# TABLE OF CONTENTS

TABLE OF CONTENTS...................................................................................................................................................................................................... 2  
FOREWORD .................................................................................................................................................................................................................... 3  
1. EXECUTIVE SUMMARY ........................................................................................................................................................................................... 4  
2  INTRODUCTION...................................................................................................................................................................................................... 5  
3  COMMUNITY ENGAGEMENT ................................................................................................................................................................................. 8  
4  POLICY FRAMEWORK........................................................................................................................................................................................................ 11  
5  BACKGROUND REPORT SUMMARY ...................................................................................................................................................................... 17  
6  NEIGHBOURHOOD AND HOUSING VISION, GOALS, AND ACTION PLAN ............................................................................................................. 26  
7  CONCLUSION........................................................................................................................................................................................................ 44
FOREWORD

The St. John’s Neighbourhood Housing Plan (the Plan) will help guide community driven initiatives for local housing and neighbourhood improvements over the next five years (2015-2020). The planning process was generously funded by the City of Winnipeg and led by a Steering Committee comprising of members of the St. John’s Residents’ Association (SJRA) Housing Committee. From September 2014 to June 2015, planning consultants from MMM Group Limited (MMM) were retained to work with the Steering Committee to conduct background research, help engage with the community, and prepare the final document. The Plan’s content was informed by all those who completed the community surveys and participated in the focus group meetings, interviews, community conversations and workshops. The Plan would not have been possible without the hard work and insightful input of all those who participated in the process. We would like to thank everyone who contributed to this project.
1. EXECUTIVE SUMMARY

St. John’s is a diverse neighbourhood, home to approximately 7,725 residents and is located in Winnipeg’s historic North End. St. John’s is predominantly a residential neighbourhood with local community facilities, businesses, and schools for children of all ages. St. John’s has a relatively diverse housing stock, convenient access to public transit, and established municipal infrastructure and services. However, St. John’s also has a number of challenges, including an aging housing stock and homes in need of major and minor repairs.

Working closely with the neighbourhood residents, the St. John’s Resident’s Association (SJRA) developed the St. John’s Neighbourhood Housing Plan (the Plan). The Plan is in response to community challenges, including access to affordable housing, safety and the perception of safety, by-law infractions, and a limited awareness on available tools and resources for home maintenance.

Extensive community engagement along with a comprehensive background review helped reveal the strengths, weaknesses, opportunities and challenges for housing in St. John’s. A vision statement for the St. John’s Neighbourhood Housing Plan is supported by six goals built on these strengths and assets, and envisions ways to overcome existing issues and challenges. Each goal is supported by achievable actions that are within the SJRA’s capacity and resources.

The following goals will guide community driven initiatives for local housing and neighbourhood improvements over the next five years (2015-2020):

**GOAL 1 MAINTAINING A HEALTHY AND AFFORDABLE RANGE OF HOUSING OPTIONS**
**GOAL 2 ENCOURAGING UPGRADES AND IMPROVEMENTS TO THE EXISTING HOUSING STOCK**
**GOAL 3 IMPROVING SAFETY AND THE PERCEPTION OF SAFETY IN THE NEIGHBOURHOOD**
**GOAL 4 FOSTERING AND STRENGTHENING COMMUNITY PRIDE AND VOLUNTEERISM**
**GOAL 5 FOSTERING A UNIQUE IDENTITY FOR ST. JOHN’S**
**GOAL 6 PROMOTING HEALTHY LIVING AND WELL-BEING FOR ALL RESIDENTS**

In developing this plan, the Project Team believed that the way in which the plan was created was just as important as the final product. Through engagement events and workshops, community residents were able to connect with one another and meaningfully contribute to the process of developing a vision and action plan for their neighbourhood.
2 INTRODUCTION

2.1 The St. John’s Neighbourhood Housing Plan

A neighbourhood housing plan aims to establish a shared VISION, GOALS and ACTION PLAN for future neighbourhood and housing renewal in a specific area. In addition, a neighbourhood housing plan aims to:

» Identify the opportunities and challenges of the neighbourhood.
» Identify a geographic focus for housing supports.
» Build consensus about what needs to be accomplished in the neighbourhood.

The St. John’s neighbourhood is located in Winnipeg’s historic North End, within close proximity to downtown Winnipeg. As identified by the City of Winnipeg, the neighbourhood boundaries include Redwood Avenue to the south, Carruthers Street to the north, Main Street to the east, and McGregor Street to the west (Figure 1: Study Area). It is a predominantly residential neighbourhood with local community facilities, businesses, and schools for children of all ages. St. John’s has a relatively diverse housing stock (single-family dwellings, duplexes and multi-family dwellings), convenient access to public transit, and established municipal infrastructure and services. However, as in many mature neighbourhoods in Winnipeg, St. John’s also experiences a number of challenges, including an aging housing stock and homes in need of major and minor repairs.

2.2 Purpose of the Housing Plan

The St. John’s Neighbourhood Housing Plan highlights community needs, establishes neighbourhood priorities, and provides proof of support for particular projects. This type of information and insight can be beneficial to government departments and other organizations responsible for allocating funding for neighbourhood and housing renewal, and assist local community organizations to align their projects/funding/goals with the needs of the neighbourhood.

The content of the Plan is informed by data and statistics, as well as input from community members and stakeholders. Throughout the planning process, the project team believed that the way in which the Plan was created was just as important as the final product. Data and statistics can tell part of a neighbourhood’s story, but it is the people who spend their days and nights within the community who can truly identify the strengths and weaknesses of an area and provide realistic direction for future change.
Figure 1: Study Area
2.3 Project Team

The project team for the St. John’s Neighbourhood Housing Plan consisted of a Steering Committee (made up of members of the SJRA Housing Committee and other stakeholders) and planners from MMM. The Steering Committee generously dedicated their time and effort to help engage with the St. John’s community and prepare the final document. By living and/or working in the neighbourhood, each committee member brought a unique perspective to the project.

STEERING COMMITTEE

» Alana Ring-Woodard
» Angela Young
» Dale Harik
» Dave Dessens
» Erna Andersen
» Jean Pelletier
» Ken Mason
» Mary Burton
» Sharon Unger
» Tracey Proctor

St. John’s Residents’ Association Board and Community Members
3 COMMUNITY ENGAGEMENT

The project team designed, organized and facilitated a variety of engagement techniques aimed at involving a range of community members in the planning process. These techniques included community surveys, interviews, focus groups, community conversations, community workshops and an open house. The project team felt that it was important to utilize a wide range of engagement techniques so that the diverse perspectives of St. John’s could be appropriately reflected in the Plan. Each of these techniques is described below. As you read through the Plan, you will see that it has been informed by the information and insight gathered through the community engagement techniques, as well as a review of relevant background documents and statistics.

The provision of housing or housing supports is not the responsibility of neighbourhood groups to address. However, the neighbourhood can help provide the local context, outline the issues and opportunities related to housing and neighbourhood conditions, and play a part in implementing positive change.

3.1 Surveys

A community survey assisted with reaching out to community members who may not have felt comfortable sharing their opinions in a public setting or who were unable to attend any of the other public engagement events. Two community surveys were developed by the project team and distributed to residents. Community Survey #1 was distributed and advertised in the fall of 2014 and Community Survey #2 was distributed and advertised in the winter of 2014/2015. Hard copies of Community Survey #1 were distributed to approximately 300 homes in conjunction with the SJRA fall newsletter and copies were placed at seven neighbourhood meeting places. In total, 30 individuals completed Community Survey #1. A website address to access Community Survey #2 was distributed to approximately 2500 homes as part of the SJRA winter
newsletter. In addition, hard copies were distributed to community members at various public engagement events. In total, 77 individuals completed Community Survey #2. Comprehensive summaries of the community survey results can be found in Appendix F\(^1\).

### 3.2 Interviews

Interviews provided an opportunity for an individual to share their thoughts and opinions one-on-one. Five interviews were conducted on the phone or in-person with key stakeholders working in the public, private and non-profit sectors, focusing on neighbourhood investment and housing renewal. Each interview was tailored to the specific interviewee, with the goal of gaining as much insight as possible into the role of the various sectors in the implementation of the Plan’s vision, goals and actions.

### 3.3 Focus Groups

Focus groups provided an opportunity for individuals to share their thoughts and opinions in a group setting, bouncing ideas off of one another. Seven focus groups were organized and facilitated to gain insight and perspective into the needs and issues of various stakeholder groups in the St. John’s neighbourhood. At each focus group, participants reviewed and answered a series of open-ended questions as part of a roundtable discussion. The project team organized focus group meetings with local seniors (20 participants), youth (10 participants), newcomers (5 participants), landlords (2 participants) and service agencies (approximately 40 participants).

### 3.4 Community Conversations

Community Conversations are a semi-structured interview/conversation with a community member. For the St. John’s Neighbourhood Housing Plan, this engagement method was particularly useful as it allowed community members to vocalize their needs, issues and vision for the future.

---

\(^1\) To view the appendices please contact the St. John’s Residents Association
of their neighbourhood without having to attend an organized event. Engaging in casual conversations at Machray Park, Win Gardener, the St. John’s Library, Champlain School and the surrounding areas was an ideal way to engage with local residents. The project team engaged with 16 individuals through Community Conversations.

3.5 Workshops

Community workshops provided an opportunity for a wide range of residents and stakeholders to work together to identify key issues and opportunities in the neighbourhood while completing a series of interactive group exercises. The project team organized two community workshops for this project – the first at Win Gardner Place (13 participants) and the second at Ralph Brown Community Centre (17 participants). Each workshop included a brief overview of the project and the work conducted to date, followed by break-out roundtable discussions. Participants worked in small groups to complete a series of workbook questions and mapping exercises. At the end of the roundtable discussions, a representative from each group presented highlights from their discussion back to the larger group. A copy of the workbook is provided in Appendix C.

3.6 Open House

An open house was held near the end of the planning process to share findings and the Plan’s vision, actions, and goals. Members of the project team collected comments and recommendations which were incorporated into the final document. The open house provided the project team with an opportunity to further refine any recommendations and remind residents and stakeholders that this document is their Housing Plan; a tool for the community to take ownership over and use to help implement neighbourhood improvements over the next five years (2015-2020). Twelve individuals attended the open house including the local Councilor and MLA.

---

2 To view the appendices please contact the St. John’s Residents Association
4 POLICY FRAMEWORK

The St. John’s Neighbourhood Housing Plan is one of four guiding documents which influence housing and neighbourhood improvement initiatives in St. John’s. To provide context for the Plan, a review of four other key policy documents, HOMEWorks, OurWinnipeg, Complete Communities and the City of Winnipeg Housing Policy was conducted. Providing policy context will ensure that the goals and corresponding actions identified in the Plan align appropriately within the policy frameworks established by the Province and the City.

4.1 HOMEWorks

HOMEWorks is the Province of Manitoba’s housing strategy and policy framework. The vision and mission of HOMEWorks is to promote healthy people, stronger neighbourhoods, a green environment, and safety, quality and affordability in housing markets. The strategy asserts that access to safe, affordable housing is essential to reducing poverty and that housing is the centre of social, health and economic well-being, which contributes to the development of sustainable communities. In essence, safe, affordable housing is critical to assisting individuals, families and communities to reach their full potential.

HOMEWorks identifies eight priority investment areas, including:

» The homeless and those needing intense services to promote their safety and well-being
» New Canadians
» First Nations and Metis
» Low-income households engaged in training and achieving success in gaining and maintaining employment
» Seniors
» Mature neighbourhoods and communities
» Northern Manitoba
» Rural communities and developing industries

The HOMEWorks Strategy commits funding toward sustaining and improving existing social and affordable housing, increasing the supply of quality affordable housing, and supporting community and economic development. As housing needs in St. John’s fall under the first six priority
investment areas listed above, investment dollars could be directed to St. John’s. The HomeWorks fund assists low to moderate income households through the delivery of four programs. The programs include Rental and Co-Operative Housing Program, Home Ownership Program, Homebuyer Down Payment Assistance Program, and the Northern Remove Renovation Program. St. John’s can benefit from the programs delivered through HomeWorks. For example, homeowners can apply for financial assistance for emergency home repairs, and owners of rental properties may be eligible for funding to repair their units and/or for making adaptations to units which increases accessibility of the unit.

4.2 OurWinnipeg

OurWinnipeg is the City of Winnipeg’s official development plan, which will guide growth, development and change in Winnipeg over the next 25 years. OurWinnipeg is divided into four sections and fifteen subsections. Each subsection includes directions for action to help make the City a better place and improve the quality of life in Winnipeg’s various neighbourhoods.

It is important to be aware of OurWinnipeg and its goals relating to neighbourhood and housing improvements. This is because all future development in Winnipeg must generally reflect the policies of OurWinnipeg. The policies of OurWinnipeg are quite general which allows for their implementation in all parts of the city. For example, OurWinnipeg’s direction of Safety and Security will be supported by the Housing Plan’s goal of improving safety and the perception of safety in St. John’s.

The following OurWinnipeg Sections and corresponding Directions can lend support towards implementation of the St. John’s Neighbourhood Housing Plan’s goals and actions:

SECTION ONE: A CITY THAT WORKS

Safety and Security

» Direction 3: Promote safety in buildings.
» Direction 4: Promote safety on streets and sidewalks.
» Direction 8: Help people and communities make safe places in safe neighbourhoods.
Housing

» **Direction 1**: Support diverse housing options in each neighbourhood throughout the city.
» **Direction 2**: Collaborate with other levels of government and other partners to renew and regenerate Winnipeg’s housing stock.
» **Direction 3**: Establish partnerships with the private, not-for-profit and government sectors to provide affordable housing throughout the city, with a particular focus on locations near a variety of transportation options.
» **Direction 4**: Provide leadership in encouraging and enforcing property-related housing standards that create and promote safe living conditions for homeowners, tenants and for communities as a whole.

Recreation

» **Direction 1**: Promote and enable opportunities for all age groups to be active as part of their daily lives.
» **Direction 2**: Work with community partners to provide services that are responsive to the community’s recreation and leisure needs.
» **Direction 3**: Directly provide, or facilitate through partnerships, equitable access to a base level of recreation, culture and leisure services for all Winnipeggers.
» **Direction 5**: Provide or facilitate community development and recreation opportunities for vulnerable youth.
» **Direction 6**: Plan for sustainable and connected recreation and leisure infrastructure.

SECTION THREE – QUALITY OF LIFE

Opportunity

» **Direction 3**: Work with community partners to foster an inclusive and equitable community.
» **Direction 5**: Acknowledge that Aboriginal Winnipeggers bring a diverse richness of cultures, traditions, values, skills and perspectives to our city.
» **Direction 7**: Develop community-directed strategies to support quality of life for our growing communities of international newcomers.

Vitality

» **Direction 3**: Work in partnership with communities to identify and address neighbourhood issues.
» **Direction 6**: Promote cleanliness and beautification.
» **Direction 8**: Working through community partnerships, respond to food needs as identified by communities.
4.3 Complete Communities

Complete Communities is one of four Direction Strategies supporting OurWinnipeg, which focuses specifically on guiding land use and development in Winnipeg. The St. John’s neighbourhood is identified as a mature community in Complete Communities. Mature communities include distinguishing features such as a grid road network with back lanes and sidewalks, a housing stock largely built before the 1950s, a mix of land uses along many of the commercial streets, and well-established municipal services. Due to their established nature, mature communities represent some of the most ‘complete communities’ in Winnipeg, providing opportunities for housing and commercial infill development while maximizing the use of existing infrastructure and services.

Similar to OurWinnipeg, future development in Winnipeg shall generally comply with the policies of Complete Communities. Therefore, the current challenges of St. John’s, such as an aging housing stock, access to services and amenities, and protecting affordable housing can be addressed by the following Direction and Enabling Strategies in Complete Communities and reflected in the St. John’s Neighbourhood Housing Plan:

**DIRECTION 1**: Encourage conservation and upgrading of existing housing in mature areas and expand housing opportunities through infill development.

- Support the rehabilitation of existing housing stock where required.
- Upgrade and maintain infrastructure in aging residential areas to encourage maintenance of housing.
- Support a mix of uses within buildings located on commercial streets.
- Facilitate land assembly for infill developments.
- Build upon the local heritage of mature neighbourhoods, including the sustainable reuse of existing building stock and other historic elements.

4.4 City of Winnipeg Housing Policy

The City of Winnipeg Housing Policy supports the implementation of OurWinnipeg and Complete Communities to achieve a sustainable and healthy housing environment that meets the needs of Winnipeg’s population. The policy includes provisions related to affordable housing development, support for neighbourhood and individual activity that maintains or improves the quality of housing stock and housing choice, and
provisions which address issues beyond City jurisdiction such as exploring opportunities to lever existing and future federal and provincial programs to address housing needs in Winnipeg.

Objectives of the City of Winnipeg Housing Policy which apply to St. John’s include:

» To encourage new housing development that:
  • Creates diverse housing options throughout the City that includes a range of sizes, forms and tenures of housing to accommodate a range of incomes and household types.
  • Reflects Universal Design principles and “visitability” standards.
  • Establishes a sufficient supply of affordable, adequate and suitable housing throughout the City that meets the needs of the population of Winnipeg.
  • Supports a pedestrian and transit friendly environment, including higher residential densities near services and on transit corridors.

» To support revitalization and maintenance of housing that:
  • Promotes adequate, safe living conditions for homeowners and tenants, and supports safe, orderly, viable and sustainable communities.
  • Brings life back to Mature Communities through locally planned, community support housing renewal initiatives.
  • Strengthens social, economic and environmental sustainability.

» To enable communities to develop and implement locally planned, community supported housing renewal initiatives that are consistent with OurWinnipeg and Complete Communities.

The City of Winnipeg Housing Policy also includes performance indicators regarding the housing environment that when applied helps determine priority areas of need to guide the development of City programs. This plan collects data on each indicator as identified by the City of Winnipeg Housing Policy for the St. John’s neighbourhood. The indicators include:

» Housing supply
  • Population estimates and projections
  • Housing starts
  • Supply of units completed and not absorbed by tenure and type
  • Listings, by tenure and title
- Total rental units
- Vacancy units

» Access to affordable housing
  - Affordability gap [gap between 40th percentile income and median market rent or the cost of an average single-family home (attached or detached)]
  - Population in core housing need

» Quality of existing housing stock/neighbourhoods
  - Market (assessment) values
  - Number of vacant lots
  - Number of vacant buildings
  - Orders under the Neighbourhood Liveability By-Law
  - Number of new construction units
  - Building permits issued for major renovation

The implementation strategy for the City of Winnipeg Housing Policy can help St. John’s in meeting its goals as identified in the Plan. For example, the City will support increasing the supply of affordable housing and rental units to more effectively address demand, as well as encourage neighbourhood activity that maintains or improves the quality of housing stock. Working with the City through the City of Winnipeg Housing Policy can help SJRA further address the neighbourhood’s current challenges and opportunities.
5 BACKGROUND REPORT SUMMARY

5.1 Background Summary Report

A comprehensive background review was conducted for St. John’s. The intent of this review was to identify current demographics, statistics, and information related to neighbourhood and housing needs. The full report, found in Appendix A, includes demographics and statistics for St. John’s, data for William Whyte and Jefferson to discuss how St. John’s compares to its neighbouring communities, and connects St. John’s existing conditions to the Housing Plan’s goals and actions. The following sections are the highlights from the background review.

NOTE: Unless otherwise noted, all statistical data in the following sections has been obtained from the St. John’s Neighbourhood Profile (City of Winnipeg & Statistics Canada, 2006).

5.2 Population and Demographics

St. John’s is home to approximately 7,725 residents and is a relatively diverse population; 17 percent of residents identify as Metis, 12 percent identify as First Nations, and 18 percent identify as a visible minority. Opportunities may be present for St. John’s to provide culturally appropriate housing and service amenities.

St. John’s is a “young” community. Forty-four percent (44%) of the total population is under the age of 30, with the 10 to 14 year olds as the largest age cohort accounting for 9 percent of the neighbourhood population (Figure 5.1: Population Pyramid). As this age cohort ages, an increase in the demand for rental units and starter homes may occur.

---

3 To view the appendices please contact the St. John’s Residents Association
The average household size of St. John’s is 2.5 persons, with a median household income of $32,204. Approximately 34 percent of households in St. John’s are led by lone-parent’s with 29 percent identifying as single-mothers. Raising a family on one income can result in lower standards of living, and therefore opportunities may exist to identify and provide appropriate housing and social supports for lone-parent families.

5.3 Existing Land Use

St. John’s is primarily a residential neighbourhood with commercial businesses located on the periphery of the neighbourhood (Figure 5.2: Existing Land Uses). A few small businesses, schools, and places of worship are scattered throughout the neighbourhood. The area is well serviced by Winnipeg Transit and a dedicated bike route is located along Powers Street and Machray Avenue. The majority of residential properties are single-detached houses, however, there are also a number of detached duplexes and multi-family apartment buildings.
Figure 5.2: Existing Land Uses
5.4 Housing Type, Tenure, and Conditions

There are approximately 3,115 private dwellings in St. John’s. As Figure 5.3: Housing Types for St John’s illustrates, 55 percent are single-detached houses, 24 percent are units in apartment buildings, 18 percent are detached duplexes, 3 percent are semi-detached houses and >1 percent are “other single-attached house”.

In 2014, 62 percent of dwellings were owner occupied and 38 percent were rental dwellings (Winnipeg Rental Network, 2014). This statistic follows a common pattern of home ownership being correlated with income. St. John’s has a healthy mix of housing type and tenure, which is important as it allows residents to continue living in the neighbourhood as they age and experience changes in family size and income.

The majority of dwellings (58%) in St. John’s were built before 1946. As a result, many of the dwellings in St. John’s are at least 70 years old. More recent housing construction for St. John’s includes 30 homes built between 1996 and 2006.
The project team for the St. John’s Neighbourhood Housing Plan conducted an exterior housing evaluation and concluded that:

» 59% of dwellings were considered in good condition
» 34% of dwellings were considered in need of minor repair
» 8% of dwellings were considered in need of major repair

In total, 1026 dwellings were identified as requiring minor and major repairs and that:

» 10% are non-owner dwellings requiring major repairs
» 8% are owner dwellings requiring major repairs
» 36% are non-owner dwellings requiring minor repairs
» 46% are owner dwellings requiring minor repairs

Figure 5.4 Housing Conditions
5.5 Housing Cost and Assessment

Housing affordability is generally defined as housing that costs less than 30 percent of before-tax household income. In 2006, 46.6 percent of tenant occupied households in St. John’s spent 30 percent or more of household income on shelter and 15.8 percent of owner-occupied households spent 30 percent or more of household income on shelter (Statistics Canada, 2006). The City of Winnipeg Property Assessment Branch indicates that the average re-sale price of a home in St. John’s in 2013 was $154,000. It is important to St. John’s residents that housing costs remain relatively affordable. By collaborating with others, the SJRA can explore plans for subsidized social housing in the neighbourhood.

5.6 Existing Zoning

The majority of St. John’s is zoned Residential Two-Family (R2). The R2 zoning indicates that an opportunity is available to increase neighbourhood density; this could be done through new construction of two-family homes, converting single-family homes into two-family homes, or through the construction of secondary suites as a conditional use. All of the properties within the neighbourhood boundaries fronting onto Main Street are currently zoned Commercial Community (C2); the C2 zoning district is primarily intended for commercial businesses.

5.7 Neighbourhood Investment

Between 2006 and 2014, the Province delivered a total of 203 exterior fix-up grants for resident-owned properties at a total of $195,713.05 and 64 exterior fix-up grants for landlord-owned properties at a total of $63,552.24. Over the past nine years, there has been a total of $600,826.65 spent in St. John’s on interior repairs, indicating $341,561.36 of leveraged investment.

The City of Winnipeg has invested in St. John’s by providing 18 vacant lots for affordable infill housing development to non-profits.

Local associations and groups also invest in St. John’s by building community capacity, addressing gang-related issues, and organizing community clean-ups. Building community capacity and encouraging resident involvement in neighbourhood activities is an essential part of neighbourhood renewal.

5.8 Community Resources and Social Services

St. John’s is home to several businesses, organizations, and facilities that strive to meet the needs of local residents (Figure 5.5 Community Resources). Businesses and facilities are mainly situated along the busier streets in the neighbourhood, including Main Street and McGregor Street. Grocery stores and restaurants, and recreational centers such as Win Gardner Place, Ralph Brown Community Centre, St. John’s Leisure
Centre, and St. John’s Library, are just a few of the community resources available to residents. St. John’s could benefit from more restaurants, a coffee shop, gas station and another grocery store in the neighbourhood.

St. John’s has five neighbourhood school grounds, and three greenspaces, including MacGregor Playground, Andrews Tot Lot and Salter Tot Lot. The three public parks are all located in the northern portion of the neighbourhood and are generally smaller in size. St. John’s features a dense, mature street tree canopy that covers the neighbourhood.

There are two local streets, Powers Street and Machray Avenue, which have been identified as “bicycle boulevards” as part of the City of Winnipeg’s Active Transportation (AT) Network. A bicycle boulevard is a shared roadway that has been optimized for bike traffic.

Figure 5.5 Community Resources
5.9 Safety & By-law Enforcement Activity

According to the City of Winnipeg’s Crime Statistics for St. John’s, criminal activity in the neighbourhood decreased by 17 percent between 2013 and 2014, with notable decreases in the number of residential break and enters, other break and enters, and attempts at motor vehicle theft. Safety, whether real or perceived, is important when building and maintaining a sense of community. Areas where residents do not feel safe, particularly after dark, were identified by community residents. Strategies or plans developed at the local community level for dealing with safety and crime problems can help improve safety and the perception of safety in the neighbourhood.

Garbage and litter, bulk waste, un-kept lawns, and graffiti are an issue in some areas of St. John’s. According to the City of Winnipeg’s By-law Enforcement Activity Data for St. John’s, 300 by-law enforcements were issued in 2014; 44% of the issued orders were for the Neighbourhood Livability By-law. Un-maintained and unclean properties can give a negative perception of the neighbourhood and an opportunity exists for the SJRA to work with property owners to ensure that properties are well-maintained.

<table>
<thead>
<tr>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Crime Type</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Homicide</td>
</tr>
<tr>
<td>Sexual Assault</td>
</tr>
<tr>
<td>Shooting</td>
</tr>
<tr>
<td>Robbery Commercial</td>
</tr>
<tr>
<td>Robbery Non-Commercial</td>
</tr>
<tr>
<td>Break &amp; Enter Commercial</td>
</tr>
<tr>
<td>Break &amp; Enter Residential</td>
</tr>
<tr>
<td>Break &amp; Enter Other</td>
</tr>
<tr>
<td>Theft of Motor Vehicle Attempt</td>
</tr>
<tr>
<td>Theft of Motor Vehicle Actual</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>
5.10 Sense of Community and Neighbourhood Identity

St. John’s is a very community and family-oriented neighbourhood, characterized by strong schools, active community facilities, and a wide range of programming opportunities for children and seniors. However, it is noted that St. John’s is lacking a sense of identity - something that sets it apart from other neighbourhoods. Tying into the theme of identity, the development of a neighbourhood “focal point” could act as a meeting place for residents and visitors to the community. An opportunity also exists for neighbourhood beautification, this could include adding more street trees and flowers, as well as benches, bike racks and other community amenities.
6  NEIGHBOURHOOD AND HOUSING VISION, GOALS, AND ACTION PLAN

The community engagement strategy and comprehensive background review revealed the strengths, weaknesses, opportunities and challenges for St. John’s. A vision, goals, and actions are established and respond to community challenges such as maintaining affordable housing, safety and the perception of safety, by-law infractions, a limited awareness of available resources, a need to enhance community pride and volunteerism, and the promotion of healthy living and well-being.

The Vision Statement for St. John’s provides an ultimate future outcome for the neighbourhood, and is supported by six goals. The goals are based on input from community members building on the neighbourhood’s strengths and assets. Each goal envisions ways to overcome existing issues and challenges and is supported by achievable actions that are within the SJRA’s capacity and resources to be achieved (either fully or partially) over the next five years and beyond. The St. John’s Residents’ Association is responsible for initiating the actions outlined in the strategy, with the assistance of the proposed partners.
VISION STATEMENT FOR THE NEIGHBOURHOOD

St. John’s is a safe, inclusive and affordable place to live with a range of housing options. It is a vibrant neighbourhood providing access to meaningful community opportunities, fostering engaged and active citizens. St. John’s is a place where residents take pride in their homes and community and look out for one another.
NEIGHBOURHOOD GOALS

GOAL 1: Maintain a healthy and affordable range of housing options for individuals and families.

GOAL 2: Encourage upgrades and improvements to the existing housing stock.

GOAL 3: Improve safety and the perception of safety in the neighbourhood.

GOAL 4: Foster community pride, strengthen community capacity and promote volunteerism.

GOAL 5: Foster a unique identity for the neighbourhood.

GOAL 6: Promote healthy living and well-being for all residents.
GOAL 1

Maintain a healthy and affordable range of housing options for individuals and families.

A neighbourhood with diverse and affordable housing allows individuals and families to continue living in the neighbourhood as they age and experience changes in family size and income. As residents continue to live in their neighbourhood, strong social networks develop, which then contributes to engaged and active citizens. Wide-participation of residents in decision-making and mutually supportive relationships are indicators of a healthy neighbourhood. By maintaining a range of housing options, strong social networks can develop.

OBJECTIVES

» Maintain a healthy mixture of ownership to rental units in St. John’s; currently 62% of dwellings in St. John’s are owner occupied and 38% are rental units.

» Ensure that a range of housing options (i.e. apartment units, rental housing, duplexes, and single-family homes) are present in the community as this allows residents to continue living in St. John’s through changes in family size and income level.

» Improve housing affordability; 47% of tenant occupied households in St. John’s spend 30% or more of household income on shelter, and 16% of owner-occupied households spend 30% or more of household income on shelter.

» Increase housing options for seniors.

» Increase the number of secondary suites in the neighbourhood; the majority of St. John’s is zoned Residential Two-Family (R2) which accommodates an increase in neighbourhood density.
**ACTIONS**

» Monitor the mix of home ownership and rental units helping to identify changes in housing tenure over time.

» Work with the City of Winnipeg and the Province of Manitoba to explore ways to ensure the number of rental units in the community do not drastically decrease over time (e.g. apartment units renovated into condominiums).

» Explore partnerships with relevant organizations and stakeholders to:
  - Organize and facilitate workshops on the steps to becoming a homeowner.
  - Research opportunities to promote/assist with housing affordability.

» Promote the programs offered by the City of Winnipeg and the Province of Manitoba to promote the development of secondary suites (where appropriate).

» Collaborate with the City of Winnipeg, the Province of Manitoba, and local non-profit housing providers and landlords to discuss the need for more transitional housing options for individuals transitioning out of homelessness and into stable housing situations.

» If and when a larger parcel of land becomes available or a larger multi-family building becomes available, encourage the development of housing that would be suitable for seniors, such as a small to medium sized complex with space available for indoor and outdoor programming.

» Collaborate with Manitoba Housing on plans for existing subsidized social housing stock throughout the neighbourhood.

» Work with the City of Winnipeg to encourage the development of a secondary plan by-law to identify areas of future increased housing density.

» Celebrate successful local affordable housing projects at community events and in the SJRA newsletter.
GOAL 2

Encourage upgrades and improvements to the existing housing stock.

A healthy community includes housing that is safe, clean, and comfortable. To provide comfortable living conditions for residents, upgrades on houses in poor condition as well as regular maintenance is required. To perform routine maintenance and repairs, property owners and tenants must be equipped with the appropriate knowledge, resources, and support. As a mature community St. John’s has an older housing stock and upgrades and improvements to the existing housing stock can be encouraged to ensure that residents have comfortable living conditions.

OBJECTIVES

» Create opportunities for housing maintenance; home owners and renters have similar needs for housing repairs.
» Focus efforts on areas with the highest concentration of houses in need of major and minor repairs.
» Increase the image of St. John’s through improvements of housing conditions.
» Improve the safety and livability of housing conditions.
ACTIONS

» Educate property owners on homeowner responsibilities including basic home and property maintenance. Partner with local businesses to host home renovation workshops.

» Continue to offer and promote grant and funding programs to renovate and repair local housing in need.

» Strive to increase the number of Residential Housing Fix-Up Grants administered annually by partnering with large businesses, as well as by exploring additional funding venues.

» Consider the following housing repair topics at the upcoming annual prioritization meeting for the Residential Housing Fix-Up Grants:
  • Windows
  • Exterior paint
  • Roofing
  • Fencing

» Ensure homeowners, landlords and renters are aware of available grants by advertising in SJRA newsletters, community newspapers, and posters in neighbourhood meeting places.

» Partner with the North End Community Renewal Corporation (NECRC) to develop and organize a workshop and/or resources on how to apply for housing grants (i.e. applicable projects, information required, etc.).

» Work with the North End Community Renewal Corporation (NECRC) to encourage homeowners and landlords to utilize and support the NECRC Building Construction Maintenance Program and Building Urban Industries for Local Development (B.U.I.L.D.) to help build local skills and keep building maintenance dollars in the community.

» Work with the City of Winnipeg, Province of Manitoba and the Winnipeg Rental Network to identify ways to ensure public and private landlords are held accountable for the provision of safe and healthy housing units.
» Promote and advertise local organizations that provide support and education on housing renewal grants and initiatives.

» Collaborate with NECRC and the Tenant Landlord Corporation (TLC) program to address the following concerns:
  - Grants for landlords to complete repairs without rent increases.
  - Advocacy for tenants to address rental issues (retrieving damage deposits, eviction prevention, access to affordable housing, neglected repairs).
  - Advocacy for landlords to address rental issues (conflict resolution, how to navigate the rental laws, dealing with tenant damages/harmful behavior).
  - Workshops on tenants’ rights and responsibilities.

» Continue to promote the resources and supports available to address bed bug issues.

» Work with the City of Winnipeg’s By-law Enforcement Officers to promote engagement and participation through the development of workshops, education, and monitoring.

» Monitor the condition of the housing stock through an annual windshield/walking survey; this may be administered through the development of a Citizens on Patrol Program (COPP).
GOAL 3

Improve safety and the perception of safety in the neighbourhood.

Safety, whether real or perceived, is important when building and maintaining a sense of community. Not all St. John’s residents feel safe and secure at home or in their neighbourhood. The feeling of being unsafe or threatened can limit one’s own sense of freedom of activity and enjoyment. The objective of this goal is to improve safety and the perception of safety in the neighbourhood so that all residents may enjoy a sense of personal safety.

OBJECTIVES

» Develop strategies or plans for dealing with safety and crime problems at the local community level.
» Improve night-time safety in the neighbourhood; 41% of survey respondents indicated that they do not feel safe in St. John’s after dark.
» Increase the presence of police and patrols in the neighbourhood; this can include community policing, foot patrols and North End Ambassadors working in the neighbourhood.
» Work with property owners to ensure properties are well-maintained; un-maintained and vandalized properties create a negative perception of the neighbourhood and make people unsafe.
» Focus efforts on concentrated areas of by-law infractions (graffiti, littering and garbage, unkept lawns); this includes Machray Park, St. John’s High School, and along College Avenue, Boyd Avenue, and Redwood Avenue (the streets and back lanes).
» Monitor the number of by-law infractions; in 2014, 731 by-law service requests were called into 311 and 300 orders were issued.
ACTIONS

» Conduct safety audits in areas that are of concern which will identify suggestions for improvements and assign parties to follow up with those responsible for addressing the problems
  o Use the templates and resources available in the Winnipeg Safety Audit Manual to guide the safety audit.

» To help residents know who to contact when an issue arises, create and distribute a “Who Do I Call?” resource for residents and businesses for information on local and City services such emergency numbers, local agencies, and recreation centres.

» Engage the participation of community members to develop a local ‘Citizens on Patrol Program’ (COPP) contributing to local leadership and management of crime problems and solutions. The COPP program would assist the SJRA with:
  • Identifying and analyzing local crime problems.
  • Suggesting suitable solutions to crime problems.
  • Implementation of a suitable response to crime problems.
  • The evaluation of response strategies.
  • Community consultation and community mobilization.

» Educate community residents on what a neighbourhood livability infraction includes and how to report it to 311.
  • Actively promote the importance of reporting bylaw infractions.

» Organize two by-law walks a year and report the neighbourhood livability by-law infractions to 311.
  • Monitor problem areas and work with By-law Enforcement Services to help address

» Continue to promote the SJRA’s Walking School Bus program to all local elementary schools and residents.

» Partner with the City of Winnipeg and Ralph Brown Community Centre to remove the dense landscaping (bushes) along the periphery of Machray Park to improve sightlines.

» Work with the City of Winnipeg Police Department to explore ways to implement community policing in St. John’s.
» Meet with representatives from the City of Winnipeg to discuss ways to ensure that City trees are pruned regularly to reduce lighting interference.

» Work with Manitoba Hydro to ensure street and back lane lighting is repaired promptly and to improve lighting conditions in the neighbourhood.

» Set-up a designated SJRA email address for community residents to report unsafe activities and areas of concerns. SJRA can track and follow-up on resident concerns.

» Create a SJRA website to include important phone numbers and contact information for City services.
GOAL 4

Foster community pride, strengthen community capacity and promote volunteerism.

The work of local associations and groups are helping to build a healthier, stronger, and more vibrant St. John’s. A strong social fabric is very important to support community improvement, civic engagement, and other activities that create bonds between individuals and groups. By engaging and empowering residents to become more active in the community, the social fabric of St. John’s is strengthened and better able to support neighbourhood and housing initiatives.

OBJECTIVES

» Build community capacity and encourage resident involvement in neighbourhood activities, both of which are an essential part of neighbourhood renewal.

» Increase the number of neighbourhood amenities, such as benches, garbage/recycling bins and bus shelters on Salter Street, McGregor Street, and in the neighbourhood parks and school yards.

» Focus efforts on beautifying the neighbourhood.

» Strengthen the social fabric of a community.
ACTIONS:

» Continue to support the annual SJRA community clean-up.

» Work with the City of Winnipeg and Recycle Everywhere to ensure there are an adequate number of garbage/recycling bins throughout the neighbourhood.

» Work with the City of Winnipeg, community organizations and landlords of multi-unit buildings to identify solutions for bulk waste removal.

» Work with the City of Winnipeg to conduct an Urban Design Assessment of Main Street, Salter Street and McGregor Street to achieve the following:
  • Improve the look and feel of these main corridors.
  • Support the pedestrian environment.
  • Support local businesses.

» Enhance neighbourhood beautification by:
  • Identifying a potential location(s) and local artist(s) for the installation of public art.
  • Developing a competition for best property appearance and presenting annual awards at an SJRA community event (e.g. Annual General Meeting, community BBQ, etc.).
  • Working with the City of Winnipeg to increase the number of flower plantings along Main Street, Salter Street and McGregor Street.

» Partner with the Ralph Brown Community Centre, Ralph Brown School, and other interested community organizations to develop a community garden along the west side of the Ralph Brown Community Centre.

» Encourage businesses to take pride in their property and keep it clean and free of litter.

» Meet annually with other residential associations to share ideas on engaging community residents as volunteers.

» Work with the United Way to organize a Day of Caring in the community (as part of a community clean-up, neighbourhood park renewal, community garden creation, etc.)
Coordinate with Take Pride Winnipeg staff to better utilize their services and programs, including:

- Team Up to Clean Up
- Graffiti Removal
- Urban Green Team
- Green Wave
- Murals
- Winnipeg in Bloom
- Brush Up Winnipeg

Work with local historians and the Manitoba Historical Society to create a self-guided Historical Walking Tour of the neighbourhood, with a map outlining places, landmarks, etc. of historical significance.

Take part in Winnipeg’s annual Jane’s Walk, inviting Winnipeggers to find out more about St. John’s.

Connect with the Daniel McIntyre/St. Matthews Revitalization Inc. to learn more about organizing block parties in Winnipeg. Partner with the local Councillor to organize St. John’s first block party.

Improve communication of all neighbourhood activities through the development of a website, various forms of social media (Facebook, Twitter, etc.) and the publication of a consistent, bi-annual or quarterly newsletter that is distributed to every household in the neighbourhood. To support this action, examine what other neighbourhoods are doing and partner with them for potential cost-saving.

Partner with local organizations and schools to create community art.

Host gardening workshops that encourage residents to beautify their yards and grow vegetables. This can evolve into a greater network of residents and improve the image of the area.

Research opportunities for partnerships and grants to improve landscaping and develop a community garden developed at Machray Park.
GOAL 5

Foster a unique identity for the neighbourhood.

A sense of civic pride and identity can lead to cleaner and safer neighbourhoods as well as more engaged citizens. Defining a community’s collective identity can strengthen bonds between residents and their community, and support positive relationships amongst citizens living together. Although residents note that St. John’s is a very community and family-oriented neighbourhood, characterized by historic buildings, grand boulevard trees, and active community facilities, the neighbourhood does not actively promote an image and the opportunity exists for St. John’s to foster a unique identity for the neighbourhood.

OBJECTIVES

» Identify a neighbourhood “focal point” in St. John’s; this focal point will help bring community members together, become a year-round neighbourhood asset, and help establish an identity for the area.
» Celebrate the cultural diversity of St. John’s.
» Enhance the neighbourhood’s major streets (Main Street, Salter Street and McGregor Street) to make them more favourable for pedestrians.
» Celebrate the history of the area.
ACTIONS

» Work with the local Business Improvement Zones (BIZ) to identify opportunities to enhance the neighbourhood identity through banners, benches, public art, etc.

» Celebrate the area’s heritage by working with the Manitoba Historical Society and local historians to identify urban design themes and guidelines for the neighbourhood.

» Work with the City of Winnipeg, local Councillor and Urban Green Team to increase and enhance the amount of streetscaping and street amenities (e.g. potted plants, trees, landscaping, bike racks, benches, etc.) along the neighbourhood’s main Corridors (Main Street, Salter Street & McGregor Street). This will help make these high traffic areas more inviting for residents and visitors.

» Identify an area that will be promoted as the neighbourhood “hub” and enhance this particular location by supporting the development of the type of place, building or amenity (e.g. coffee shop, restaurant, community garden) that will help bring community members together and become a year-round neighbourhood asset.

» Explore the possibility of creating an annual event celebrating the arts and cultures represented in St. John’s. This event could launch and later support the neighbourhood “hub” or focal point.

» Work with the North End BIZ and NECRC to promote local business ownership by advertising applicable grants and supports (e.g. NECRC’s Storefront Fix-up Grants).

» Work with the North End Biz and Between the Parks to enhance and densify the neighbourhood commercial corridor along Main Street to become more pedestrian friendly.

» Collaborate with the City of Winnipeg, local planner and Councillor to express interest for the preparation of a secondary plan to guide future growth and development along Main Street.

» Work with the municipal, provincial and federal governments to provide incentives for developers who are interested in assisting in increasing housing density along the neighbourhood’s main corridors (e.g. Main Street Corridor).
GOAL 6

Promote healthy living and well-being for all residents.

Healthy and active communities are where everyone has access to parks and recreation opportunities that support physical activity. St. John’s is home to parks, sidewalks, bicycle trails, and several recreational facilities, all of which play very important roles in helping to foster a healthy community. A healthy community reflects a sense of physical and mental wellbeing and helps form the foundation of strong communities. Building on existing facilities, St. John’s can continue to ensure that all residents have ready and easy access to spaces where they can be active and programs that encourage them to do so.

OBJECTIVES

» Develop strategic partnerships with local recreational organizations and facilities; St. John’s is home to several organizations and facilities that strive to meet the social, medical, and recreational needs of local residents.
» Increase the availability and diversity of programming.
» Create awareness on recreational programming.
» Improve the condition of the active transportation route in St. John’s.

» Use the future improvements of Machray Park Splash Pad to help address community issues; along with the wading pool improvements, additional improvements to lighting, landscaping, etc. may help mitigate some of the safety issues associated with the area.
**ACTIONS**

» Actively promote the neighbourhood’s existing recreation and leisure programs, parks, and active transportation trails in the St. John’s newsletter and St. John’s website.

» Work with Community Services (City of Winnipeg) to identify recreation and leisure gaps for residents of all ages.

» Partner with the Ralph Brown Community Centre, Ralph Brown School and other community organizations to develop an additional community garden for community members, potentially at Ralph Brown Community Centre.

» Partner with the Ralph Brown Community Centre and other community organizations to organize a variety of ‘Food Matters’ events to learn about healthy food choices.

» Identify and promote a safe place(s) for youth to hang out, particularly after school hours and later into the evening.

» Reach out to residents who are newcomers to Canada and identify whether existing programs are meeting their needs.
  - Opportunities may exist to offer and drop-in English as an Additional Language (EAL) classes, cooking classes, fitness classes, gardening classes and childminding services during activities.

» Continue to partner with local community organizations to provide meaningful recreation and leisure programming for residents of all ages and cultural backgrounds.

» Work with the City of Winnipeg to complete a green space plan for the neighbourhood.

» Identify opportunities to develop a community kitchen program for all ages.

» Actively promote the Walking School Bus program.

» Partner with community bike shops to host bike repair workshops.
7 CONCLUSION

Working closely with neighbourhood residents, the St. John’s Resident’s Association has developed a neighbourhood housing plan that responds to community challenges and opportunities. In developing the plan, the project team encouraged the community to meaningfully contribute to the planning process and to connect with one another. The way in which the plan was created was just as important as the final product.

To initiate the Plan’s goals and actions, the SJRA will continue to build its organizational capacity. An assessment of the organization’s aspirations and current capabilities can help identify areas for organizational investment. In addition, an implementation strategy for the Neighbourhood Housing Plan will lead to the efficient and effective use of resources. While funding and grants for neighbourhood and housing development are limited, there is great momentum in the community supported by residents, local businesses and agencies. Building community capacity is an essential part of neighbourhood investment and by investing efforts in capacity building, the SJRA can increase their reach and impact in the community.