



APPENDIX B

Bridgwater Centre (10 sites) 8 CMU and 2 MMU sites Architectural Guidelines

Architectural Guidelines for Commercial Mixed Use and Manufacturing Mixed Use Parcels
in Bridgwater Centre, Winnipeg Manitoba.

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1. SITE

1.1. Site Location

Located within Bridgwater Centre, the 10 subject sites are located on the eastern and western sides of Centre Street, with 8 sites between Park East Drive and Park West Drive, and 2 sites at the southern tip of the neighbourhood (between South Town Road and Kenaston Boulevard). These sites are surrounded by townhouses and apartments, and commercial and retail to the north.



Figure 1 - Bridgwater Centre Location Map

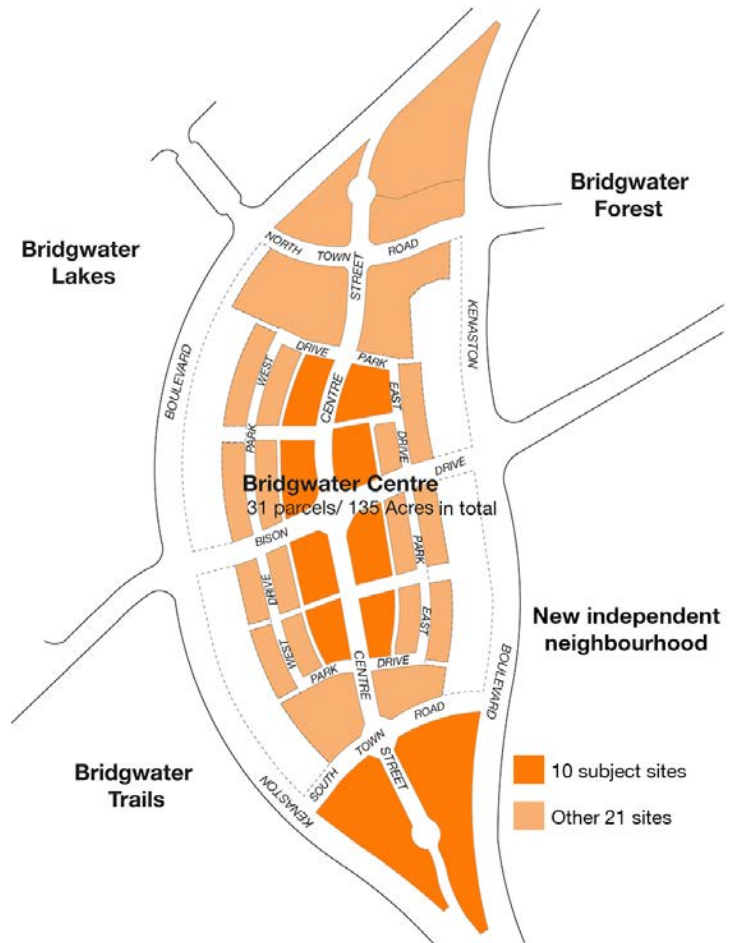


Figure 2 – 10 Subject Sites Location Plan

1.2. Approved Block Plan and Zoning

Bridgwater Centre includes thirty-one sites over 74.8 acres. Figure 3 identifies the block plan and zoning currently approved by the City of Winnipeg for all 31 parcels. Figure 4 specifically shows the 10 subject parcels including legal description for each site. All 31 parcels are registered at Winnipeg Land Titles Office as plan 52290. Under zoning application DASZ 4/10, the zoning districts were established. The following paragraphs and illustrations briefly describe the approved zoning and envisioned development land use for each parcel. For detail zoning descriptions please refer to the Winnipeg Zoning Bylaw.

Zonings of the subject sites:

Commercial Mixed Use (CMU)

The CMU sites flank Centre Street through the heart of Bridgwater Centre.

- a) Number of Parcels: 8
- b) Total Acreage: 14.08 acres
- c) Maximum Building Height: 60'
- d) Maximum Density: 3.0 FAR

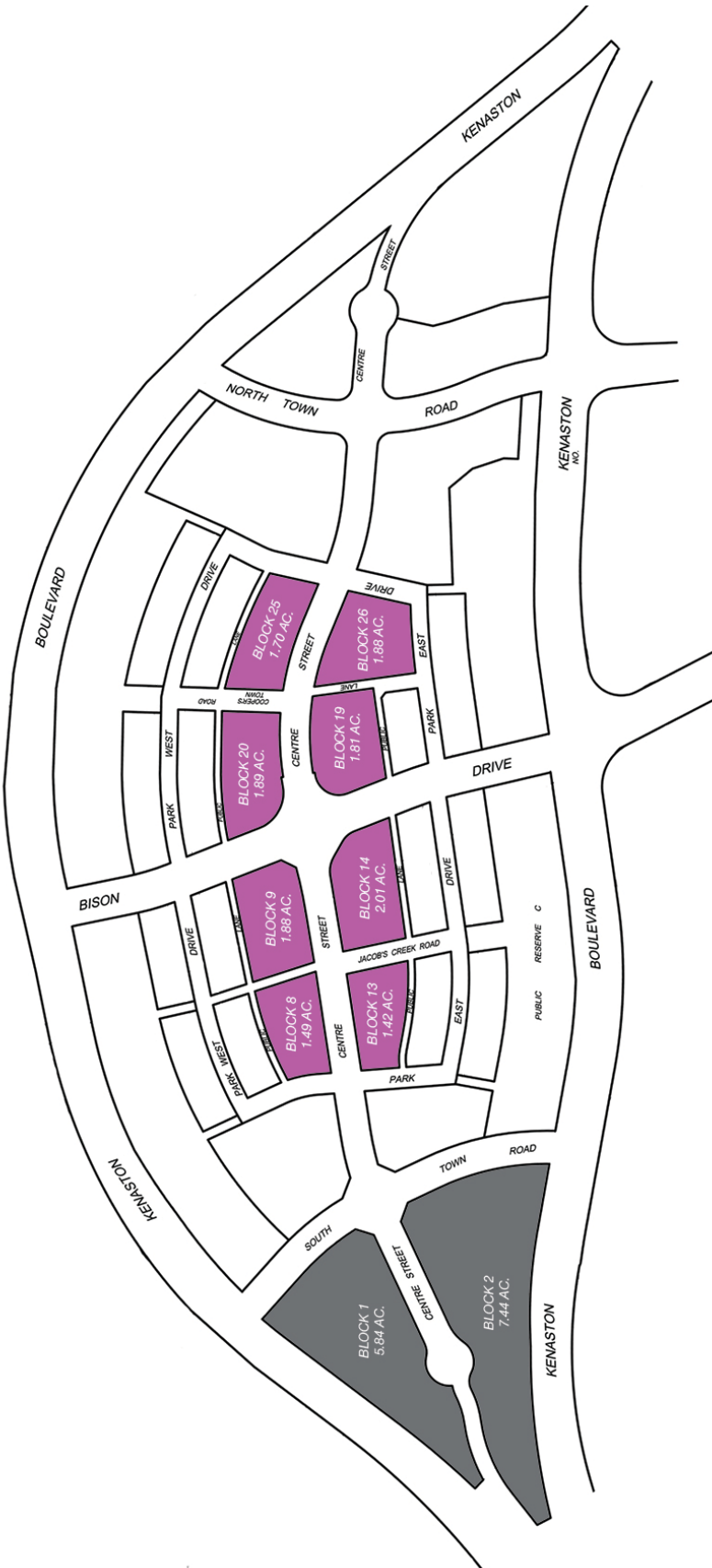
Manufacturing Mixed Use (MMU)

The two MMU parcels are located at the southern tips of the neighbourhood.

- a) Number of Parcels: 2
- b) Total Acreage: 13.28 acres
- c) Maximum Building Height: 85'
- d) Maximum Density: 2.0 FAR



Figure 3 – Bridgwater Centre Approved Zoning & Land Use Map



Based on Legal Plan # 52290

Figure 4 – Approved Land Survey and Parcel Description (information pertaining to subject sites only)

1.3. Access/Entrance

- 1.3.1** Figure 5 shows indicative pedestrian entrances and vehicular access into the subject sites.
- 1.3.2** Primary commercial (customer) entrance for the CMU buildings **must** be via Centre Street and **must** be open and accessible at all times.
- 1.3.3** Secondary access is allowed from the parking lot at the rear of each of the CMU building. For a corner building/tenant, an additional secondary commercial entrance may be allowed on the street perpendicular to Centre Street.
- 1.3.4** The hierarchy of the primary and secondary pedestrian accesses and openings should be articulated accordingly. Building owners and tenants must ensure the hierarchy of the pedestrian accesses and proper storefront displays along Centre Street. Back-of-house functions, storage, closed front entry doors and any unsightly use or presentation of the front part of the building that is visible to the public are not allowed along Centre Street.
- 1.3.5** One pedestrian opening per block (between 2 buildings) is permitted, and should have a maximum width of 10 feet.
- 1.3.6** Design of vehicular circulation will be on case-by-case basis and must meet the City of Winnipeg's standards.



Figure 5 – Commercial Entrance/Pedestrian Access and Vehicular Access

2. VISION

2.1. Goals and Desired Outcomes

Manitoba Housing envisions a Town Centre that broadly enhances the quality of life over time for those who currently are and will become a part of the Bridgwater community. The Town Centre will be instrumental in encouraging others to make the choice to live in one of Bridgwater's neighbourhoods. The Town Centre will also serve as a destination that will attract visitors locally from other areas within Winnipeg, regionally from other municipalities within central, eastern and western Canada, and internationally from northern United States.

2.2. Guiding Principles

Manitoba Housing's Architectural Vision for Bridgwater Centre is intentionally broad, and specific only in its outcomes. This is to ensure that the creativity, experience, expertise and insights that successful developers can bring to this initiative are given **maximum flexibility**. Manitoba Housing will look to developers to balance high levels of creativity and innovative thinking with a sound, demonstrable understanding of current and emerging markets, unmet needs and other development challenges that must be addressed in order to successfully achieve the outcomes expressed in the Vision.

The proximity and convenience of Town Centres to adjoining neighbourhoods have an established record in **fostering community**. They do so by providing the activities, amenities and attractions that are desirable across age, income, demographic and cultural categories. Town Centres have been shown to encourage alternative transit use such as public transit, cycling and walking, the practice of which creates a more livable, healthy, accessible and attractive environment.

Manitoba Housing believes that a well planned and executed Town Centre will have an enduring impact, enhancing both the material value of properties it serves as well as fostering and sustaining the intangible values associated with 'Pride of Place'.

Manitoba Housing is committed to providing accessible development for all and there is a strong desire to develop Bridgwater Centre as a fully accessible neighbourhood. Residential land uses within the Centre should be developed to incorporate 'Visitable housing' or 'Visitable' standards, which is the concept of designing and building homes with basic accessibility. VISIBLE homes provide easy access on the main level for everyone. VISIBLE features include no-step entrances, wider doorways and clear passage on the main floor, and a main floor bathroom (or powder room) that can be accessed by visitors who use mobility devices.



Figure 6 - Town Centre Character

2.3. Place Making Principles

Bridgwater Town Centre is envisaged as a vibrant commercial, residential, civic, entertainment and community oriented development that builds on the traditions of successful downtowns and other town centres. Great downtowns are rarely consistent. Rather they are coherent with a mixture of building types and uses, spaces with a variety of scales from intimate and animated to gracious and celebratory.

There are fundamental 'Principles of Place' that Manitoba Housing will expect the developer to incorporate irrespective of specific uses and development strategies. There may be others that the developer wishes to include as they conceive of the overall character of the Town Centre.

- A Clear and Singular Identity

Bridgwater Centre's 'brand' as a place to live, dine, shop work and play should be implied rather than imposed. Enduring places use coherence and character to create their longevity and identity, rather than logos.

- Safety & Order

A feeling of secure well-being is absolutely indispensable if people are to 'dwell' for long periods of time at the Town Centre.

- Commerce

Urban public places without it are barren. Food, drink and trade animate people and places. Blurring the boundary between indoor and outdoor spaces throughout the Town Centre when the weather allows is key here.

- Places of Refuge & Prospect

Comfortable and well-placed places of respite where the passing scene can be comfortably observed (i.e. porches, patios and other transitional spaces.)

- Pedestrian Friendly and Auto Accessible

Although people on foot will come first, an entirely pedestrian environment can compromise access and diminish convenience. Parking and auto access must work without placing the pedestrian at risk.

- Properly Scaled

Event and gathering space should be incorporated into and complement other uses.

- Intuitive Movement

A great place suggests how one might move, but never dictates, comprised of 'good' ambiguity with plenty of choices.

- Light

Both natural and artificial light should be warm, dappled, reflected (or filtered) with special consideration given to balancing energy concerns with aesthetics.

- Pattern, Texture & Words

These refer to the visual 'language' that imparts particularity and fixes a place within a specific culture. It is the voice and narrative of the public realm. It provides shared memory.

- Heterogeneity and Diversity

People of all ages and kinds, a variety of experiences, events, shopping choices, characterful, varietal food and beverage well presented will result in high levels of vitality and energy throughout the year.

- Memorable

There should be moments and unique features in the Town Centre where people are compelled to take a picture or do a sketch and linger.

- Green Nature

The Arcadian can counterbalance the urbanity – usually trees and well maintained flowers are in strong evidence and should be part of the Town Centre experience. Planning for seasonality will be especially important.

- Designed with Weather Constraints in Mind

Winnipeg has been described as having an ‘extreme’ climate. Winnipeg’s summer temperatures commonly reach over 30°C for extended periods in the summer, with winter months also providing a challenging environment with frequent temperature dips reaching -35°C. Strategies for keeping pedestrians sheltered and comfortable are critical to the success of the public spaces.

- Environmentally Responsible

It is expected that best practices related to environmental impact and sensitivity to the statutory requirements related to air and water quality will be incorporated into the Town Centre planning and design.

3. BUILTFORM

3.1. Desired Architectural Character

As discussed above, Bridgwater Centre’s ‘brand’ as a place to live, dine, shop, work and play should be implied rather than imposed. The architectural character in Bridgwater Centre should implicitly acknowledge and elevate, rather than thoughtlessly mimic, the vision defined and executed in Bridgwater Forest, Bridgwater Lakes and Bridgwater Trails - the vision that will eventually apply to all Bridgwater neighbourhoods.

The ‘Clear and Singular Identity’ identified for the three residential neighbourhoods of Bridgwater is ‘**Traditional Renaissance**’. Borrowing extensively from precepts of the New Urbanism, architectural styles such as Colonial Revival, Georgian Revival, Cape Cod, Victorian, Arts and Crafts, Prairie and Country, as well as hybrid derivatives of these styles have formed the basis for the emerging brand recognition within Bridgwater Community’s single and multifamily home building industry.



Figure 7 - 'Traditional Renaissance' Architectural Styles

It is expected that specific land uses and building types will necessitate unique architectural expression within Bridgwater Centre. It is also anticipated that the developer will demonstrate a level of sophistication when incorporating unique yet complementary architectural expressions that simultaneously manage to embrace the heterogeneity and diversity of the Bridgwater population, and visitors alike.

3.2. Massing and Facades

Along Centre Street, there is an expectation of significant texture, movement and density, especially along the ground floor plane. Development is expected to be contiguous with buildings attached to one-another in a continuous, solid thread. Where spaces between buildings must occur such spaces should be no more than 10 feet wide. Along South Town Road, contiguous buildings with minimal spatial breaks will be encouraged. No vehicular breaks will be permitted.



Figure 8 - Acceptable Massing & Facades

Opportunities for widened sidewalk spaces and recessed storefronts should be captured where appropriate. The notion of vertical scale should be harnessed and if necessary exaggerated to create the 'right' sense of urban scale (using false top floor elevations, strong and varied rooflines, etc.). The provision of additional height and excellence in articulation of building massing will be encouraged.

3.3. CMU Required Uses

The first floor of CMU buildings must have predominantly commercial uses. The CMU blocks may be commercial entirely or comprise a mix of uses as determined by the proponent, in keeping with the City of Winnipeg's bylaws. Where residential units are incorporated in the building, the main floor must be non-residential in use. The only exceptions are residential lobbies and circulation space.

3.4. Use of Materials and Colours

It is expected that high quality materials that engage the pedestrian and establish Bridgwater Centre as a vibrant, destination town centre, should be incorporated throughout the development. Particular attention should be paid to main floor elevations in this regard.

Consistency in high quality material use must also be applied on the upper floor elevations and be integral to the overall design.

Colour and material schemes will be reviewed with the following criteria:

- Visual interest
- Contrast in colour scheme
- Contrast and harmony with neighbouring buildings

3.5. Detailing and Articulation

Appropriate refinement of storefront entries, doors, windows, canopies, lighting, paving and other urban design elements is anticipated in this neighbourhood. There is a distinct leaning toward a 'new urbanism' aesthetic within the residential neighbourhoods flanking Bridgwater Centre, and the proponent is required to develop neo-traditional themes that complement and enhance the surrounding neighbourhoods.

Within the property, there must also be multiple elevations/'planes' along the building frontage. Excellence in design articulation of these multiple planes will be encouraged.



Figure 9 - Design Articulation of Multiple Planes

3.6. Anchoring at Block Corners

There is an expectation that the block corners at the prominent street intersections will be 'celebrated' by architectural features such as raised building masses, enhanced detailing, material change, or other features as determined by the developer. These block corners/street intersections include Centre Street at Bison Drive and Centre Street at Park East Drive/Park West Drive. These will become prominent gateways into the Town Centre neighbourhood. Where the developer proposes commercial establishments that require drive-through access (dry-cleaners, drive-through restaurants, etc.) such establishments should be located at block corners to minimize the impact of the drive-through on the streetscape composition and continuous building massing.



Figure 10 - Anchoring the Corners

3.7. Retail Brand Adaptation

The selection of the retail and commercial mix for Bridgwater Centre is left entirely up to the developer and is expected to be the result of a detailed psychographics and market based analysis. However there is an expectation that the developer will find creative ways to merge and complement the brand identity of the retail or commercial mix with the architectural 'brand' of Bridgwater Centre, as defined by the developer.

Recommended uses include:

- Professional services, e.g. doctors, chiropractors, law offices, dentists, accountants
- Restaurants
- Day and/or night life businesses

Alterations to the standard commercial exterior design may be required in favour of overall architectural consistency within the neighbourhood. Such alterations may include massing, materials, colours and signage.

Architectural and signage consistency within the neighbourhood **MUST** be coordinated by master-developer effort, and is subject in its entirety to architectural approval by Manitoba Housing.



Figure 11 - Retail Brand Adaptation

3.8. Signage on CMU Parcels

Each building must incorporate primary signage that is an integral and permanent feature of the building, facade, rather than a dominating overlay feature. The design of signage should consider the desired character, scale, shapes, colours and fonts. The total surface area of the signage per retail/commercial outlet should comprise no more than 12% of the surface area of the front elevation.

All primary signage should be clearly located above the storefront (Centre Street) entrance and must be placed at a height between 12 and 14 feet from the sidewalk level. Perpendicular projecting signage is allowed and may not project more than 5 feet from the facade (subject to the City of Winnipeg's signage permit rules).

The signage shall complement and not cover the architectural elements and windows of the building. The height of the signage shall be between 3 and 4 feet. Subtle and unobtrusive external lighting may be used to illuminate the signage. Unlit signage is acceptable, so long as the signage is clear and legible.

The appropriate selection of colours, materials, fonts and graphics should be chosen to ensure that the signage is visible from an appropriate distance. The text font should be easily legible, be non-reflective, and provide an adequate contrast in colour from the background. Signage wording should be kept simple and clear. Lettering should be consistent and limited to 2 to 3 colours.

Traditional materials, such as wood, metal, leather, glass and fabric that are high in quality are to be used for the signage. Plastic should not be the predominant material and high-gloss plastic is prohibited.

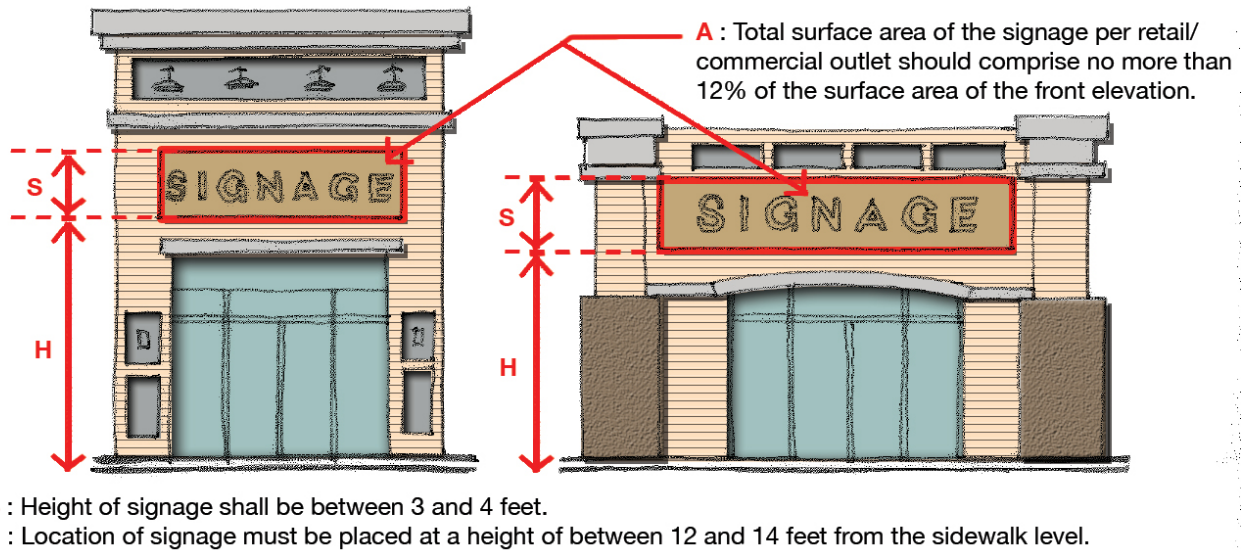


Figure 12 - Signage Guidelines

3.9. Signage on MMU Parcels

All CMU signage rules apply, except specific dimension and location rules. Notwithstanding the above, disproportionally large, awkwardly located, or inappropriately lit signage (at Manitoba Housing's Architect's sole discretion) will be rejected.

4. URBAN SPACE

4.1. Elements of Urban/Civic Delight

All owners are required to go beyond the minimum landscaping requirement included in Winnipeg's Zoning Bylaw, and propose feature elements of urban/civic delight such as plazas, fountains etc. Treed environments are particularly useful in managing the pedestrian experience in Winnipeg's climatic extremes.



Figure 13 - Examples of Urban Elements in Public Spaces

In addition to infrastructure and utility improvements, Manitoba Housing has constructed landscape improvements and amenities throughout Bridgwater Centre, such as entry gateways at both the North and South access points into Bridgwater Centre. Figure 14 shows a description of these elements built by Manitoba Housing, and the other elements expected to be developed by the parcel owners. The owner

for Block 2 will own the entry tower at the south end of the block and maintain it in perpetuity. Also, the owner must connect power to the tower and provide power in perpetuity in order that the tower is properly lit at night.

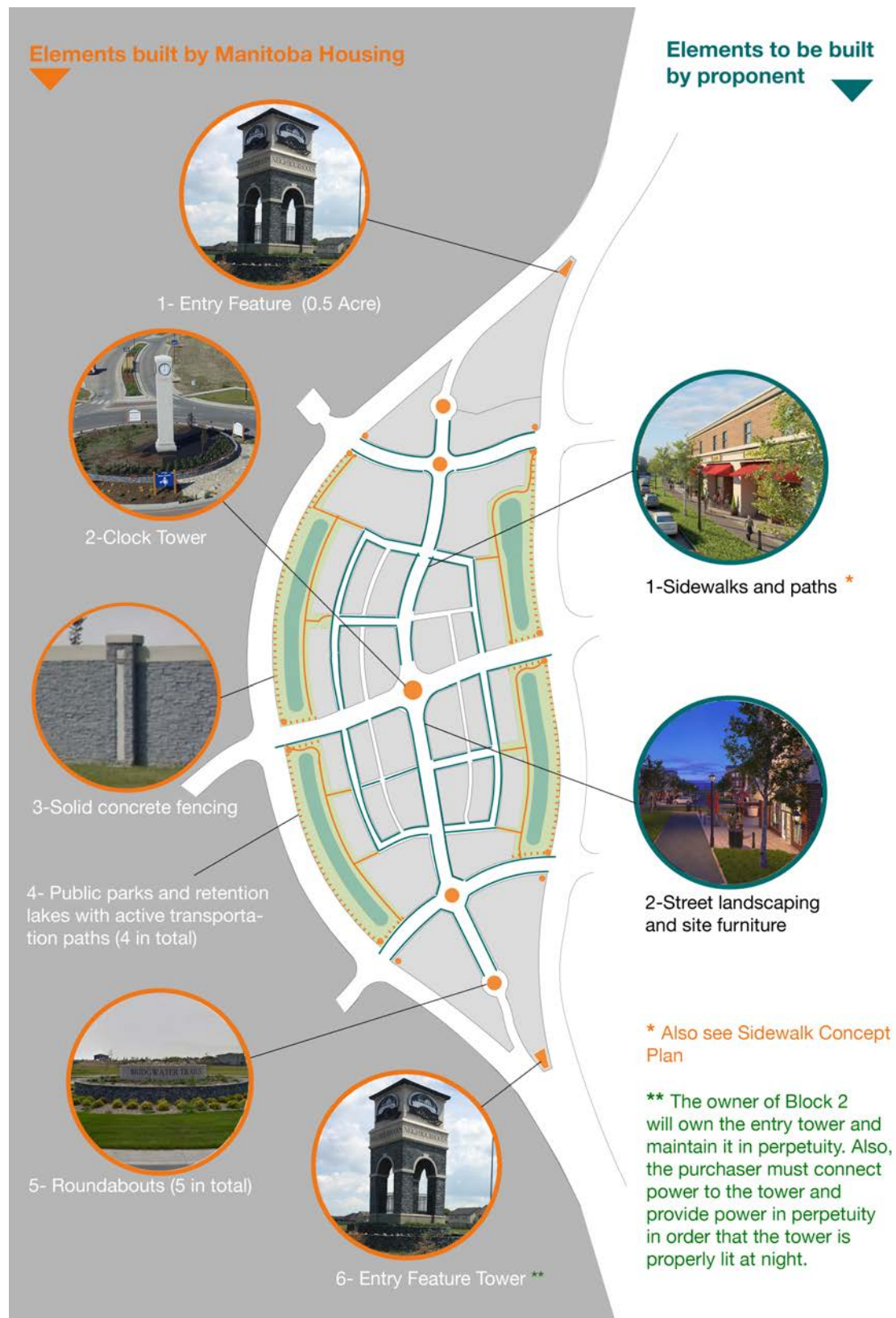


Figure 14 - Urban Elements in Bridgwater Centre

4.2. Connection with the Street

A convincing and integrated relationship should exist between building and street/sidewalk for all development within the town centre. Special care should be given to public (retail or commercial) areas. There should be an emphasis on well-articulated planes and canopies, such that areas of refuge and prospect are discovered with the pedestrian street experience. Shaded, canopied, cantilevered and/or heated walkways are encouraged to mitigate Winnipeg's climatic extremities and encourage optimum pedestrian activity year-round. Where possible street access should allow ease of access for mobility and vision impaired individuals, and specific accessibility features should be incorporated.



Figure 15 – Street Connectivity in Bridgwater Centre

4.3. Site Accessibility and Sidewalks

Bridgwater Centre is envisioned as a destination neighbourhood. Pedestrian circulation within the neighbourhood is facilitated by providing a range of active transportation (AT) options including sidewalks, walkways, pathways in the park spaces, and a primary AT network on the major streets (Figure 16). Bridgwater Centre is developed as a full-service town centre with a range of zoning districts to accommodate a mix of residential and commercial uses.

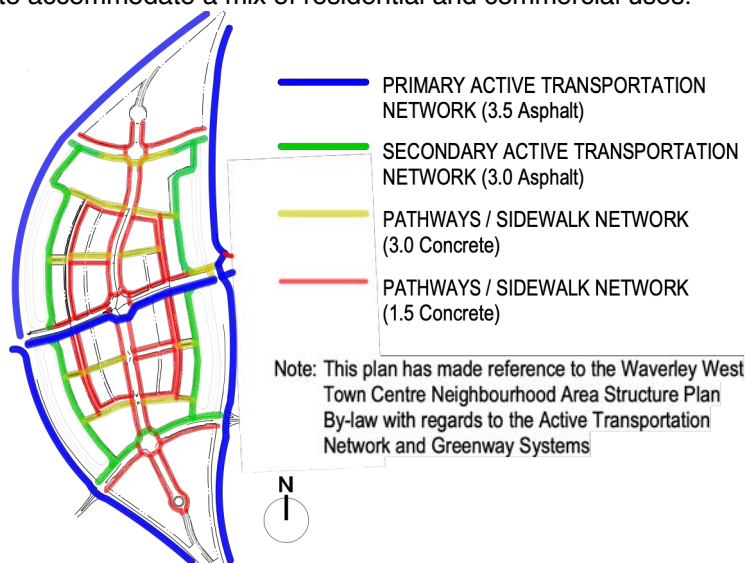


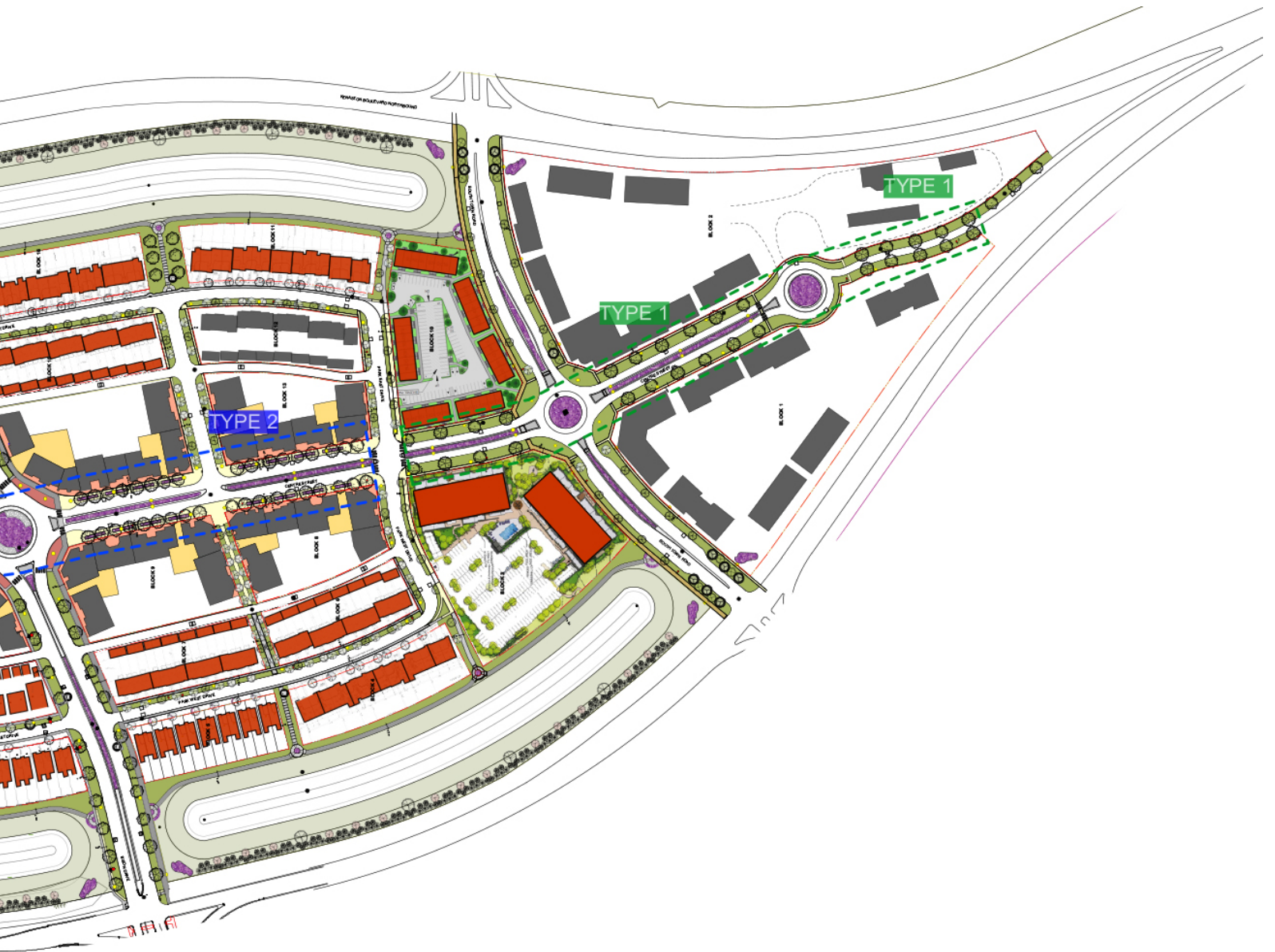
Figure 16 - Active Transportation & Pathway Network in Bridgwater Centre

Two street typologies are identified along Centre Street: Type 1 (MMU) and Type 2 (CMU):



Appendix A - Sidewalk Concept Plan in Bridgwater Centre

(Note: A more legible, large format document may be provided separately upon request.)



Appendix B - Addendum to the Architectural Guidelines for mid/high-rise developments in Bridgwater Town Centre and The Bridgwater Neighbourhoods August 8, 2025

This addendum is being distributed to clarify Manitoba Housing's architectural guidelines pertaining to mid/high-rise development in Bridgwater Town Centre. Based on Manitoba Housing concern as well as community comments, pertaining to the use of exposed metal exterior stairs and columns, Manitoba Housing has refined the Architectural Guidelines for The Bridgwater Neighbourhoods. Effective immediately on August 8, 2025, the use of open-air external staircases on mixed-use and or multi-family medium/high rise developments will not be allowed in Bridgwater Town Centre and The Bridgwater Neighbourhoods. The addendum is as follows:

1. The use of open-air external staircase on mid/high-rise developments will not be allowed in Bridgwater Town Centre and Bridgwater Neighbourhoods. (see Figure 1) All stairs shall be designed to be an integral part of the building's architecture, rather than a separate, tacked-on element. This could involve incorporating the stairs into the building's massing or creating a visually cohesive façade. (see Figure 2) Partially enclosed external staircase that are not fully boxed in with some degree of exposure to the elements, may be allowed, subject to review and approval. For instance, they have opaque railing panels or are covered by a roof or overhang or have walls or glazing on some sides. All designs must be deemed acceptable by Manitoba Housing's approving authority. Notwithstanding that, the overarching vision for the architecture of the Bridgwater Neighbourhoods continues to be Traditional Renaissance.



Figure 1: Open-air external metal staircase – Not allowed.



Figure 2: Enclosed staircase incorporated into the building's massing – Allowed.

2. This addendum applies to developments that have not been built to-date and overrules all architectural approvals received prior to the said date.