Winnipeg

INFORMATION - COMMUNIQUÉ

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Pedestrian placemaking pilot starts as City of Winnipeg looks to ‘re-imagine’ Graham Avenue

Launch event kicks off summer of change for evolving Downtown corridor

Winnipeg, MB – The City of Winnipeg has taken its first official steps toward re-imagining Graham Avenue.

This morning, City officials and community partners kicked off a pedestrian placemaking pilot on the street.

“This is a great opportunity to change how people experience this part of our downtown,” said Mayor Scott Gillingham. “We’re turning Graham into a street full of life and local creativity. This transformation will bring more people and energy downtown – and it complements re-opening Portage and Main, launching our new transit network, and investing in new residential and commercial developments.”

The pilot coincides with the June 29 launch of the Primary Transit Network, which will move busses off most of Graham.

That move will leave four blocks of Graham without any vehicle traffic. Vehicles will be replaced by pedestrian-friendly amenities and new protected bike lanes.

The changes are the first of many steps in implementing the Re-imagining Graham Avenue project.

Reimagining Graham is a key action of the Council-approved Downtown secondary plan CentrePlan 2050. Public engagement on the project told us Winnipeggers want Graham to be a vibrant destination where they can gather, celebrate, and relax.

Council funded the placemaking pilot in 2025 as the first step toward this long-term vision. It will consider funding of future phases in future budget processes.

“Today is an opportunity to envision the short and long-term vision for a reimagined Graham Avenue,” said Rochelle Squires, CEO of CentreVenture Development Corp., whose mandate includes the redevelopment of Graham Avenue.

“Where we see empty storefronts, surface parking lots, and underutilized street spaces, we are collaborating with our many downtown partners to create vibrant activity and opportunities for Winnipeg’s premier pedestrian street.”

Vibrance, hospitality, and celebration at street-level

Many of the pilot’s features are funded or facilitated by community partners.

- Street furniture designed by local firm N/A Architecture and built by Tec-Voc High School students is already in place.
- Over the coming weeks, Downtown Winnipeg BIZ and its partners will install plantings, picnic tables, ping pong tables, benches, and lighting features designed by Lights Unlimited.
- Storefront Manitoba will present art installations through its Cool Gardens design competition.
- Students from the MET Exchange School will install mid-block access ramps.
- Landscaping will be supported by a donation from Ron Paul Greenhouses.

“This pilot is a great example of what we can accomplish when government and community organizations work together to move our downtown forward,” said Kate Fenske, CEO, Downtown Winnipeg BIZ. “We’re excited to see these unique and innovative projects come to life this summer, adding vibrancy to our neighbourhood.”

Another highlight of the pilot is street surface murals painted by local artists through Cool Streets Winnipeg.

This work is funded by a $100,000 USD grant from Bloomberg Philanthropies Asphalt Art Initiative. Winnipeg is one of only two Canadian cities to receive the grant this year and is one of only 10 in North America.

Full information on the pilot is available online at winnipeg.ca/reimagininggraham.

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Media inquiries should be directed to the City of Winnipeg Media Inquiry Line at 204-986-6000 or via email at city-mediainquiry@winnipeg.ca.

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