

## EXECUTIVE SUMMARY



### Introduction:

The City of Regina invites the representatives of Regina's Old Warehouse District to describe their special needs for support through the City of Regina's Development Plan. Regina's Old Warehouse District has this opportunity to influence Regina's Development Plan. This representation can also establish a tailored development framework of City of Regina Policy for this District.

Regina's Old Warehouse District Association has been responding to this request by establishing a district stakeholder's representative voice. The City of Regina recently confirmed the establishment of a Business Improvement District as the administrative vehicle for the stakeholder representation of The District.

This planning study has been developed to identify the urban development issues. The stakeholders in "The District" have engaged in a consultative exploratory planning process. This study is the initiation of a ongoing consultation process including stakeholders in the future planning of their District.

Regina's Old Warehouse District is a key component in the total functional fabric of the City of Regina. The future growth and change of the City of Regina is directed through the Regina Development Plan. The expected contribution role of, and influence on, Regina Old Warehouse District is

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directed by the City of Regina through this plan.

“The District” is a functioning component connected with all areas of the City of Regina. The successful future of the city as a whole depends on the contribution all it’s components working together. The City of Regina Council and Administration recognize the desirability of the evolution of identifiable areas and niche services in various locations in the city. The goal is to encourage growth, renewal and enhance Regina’s quality of life.



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## General Considerations:

The general and specific considerations for “The District” arising from the study process are:

**“The District’s” Representation:** The representation of the stakeholder interests is a continuing process. Consultation, formulation of common objectives, projection of future needs, and representation of this stakeholder group has to be sustained.

**Property Development Approval Processes:** The processes and time required to achieve property development approval has to be continually simplified and streamlined. The probability of a particular venture’s developmental approval must be offered as quickly as possible or even, pre-approved for selected development areas.

**City Infrastructure:** The maintenance and renewal of the infrastructure is required. A clear future view of the development of an area of the city will give confidence and direction to the city administration. Confidence in the future direction permits commitment to expenditures for upgrading and renewal by the City of Regina.

**Sustainability:** A confident future view and supporting policies will give comfort to public and private investment commitment to renewal and new development considerations. The costs of property development and ownership have to be managed and minimized.



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**Inclusion in Policy and Program Initiatives:** “The District” has to be included in all appropriate City of Regina incentive programs. The presentation of a representative voice for all stakeholders with a shared future view can permit consideration and inclusion in all City programs.

**Housing:** The City of Regina is projecting a significant future demand for new and renewed housing units. “The District” as a city core area can offer opportunities for unique and affordable housing sites. Existing buildings and infill sites can be identified for development. This district would be desirable for students, artisans, seniors and childless households.

## **Unique Considerations:**

**Niche Markets:** The maintenance and enhancement of niche market businesses and their clustering in “The District” is to be encouraged. The city-wide attraction of customers to a clustered group of similar services assists in the competition for shoppers. The character of each cluster can be differentiated to assist in the marketing process.

**Pedestrian Activity:** The future intensification of commercial/retail nodes in “The District” has to be supported with dedicated pedestrian zones including sidewalks, pathways, and pocket rest stops. A connection between buildings and exterior pedestrian access has to be enhanced to invite people into a shopping stroll mode. Walking through the niche areas of “The District” should be encouraged with pleasant journeys along a sequence of interesting invitations to explore stores.

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**Heritage Preservation:** “The District” contains an extensive inventory of heritage buildings clustered in three general areas. Heritage buildings offer a resource of enclosed space to contain retail/commercial, warehousing, and loft housing. “The District” can build its character image on this architectural legacy. Preservation of buildings and their continued use should be encouraged with preservation precinct designation, zoning privileges, and tax incentives.

**Land Utilization:** The City of Regina should commit land as it passes through their ownership to supporting the long-term objectives for “The District”. The land can be applied to housing incentive programs or marketed for target occupancies. The City of Regina, Saskatchewan Power Corporation, and Canadian Pacific Railway should be encouraged to dedicate their selected landholdings to higher and better land occupancies. Their lands in part should be designated for future redevelopment.

**Image Development:** The identification and marketing of “The District” can be enhanced with evolution of a single overall image differentiated from other parts of the city. This image is the result of the presentation of district and memorable components making up “The District”. The circumstance of an area bordered by major arterial streets offers the opportunity to demonstrate arrival and exit to car occupants. The heritage legacy should be the visual reference for the evolution of new development, and to establish a visual harmony throughout “The District”. The uniqueness of the various precincts should be demonstrated within “The District” cluster. An adventure in change within “The District” should be encouraged.

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## Vision Statement

The stakeholders encountered throughout the study process offered a common optimistic future view of “The District”. The general consensus was that people in the roles of business operators, employees, or residential occupants were located in “The District” by choice and had every intention to continue as district stakeholders.

A shared view of “The District” and its evolution was that things were working and getting better. There is an opportunity to make things even better and to accelerate the rate of change.

The perceived rate of change for the maturation of “The District” varied greatly. There may have been a cautionary message to be careful with inducing quick change, and to make sure the good things that are working in “The District” are not destroyed.



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# The Future Vision for the Warehouse District



## The Vision

As The District leadership moves forward with implementing its strategic plan, the vision provides a foundational focus. This vision evolved from the stakeholder sessions held early in the consultation process. It reflects the diverse ideas brought forward by the people who live and work in The District. The vision reads:

"Regina's Old Warehouse District is a unique, rich, colourful and diverse experience, respecting and celebrating our history as reflected in our architecture, culture, business and entertainment.

This is seen in:

- our embracing and reclaiming heritage properties
- our vibrant entrepreneurial spirit
- our independent and expressive cultural and artistic

endeavors

- our contemporary warehouse loft living and work spaces
- our innovative green and people-embracing streetscapes

We celebrate our uniqueness and collaborate with other areas of our city to strengthen Regina's overall social, economic and environmental vitality."

The vision focuses not only on the internal essence of The District, but it also reflects on how it relates with other areas of Regina, thus ensuring a stronger holistic approach to our city's development and prosperity.

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