Asia (57.2%). The major difference in immigration patterns to Centennial is that a higher proportion of immigrants in Centennial are from Africa and lower proportion from the Americas and Europe. Centennial has a much higher proportion of Aboriginal residents than the average for Winnipeg. This is particularly true for First Nations individuals and families.



Winnipeg median household income: \$72,612



Centennial median household income: \$37,180



If Centennial had a population of only 10, it would include:
 1 Child under age 6
 1 Youth aged 7-18
 7 Adults aged 19-64
 1 Senior

And among them:
 3 First Nations people
 1 Metis person
 3 Non-Aboriginal people born in Canada
 3 Immigrants

For information about where these statistics came from, see the back of the plan, page 29



5.5% of Winnipeg residents walk to work

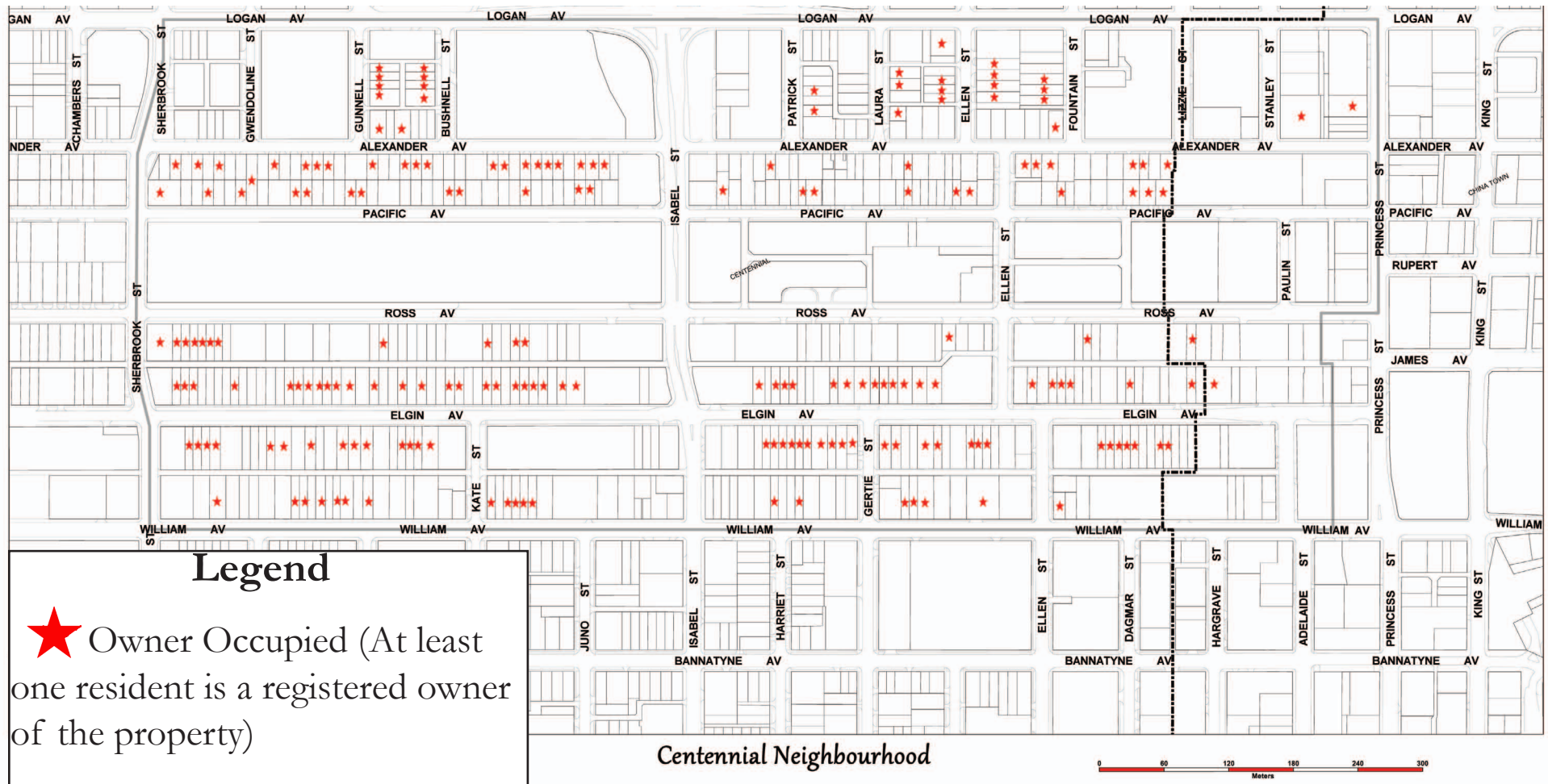


20.8% of Centennial residents walk to work

b. Home Ownership

Given that 83.5% of the properties in Centennial are rented, developing a healthy balance of home ownership and rental housing throughout the neighbourhood has been a priority of the City and the Centennial Community Improvement Association. This map shows properties where at least one resident is the registered owner. North Logan is not included on the map because data was not collected on property ownership in that area.

The vast majority (167, or 88%) of rental properties are owned by people or companies based in Winnipeg. Another ten properties (5%) are owned by individuals or companies in Manitoba, and eleven (6%) from other parts of Canada. Only one rental property is owned by an individual residing in the United States.



c. Exterior Housing Condition

In 2006, an exterior housing condition assessment was completed as part of a background study for the West Alexander and Centennial Neighbourhood Plan. Using the same criteria as 2006, we updated the assessment and analyzed change over time. Overall, in the seven years between the assessments, 108 properties improved in condition while only 64 declined. In terms of vacant lots, nine new ones were created while 32 were filled. Change was not consistent, as the southeast corner of the neighbourhood declined while the other parts of Centennial improved. See the appendix for comparisons by area.



d. Housing Stakeholders

Interviews were held with organizations who are involved in housing development or tenant support in Centennial. Below is a very condensed summary of their activities and how they will use the housing plan:

Organization	Housing Activities in Centennial	How a Neighbourhood Housing Plan is Used
Centennial Community Improvement Association (CCIA)	<ul style="list-style-type: none"> · Housing coordination and administration of City exterior fix-up grants 	<ul style="list-style-type: none"> · Will utilize Housing Plan to direct work of Housing Coordinator
Central Neighbourhoods Development Corporation (CNDC)	<ul style="list-style-type: none"> · Community development work in neighbourhood · Point of contact for Provincial funding grants 	<ul style="list-style-type: none"> · Housing Plan as a tool to identify resident goals related to housing and community development
City of Winnipeg – Housing	<ul style="list-style-type: none"> · Funding and other incentives for housing developments · Funds exterior fix-up grants and housing coordination 	<ul style="list-style-type: none"> · Development proposals must align with Housing Plan to receive incentives · Outcomes of housing coordination expected to align with Housing Plan
Dufferin School – Parent Child Centre	<ul style="list-style-type: none"> · Supports and advocates for tenants and homeowners in Centennial 	<ul style="list-style-type: none"> · Would support implementation as it aligns with goals of parents
Immigrant and Refugee Community Organization of MB	<ul style="list-style-type: none"> · Provides transitional housing for refugees · Provides support to immigrant and refugee families in the neighbourhood 	<ul style="list-style-type: none"> · If funding and land were available, could develop affordable housing as it aligns with Housing Plan · Provides housing support to residents in neighbourhood
Kinew Housing	<ul style="list-style-type: none"> · Manages Rent Geared to Income (RGI) properties in Centennial 	<ul style="list-style-type: none"> · If funding and land were available, could develop affordable housing as it aligns with Housing Plan
Living Gospel Church	<ul style="list-style-type: none"> · Developing affordable and RGI housing 	<ul style="list-style-type: none"> · If funding and land were available, could develop affordable housing as it aligns with Housing Plan
Province of Manitoba – Manitoba Housing	<ul style="list-style-type: none"> · Manages rental properties in Centennial · Provides funding to not-for-profits wanting to develop affordable and RGI housing · Homeowner and landlord grants for repairs 	<ul style="list-style-type: none"> · Proposals for funding for affordable housing would benefit from proof of community support – may be gathered through Housing Plan
Province of Manitoba – Neighbourhoods Alive!	<ul style="list-style-type: none"> · Funds neighbourhood renewal projects in Centennial · Operational funding for Central Neighbourhoods Development Corporation 	<ul style="list-style-type: none"> · Proposals for neighbourhood renewal grants would benefit from proof of community support or need, which may be gathered through Housing Plan
Winnipeg Housing	<ul style="list-style-type: none"> · Manages rental properties in Centennial · Developed affordable home ownership infill housing projects · Develops affordable, RGI and home ownership projects 	<ul style="list-style-type: none"> · Develops affordable rental and ownership and RGI units as land and funding are available and as they align with the Housing Plan

[illegible]


A number of respondents identify the people of Centennial as being their primary “like”. For many residents, neighbours are also extended family. For others, the substantial cultural and ethnic diversity in Centennial is a source of community identity and pride. The presence of words like community, family, culture, diversity, and kids in the word cloud testify to this community value.

Centennial's central location defines the neighbourhood and is loved by those who live there. Words such as close, downtown, and convenience are prominent in the word cloud. Residents feel that most resources are nearby, and report the community is walkable and well-served by Winnipeg Transit.

Safety

Survey respondents' primary concern is around safety, particularly at night. Responses gather around keywords such as crime, gangs, and violence.

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Garbage

Centennial's empty lots, derelict houses and undeveloped green spaces are issues of concern for participants. Garbage collects on untended properties and it becomes an eyesore, dangerous, and part of a cycle of decline.



Several respondents expressed frustration with the brazenness of the trade in illicit substances in Centennial. For many, this issue is embedded in the problem of transient traffic, particularly at night.



The prominent presence of the word kids in the wordcloud demonstrates residents' contention that Centennial's youngest community members are underserved. Respondents report concern with the degree to which children are left unattended, with the lack of healthy recreation supports. For some respondents this is an important safety issue and relates to issues of gang recruitment and property crime.

6. Neighbourhood Issues

a. Grocery Stores

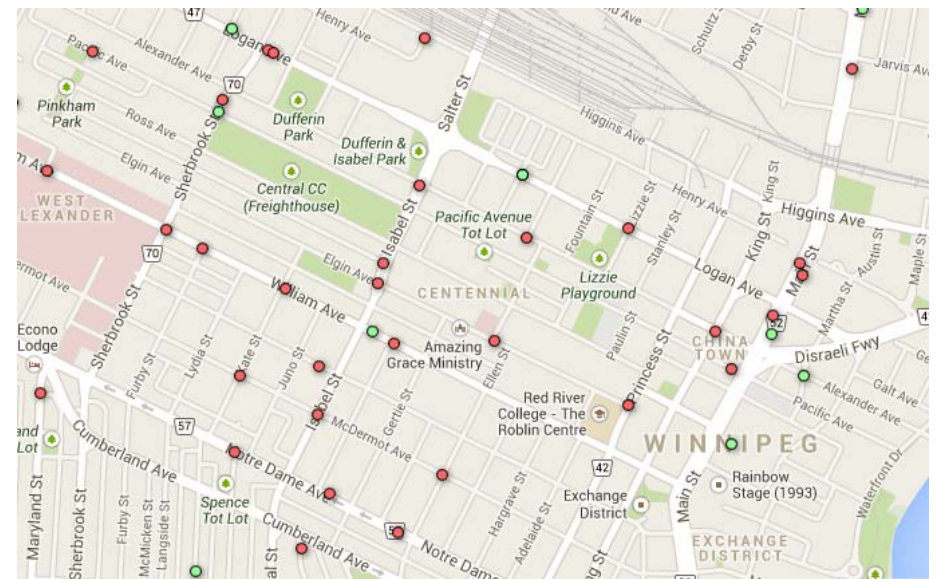
A walkable community requires amenities within an accessible distance from residences. In focus groups and the door-to-door survey, most residents stated that Centennial has almost everything it needs to be a complete community. The major exception to this is a grocery store, with 53% of survey respondents noting it was a “missing” amenity. There are cultural differences in the requirement of such an amenity. Relatively few newcomers found the community to be lacking a grocery store, and most stated that Young’s Trading Inc. has the food products they want and need. Newcomers also told us they were used to going to a few smaller shops to purchase food, whereas many of the Canadian-born residents would prefer a supermarket with all of their grocery items in one place. There is, therefore, no consensus on the kind of grocery store required in the community. The need for a grocery store may also be more noticeable with the recent loss of Riediger’s Supermarket and an Extra Foods Store.

The number and type of food retailers has changed over time due to shifting patterns of the industry. In 1971 there were neither supermarkets nor convenience stores near the neighbourhood, but there were nine additional grocery stores dotted around the community in addition to two more specialty food stores. At a focus group with artists in the neighbourhood, it was agreed that going back to having a spread of small shops would better meet their needs because it increases walkability.

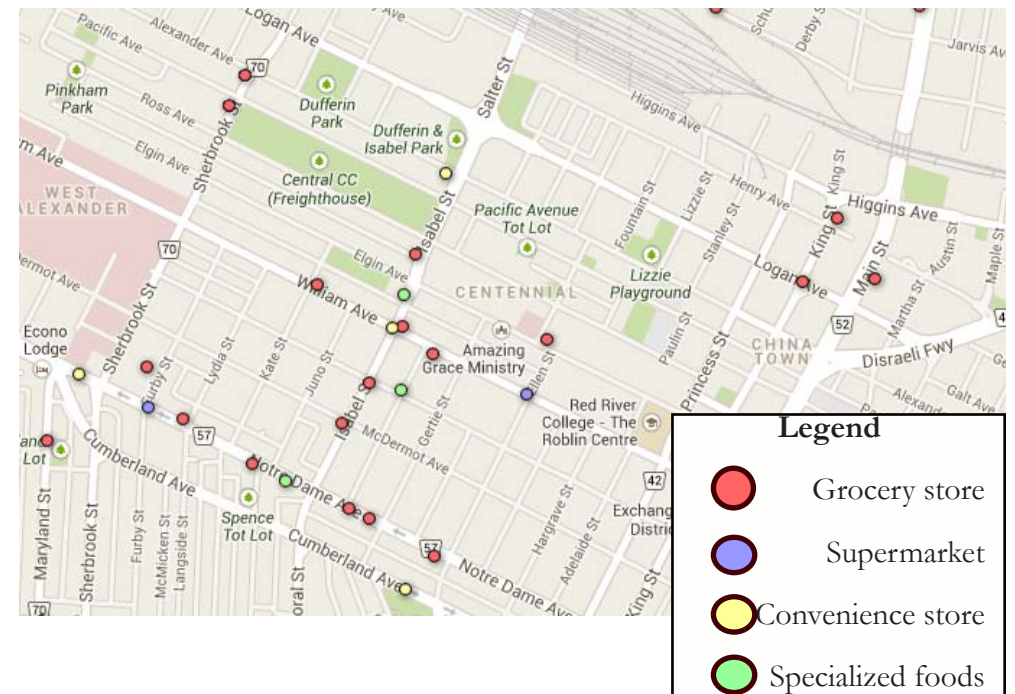
On these maps, courtesy of Master of City Planning student Mike Lennon, Extra Foods was considered a supermarket, while Riediger’s classified as a grocery store.

For information about the classification system, see back of the document.

Food Stores, 1971



Food Stores, 2011



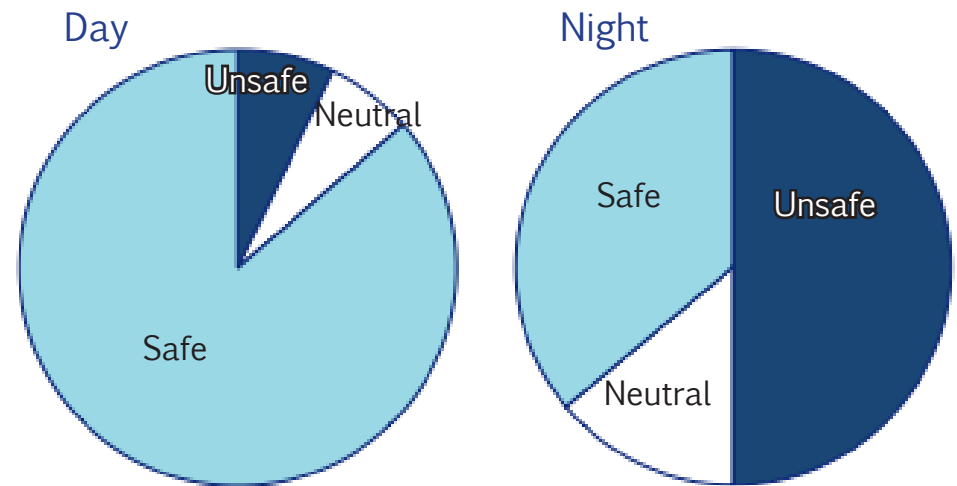
b. Community Safety

Safety is a very real issue in the Centennial community. In the past three years, 20% of Centennial residents we surveyed have been a victim of crime in their community. Much of this crime is vandalism and property theft, which has a particularly devastating impact on low income residents who cannot afford to replace items. Some of the crime is also violent crime, and the lack of safety is felt most by residents at night.

Safety within housing was also a concern for residents. Because the housing assessment was on the exterior only, it was not possible to identify homes that might be unsafe for residents. Through focus groups and informal discussion with residents, however, it became clear that a number of properties do not meet adequate standards. There are houses in the neighbourhood without proper heat, ventilation, locks, and plumbing; the majority of these are rented. Residents of these houses are reluctant to report their conditions to anyone they do not know or trust out of fear of losing the only home they can afford. Any approach to dealing with property violations needs to recognize the vulnerability of the people living in the homes.



How safe residents feel in Centennial:



20% of Centennial residents we surveyed have been a victim of crime in their community

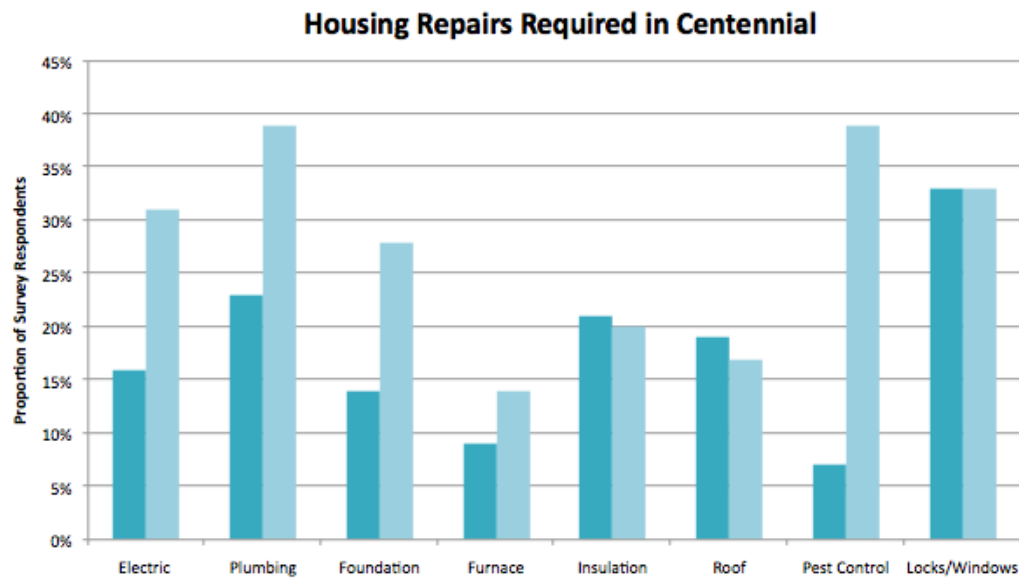
An assessment of bylaw offences and the principles of Crime Prevention Through Environmental Design (CPTED) in the neighbourhood was done. Housing condition is linked to safety, as are other environmental and design factors. Bars and boards on windows, put there to prevent theft and intrusion, have the effect of making the neighbourhood feel less safe. The parts of Centennial with higher proportions of homes in poor or very poor condition also had higher proportions of by-law infractions.

c. Housing Repairs

A variety of grants are available in the Centennial community to repair homes. With the Centennial Community Improvement Association now administering the City's Exterior Fix-up Grants, there will be a need for coordination with the Provincial Exterior Fix-up Grants.

As many of the owner-occupied houses have received fix-up grants in the past, there is an opportunity to focus grant money on areas most in need and to do outreach to landlords and homeowners to ensure there is adequate information about all of the funding opportunities. Beyond financial support, information about rights and responsibilities of landlords and tenants, in addition to advocacy support for tenants, was identified as a need in the community.

In the door-to-door survey, residents were asked about current home repair needs. A large portion of renters live in properties that require plumbing repairs (everything from leaking pipes to broken toilets) and pest control (mice, bedbugs and cockroaches). Homeowners, for the most part, had fewer repair needs.



d. Housing Programs

In addition to home repair grants, there are programs to support affordable home ownership and affordable rental housing development. Currently, there is no network for communicating about these housing programs. Because of this lack of communication, there have been assumptions and misunderstandings, which have at times created strained relationships in the community. There is the impression among some residents we surveyed and interviewed that a great deal of resources are going into support for housing for newcomers and there are limited resources for existing residents. Yet, it is clear that newcomers are facing significant housing challenges in Centennial and throughout Winnipeg. This is particularly true for those living in private rental accommodation.

Clear and open communication about housing programs and their eligibility will improve relations in Centennial. This will work to build bridges between different communities who reside in Centennial and reduce misconceptions about program eligibility. We also heard that residents would like to see more developments that have mixed uses, including mixes of tenure, income, family size, and population eligible for the affordable units.

There is an opportunity for focus exterior fix-up grants on areas most in need.



Before and after Exterior Fix-up Grant

7. Vision for the Neighbourhood



Vision:

A safe, walkable, socially active community with affordable, diverse, and well-maintained housing



8. Goals and Initiatives

Goal 1: Create opportunities for residents to work together and provide input into planning and development in the neighbourhood

Activities	Timeline	Who Leads: Potential Partners/Resources	Outputs	Indicators (progress and success)
1. Set up and facilitate Housing Stakeholder Committee with inclusive range of participants	In second month and ongoing (Frequency to be determined by committee, no less than 4 times per year)	Centennial Housing Stakeholder Committee, to be set up and facilitated by Housing Coordinator: Wpg. Housing, China Town Development Corporation, Living Gospel Church, Landlords, CNDC, Neighbourhoods Alive!, Manitoba Housing – Renovation and Homeowner Delivery, Community Liaison and New Project Delivery – IRCOM, Habitat for Humanity, Dufferin School, Kinew Housing, Renters, Home Owners, Artist Community	-Housing Stakeholders Committee established and functioning -Committee meets at least 4 times per year -Action Plan for Housing Stakeholders Committee is developed -Number and representativeness of Housing Committee attendees	-Number of residents on Housing Stakeholder Committee (increase in resident participation) -Proportion of meetings attended by resident members -Housing Stakeholder Committee members feedback about facilitation (annual survey)
2. Hold CCIA Board meetings/AGMs	Annually	CCIA Board	-Board is meeting and functioning -Quorum is met at meetings -AGMs are held and attended by representative range of residents	-Annual survey of CCIA Board Members for feedback on functioning of Board
3. Organize community events: BBQs, clean ups, consultations, learning opportunities, workshops, etc.	Goal of at least one event annually	CCIA Board and Housing Coordinator partner with: IRCOM, Rossbrook House, Freight House Board, Boys and Girls Club, Dufferin School, CNDC, Neighbourhoods Alive!, Frame, City of Winnipeg Community Development	-Community events are held -Community partners participate in events	-Number of volunteers for events increases -Number of organizations involved in or attending events

Goal 2: Strive for a healthy mix of quality housing in the neighbourhood to both meet the needs of existing residents and provide opportunities for new residents.

Activities	Timelines	Who leads: Potential partners/resources	Outputs	Indicators (progress and success)
1. Define the mix of housing desired in particular areas of the neighbourhood, based on maps of existing housing mix and neighbourhood demographics	Year 1	Led by Centennial Housing Stakeholder Committee, partners with: Social Planning Council of Winnipeg, Canadian Centre for Policy Alternatives, Institute of Urban Studies, City of Winnipeg Housing Division	-Document with: 1. Existing housing mix 2. Desired housing mix for Centennial, with specific areas where mix could be altered identified -This document to be updated regularly as demographics and identified housing need changes	-Housing Stakeholder Committee consensus on desired housing mix
2. Analyse opportunities for strategic development in the community	Year 1 and ongoing	Led by Housing Coordinator, Partners with: CCIA Board of Directors, Centennial Housing Stakeholder Committee, City of Winnipeg Housing Division, Winnipeg Housing	-Map with housing development opportunities identified -Ownership of strategic land parcels determined	-Increase in awareness of development opportunities
3. Work with developers, including private, government and not-for-profit, to support development that will move towards this goal. This will be achieved through: -encouraging strategic infill development, with a focus of development on vacant lots -preserving and improving existing housing through connecting with grant programs -supporting developments that have a mix of tenure and affordability -collaborating with MB Housing on plans for existing housing stock in community - attracting the right developers	Based on Action Step 2, Ongoing	Led by Centennial Housing Committee, Partners with: City of Winnipeg Housing Division, Manitoba Homeowner Delivery, not-for-profit and private sector developers	-Relationships with developers established and maintained -Communication about supports for housing improvement -Information gathered about MB Housing's plans for existing housing stock -Meetings with MB Housing to discuss existing housing stock - Resident participation in discussions	-Number and type of infill developments -Decrease in the number of vacant lots and boarded buildings -Number of grants provided with evidence of how they improve the quality of housing -Decrease in the proportion of residents in core housing need -Decrease in the proportion of houses in need of major repair

Goal 3: Improve relationships between landlords and tenants

Activities	Timeline	Who Leads: Potential Partners/Resources	Outputs	Indicators (progress and success)
1. Build positive relationships with landlords and tenants in the community, both through the housing coordinator and the Housing Stakeholder Committee	Year 1 and ongoing	Led by Housing Coordinator	-Contacts with landlords and tenants -Landlords and tenants on Housing Stakeholder Committee	-Landlord and tenants' satisfaction with Housing Stakeholder Committee (annual survey) -Increase in number of landlords and tenants in contact with CCIA
2. Provide resources to landlords and tenants on rights and responsibilities	Year 2 and ongoing	Led by Housing Coordinator Potential Partners/Resources: CNDC Newsletter, Winnipeg Rental Network, Bedbug Coordinator at DMSMCA	-Information sessions held -Resource Guides provided	-Information session participants' satisfaction (survey) -Number of participants in information sessions
3. Explore opportunities to create housing support program in Centennial	Year 2-3	Led by Housing Stakeholder Committee, Potential Partners/Resources: Tenant Landlord Cooperative, Winnipeg NRC's, Women's Resource Centres, HOMES Mentors, Neighbourhoods Alive!, Neighbourhoods Alive, Winnipeg Rental Network, Dufferin School	-Project proposal developed -Meetings with funders -Project funded and established	-Housing Stakeholder Committee support for program/project -Funder support for program/project

Goal 4: Improve safety in Centennial

Activities	Timeline	Who Leads: Potential Partners/Resources	Outputs	Indicators (progress and success)
1. Set-up and facilitate Safety Committee for Centennial. Priorities for the committee will be: - work with WPS for Foot Patrols - by-law enforcement - lighting - traffic safety	Year 1 and ongoing	Centennial Safety Committee, partners with: Winnipeg Police, Public Works, Waste Management, By-Law Enforcement, Forestry Department, Winnipeg NRCs, Feet on the Street, Dufferin School	-Safety committee is established, meeting and functioning -Action Plan for Safety Committee is developed -Meetings with WPS -Meetings with Bylaw Enforcement - Safety committee reporting	-Safety Committee member feedback on facilitation (through annual survey) -Changes in WPS support in community -Complaints about safety and bylaw infractions are resolved -Time to address bylaw infractions is reduced
2. Improve safety within housing through focusing fix-up grants on community safety	Annually	Housing Coordinator partners with: Housing Stakeholders Committee, City of Winnipeg, Province of Manitoba	-Criteria for housing grants is developed -Unsafe houses are targeted for grant applications	-Number of safety issues addressed through exterior fix-up grants -Resident survey on housing safety issues

Goal 5: Preserve or create amenities for a walkable neighbourhood

Activities	Timeline	Who Leads: Potential Partners/Resources	Outputs	Indicators (progress and success)
1. Communicate about and support development of missing amenities where possible	As needed	Led by: Local businesses, West End BIZ, Exchange BIZ, CNDC Partners: CCIA	-Meetings held and letters of support written as needed	-Resident survey on what is missing from the neighbourhood

Goal 6: Create pride among residents in the community

Activities	Timeline	Who Leads: Potential Partners/Resources	Outputs	Indicators (progress and success)
1. Neighbourhood beautification through partnering with cultural community, organizing community events This could include: -Murals -Community gardens -Awards for best property appearance -Public art	As needed	CCIA to play supporting role. Partners: Frame, Rossbrook House, IRCOM, Freight House	-Beautification projects -Community events held	-Increase in number of public art, murals, community gardens -Increase in number of community events

Goal 7: Support local employment, when possible

Activities	Timeline	Who Leads: Potential Partners/Resources	Outputs	Indicators (progress and success)
1. Encourage local hiring when utilizing community grants, housing grants, hiring staff	Ongoing	CCIA to support where possible Potential Partners/Resources: Dufferin School, West End BIZ, Exchange BIZ	-Job postings in community -Communication about opportunities to hire locally	-Number of residents hired for work supported by CCIA
2. Create directory of local professionals and businesses	Year 4	CCIA to support/partner with West End BIZ, Exchange BIZ	-Directory developed	-Number of organizations/businesses using directory for hiring

9. Summary

Centennial is a community on the edge of many things. Physically, it is on the edge of downtown, between the boundaries of the North and West ends. While downtown revitalization has created some benefits in terms of property values and safety, there has also been increasing difficulty accessing land for developments to benefit low income residents and an increase in surface parking lots to service downtown amenities.

In terms of development, Centennial just on the edge of becoming one of the most complete communities in Winnipeg. It has a range of housing options in terms of affordability, size and tenure and almost all of the amenities people need. Centennial is just on the edge of revitalization. It is becoming more attractive for developers and investors, and more desirable for home buyers due to its proximity to downtown. Improvements to housing have not been even throughout the community, with some parts of Centennial declining over the past decade. This creates a need to balance development to ensure existing residents are not displaced due to decreasing affordability, while at the same time seeking out opportunities that create a healthier mix of housing throughout the community.

Many organizations and residents have strong commitments to making Centennial a better place. Organizational issues and programming without sound sustainability planning in the community have made this progress slower than it could be. Now is an opportune moment to utilize resources, which are becoming increasingly scarce, to push Centennial over the edge, from being a marginal community to being a complete central neighbourhood.



10. Want to Know More?

Plans Affecting Centennial:

OurWinnipeg and Complete Communities: <http://speakupwinnipeg.com/ourwinnipeg/>

West Alexander and Centennial Neighbourhood Plan: http://www.winnipeg.ca/ppd/planning_secondary_adopted_WAlex.stm

HomeWorks! Housing Strategy and Policy Framework for Manitoba: http://www.gov.mb.ca/housing/pubs/homeworks_booklet.pdf

Neighbourhood Demographics: The demographics used were from the 2011 National Household Survey undertaken by Statistics Canada. It is important to note the decreasing reliability of these demographics because of the change from the Mandatory Long Form Census. Reliability in the Centennial community was a particular concern. Because the Neighbourhood Profiles from the City of Winnipeg were not available yet, the statistics provided were a compilation of Census Dissemination Areas: 46110068, 46110070, 46110071, 46110072, and 46110076. The additional area within the community, 46110074, was not included because of a non-response rate of 75.3%. We recommend updating the demographic information utilizing the City of Winnipeg Neighbourhood Profiles once they are available.

Grocery Store Classification:

Grocery Store: A food retailer primarily engaged in retailing a general line of food, such as canned, dry and frozen foods; fresh fruits and vegetables; fresh and prepared meats; fish, poultry, dairy products and snack foods. These establishments also typically retail a range of non-food household products, such as household paper products, toiletries and non-prescription drugs. (Directly from NAICS 2012 definition)

Supermarket: A food retailer offering a full line of groceries, meats, produce, dairy, and baked goods, while being a minimum of 10,000 square feet in size. (Based on Food Marketing Institute definition, with an adjusted definition for size (consistent over the decades), and to remove the exclusion of department stores)

Convenience Store: A food retailer engaged in retailing a limited line of convenience items that generally includes milk, bread, soft drinks, snacks, tobacco products, newspapers and magazines. These establishments may retail a limited line of canned goods, dairy products, household paper and cleaning products, as well as alcoholic beverages and provides relative services, such as lottery ticket sales and video rentals. (Directly from NAICS 2012 definition)

Specialty Food Stores: A food retailer that sells specialized lines of food products, which include meat markets, fish and seafood markets, fruit and vegetable markets, baked goods, and other. (Directly from NAICS 2012 definition with adjustments to exclude nuts and confectionary because these are not staple foods for meal preparation at home)

Crime Prevention Through Environmental Design (CPTED): CPTED is the relationship between how space is designed and used and the real or perceived feeling of safety by the user of the space. There are four key principles used in CPTED analysis: natural surveillance, access control, territoriality, and maintenance and image. For more information, go to: http://lin.ca/sites/default/files/attachments/CPTED_0.pdf