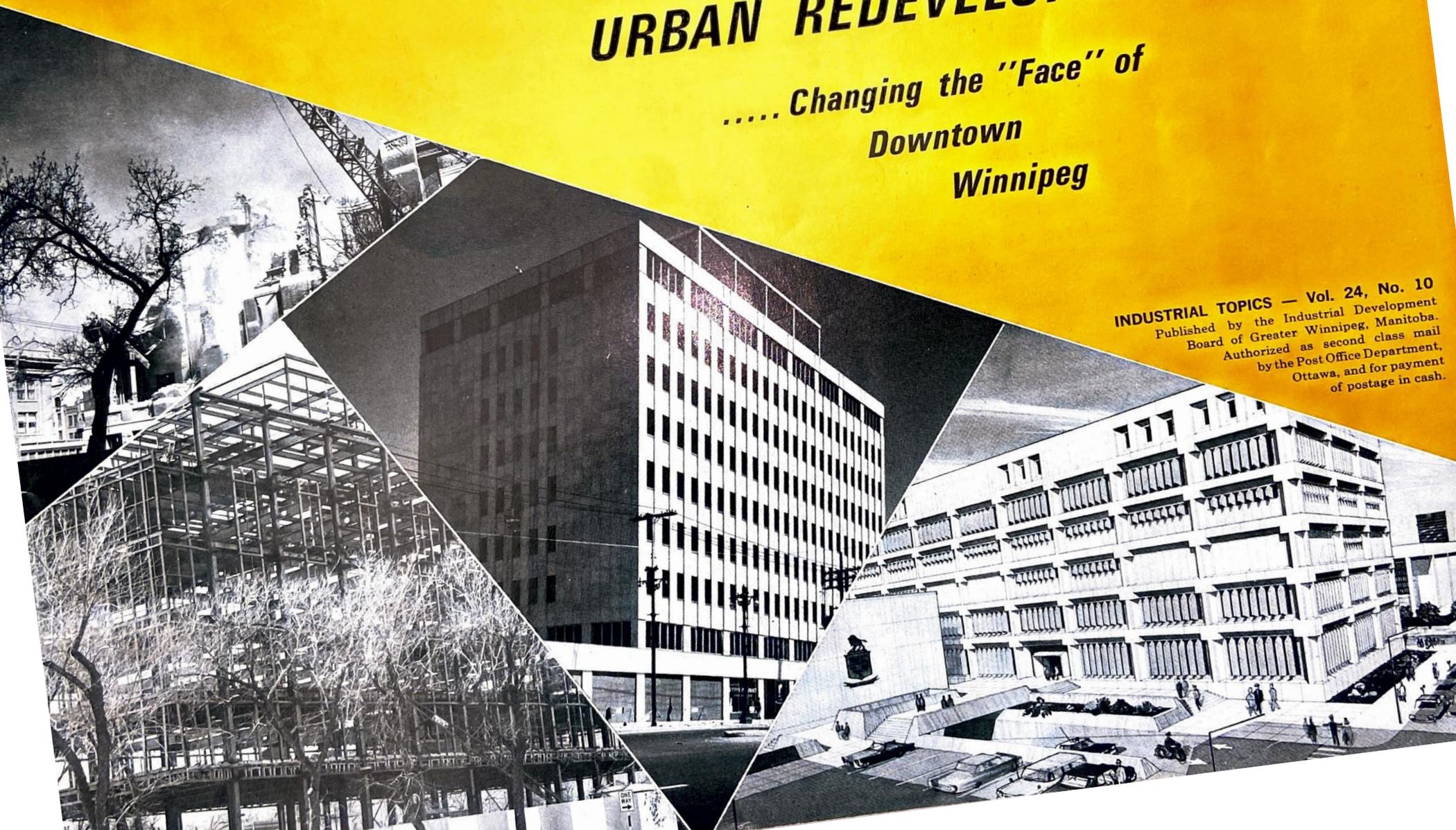


Metropolitan Winnipeg

Stimulated by
URBAN REDEVELOPMENT

..... Changing the "Face" of
Downtown
Winnipeg

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Presented by

THE INDUSTRIAL DEVELOPMENT BOARD of GREATER WINNIPEG

The Industrial Development Board of Greater Winnipeg is a non-profit, service organization, acting on behalf of the citizens of Metropolitan Winnipeg. Its main function is to promote the establishment of worthwhile industrial and commercial enterprises and at the same time publicize the fact that this is an excellent community in which to work and live.

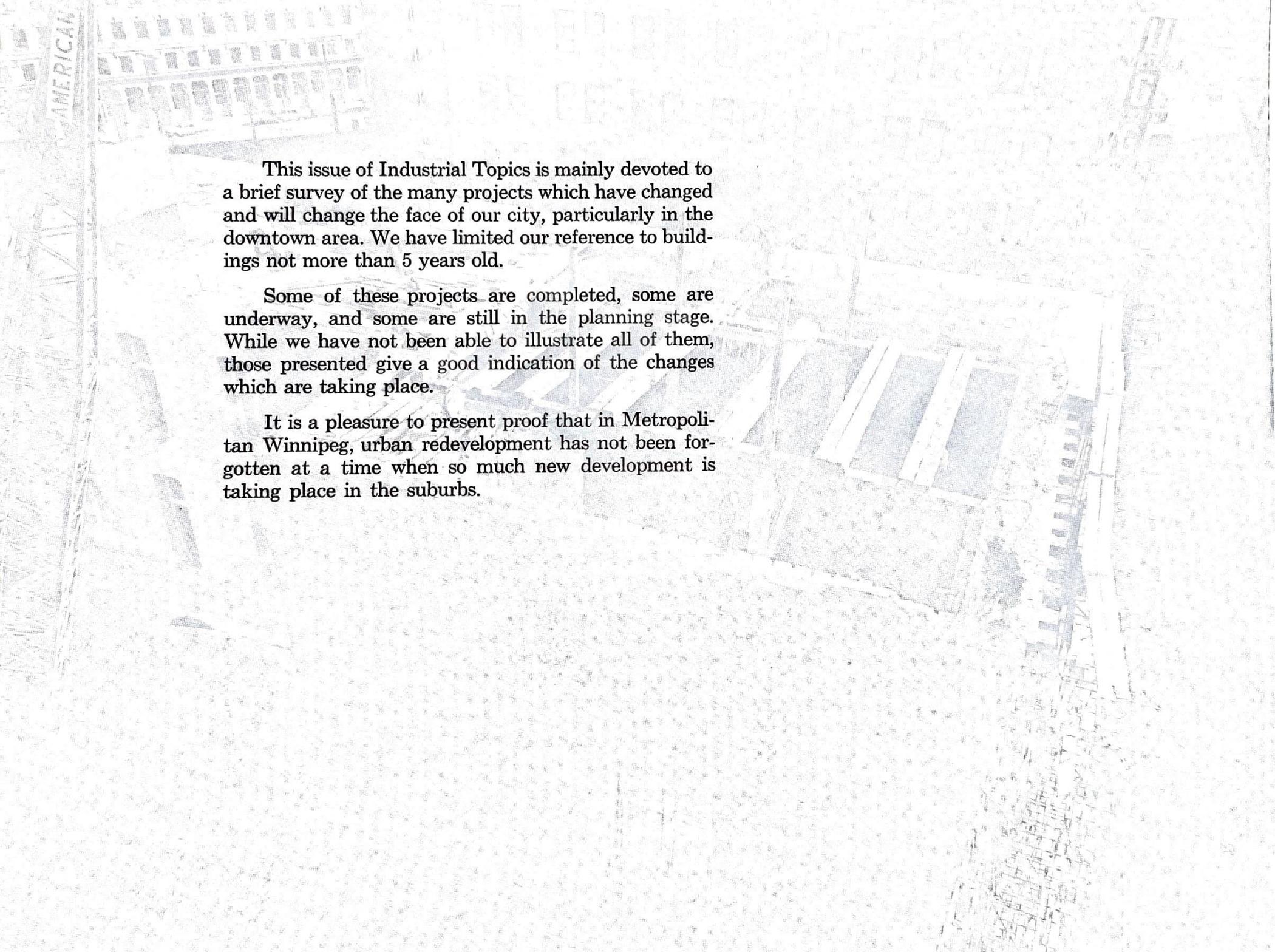
Information and assistance is available free of charge to bona fide enquirers, and their identity is considered confidential.

The Board has a Site Selection Department.

Write or visit the Board's office at 203 Paris Building, Winnipeg, Manitoba, Canada.

George R. Fanset, Industrial Commissioner.

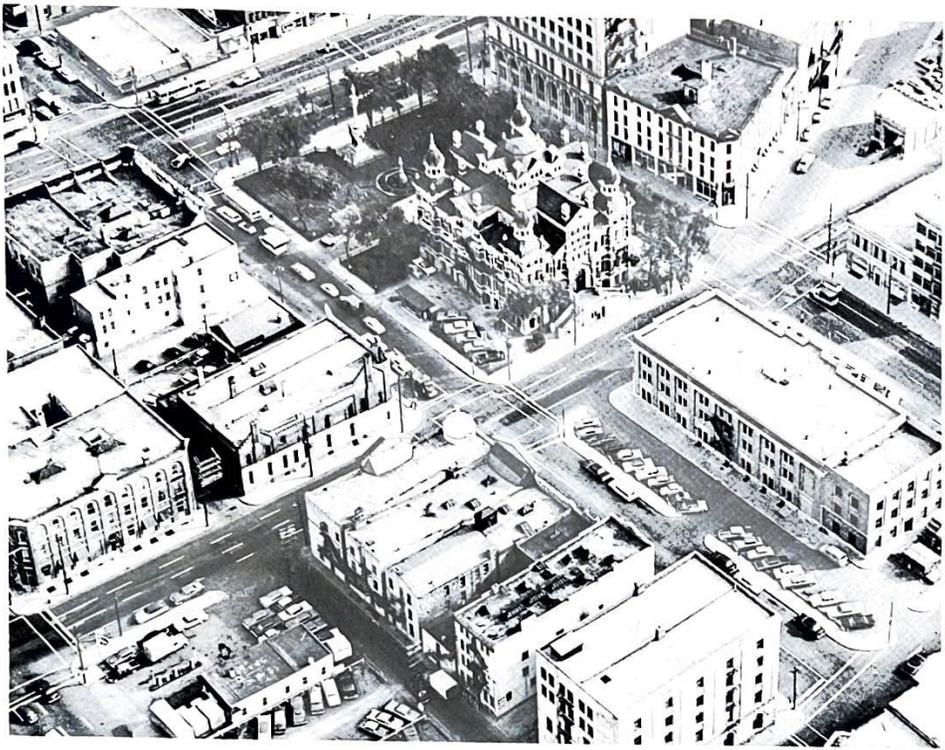
*Cover Photos — David Portigal & Co.
All demolition photos
Courtesy Atlas Wrecking Co.*

An aerial photograph of a city street grid. A large, multi-story building is under construction in the foreground, with its skeletal frame visible. The surrounding area shows a dense network of streets and other buildings. The word 'AMERICAN' is visible vertically on the left side of the image.

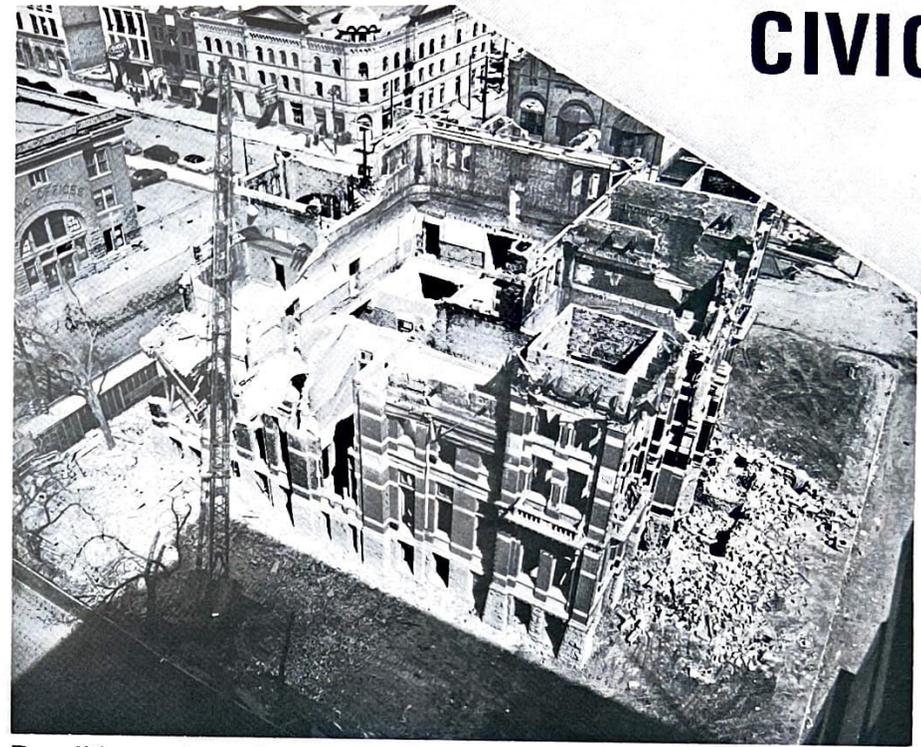
This issue of Industrial Topics is mainly devoted to a brief survey of the many projects which have changed and will change the face of our city, particularly in the downtown area. We have limited our reference to buildings not more than 5 years old.

Some of these projects are completed, some are underway, and some are still in the planning stage. While we have not been able to illustrate all of them, those presented give a good indication of the changes which are taking place.

It is a pleasure to present proof that in Metropolitan Winnipeg, urban redevelopment has not been forgotten at a time when so much new development is taking place in the suburbs.

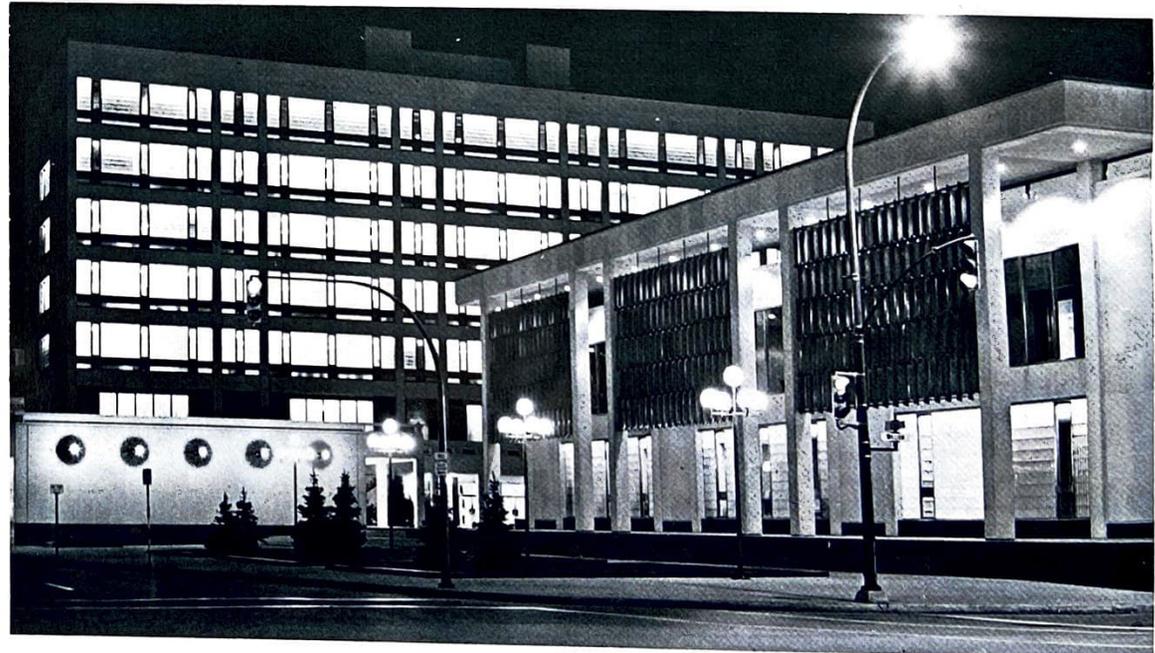


Site of Winnipeg's Civic Centre prior to demolition of the old City Hall, Civic Offices and other buildings. The City Hall is easily recognizable, upper centre, and the Civic Offices at the centre right. The latter was more recently demolished along with buildings in the bottom portion of the picture to make way for the planned Public Safety Building and large Car Parking facilities. The buildings at the left were torn down to make room for the Administration building of the Civic Centre.



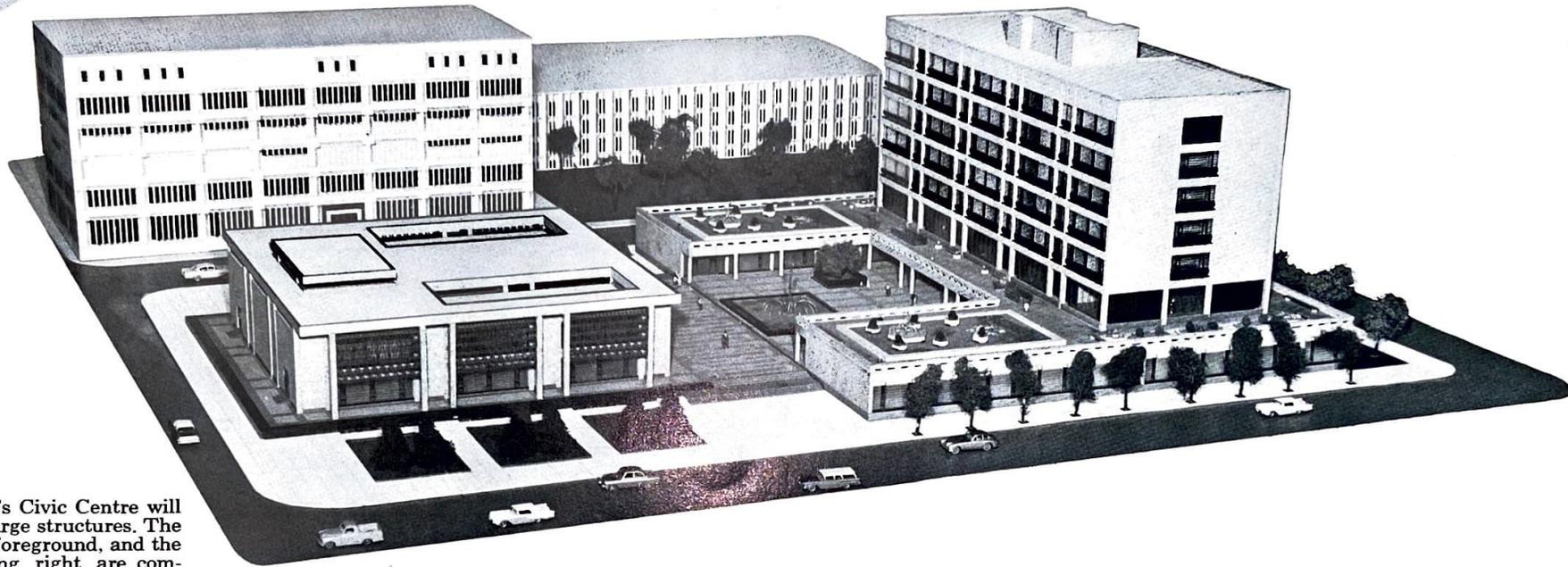
Demolition work on the old City Hall and other buildings by Atlas Wrecking Co. Ltd. who provided the photo.

Photos by —
David Portigal & Co.
Henry Kalen
Hugh Allan — Winnipeg Tribune
Ken Stewart — Winnipeg Tribune



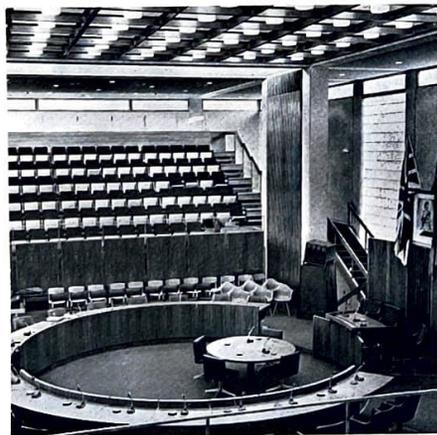
Night view of Council Building and Administration Building.

CENTRE

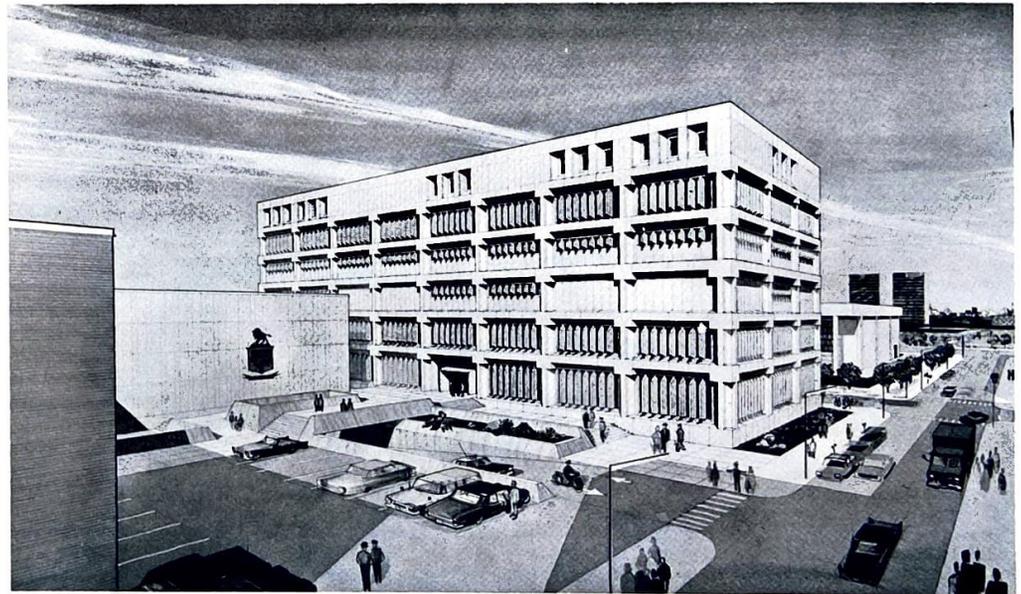


The City of Winnipeg's Civic Centre will be a complex of four large structures. The Council Building, left foreground, and the Administration Building, right, are completed and in use. The contract for the Public Safety Building, left background and for the 600-car parking facility, has been awarded to Peter Leitch Construction Co. Ltd. The construction contract for the completed buildings had a value of \$6-million and the estimated cost of the two to be built is \$6,400,000. Green Blankstein Russel & Associates designed the Council and Administration buildings and the Car Park. Libling Michener & Associates designed the Public Safety Building. General Contractor for the Council and Administration Buildings was G. A. Baert Construction (1960) Ltd.

The Public Safety Building will house the administration branches of the City of Winnipeg Police and Fire Departments.



View of the Council Chamber, Winnipeg Civic Centre.



CENTRAL PARK AND ST. PAUL'S COLLEGE AREAS

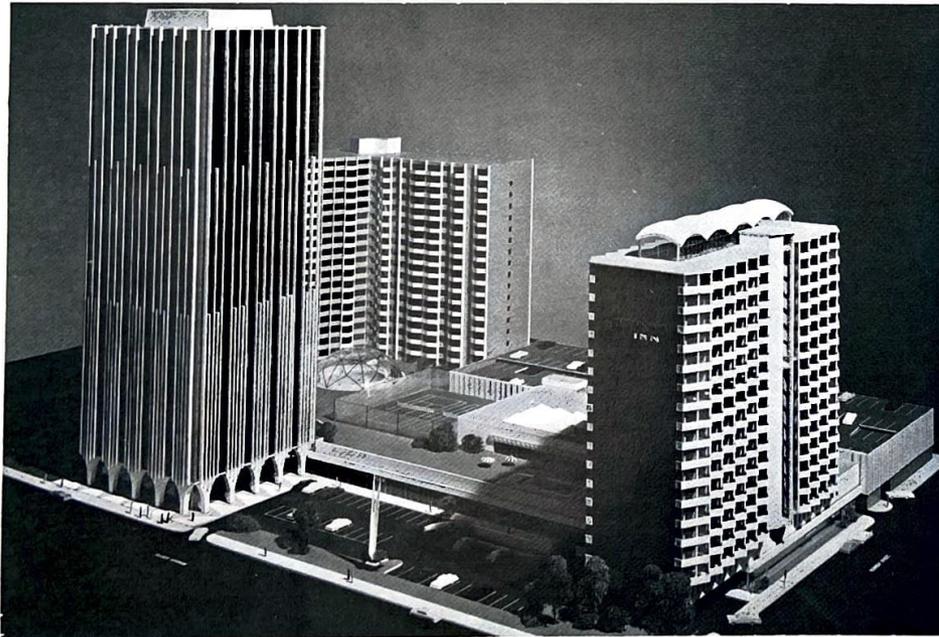


REGENCY TOWERS — apartment building; 20 storeys; 407 suites. Associate Architects — McFeeters Tergesen. Consulting Structural Engineers — Read, Jones, Christoffersen; General Contractor — Redden Construction.

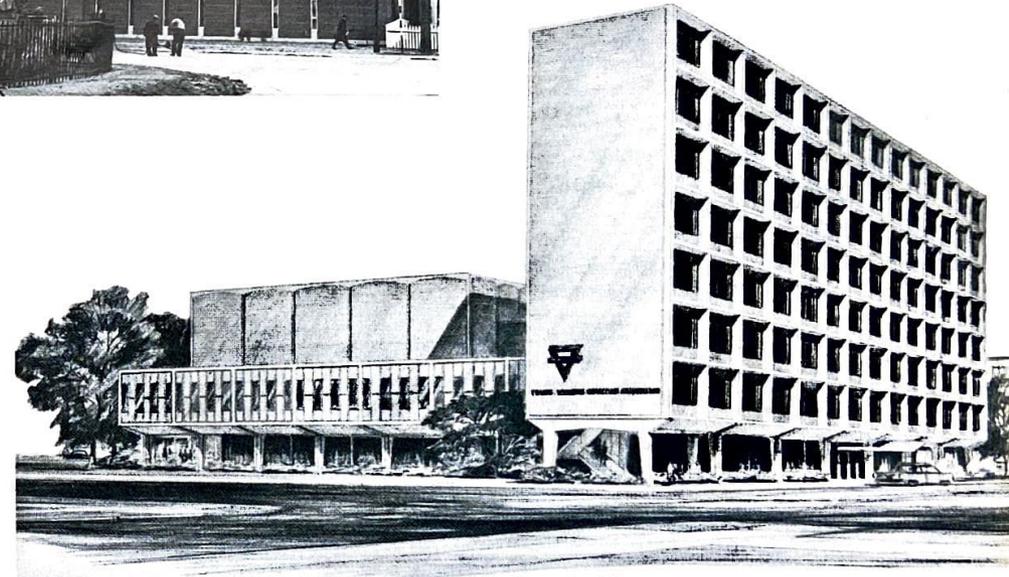


CENTRAL PARK LODGE — residential hotel for retired persons. 12 storeys, 209 rooms. Architects — Waisman Ross and Associates; General Contractor — Wallace & Akins Ltd.

Photos — Campbell & Chipman, Hugh Allan — Winnipeg Tribune.



CANADA CENTRE — on the old St. Paul's College site. A \$20-million project to include a 400-room hotel, a 6-level car park for 917 cars, a 1,000-seat theatre, an apartment building with 358 suites, a 25-storey office tower, a food supermarket and a number of retail and service outlets. Completion of the apartments, hotel, car park and retail outlets are anticipated for 1966, and the office tower to follow. The developer is Sam Hashman & Co. Ltd. Rental Agents—Allan Killam & McKay Ltd.



Y.W.C.A.'s proposed new building. Estimated cost of the initial phase is \$1,000,000 and for the completed program \$1,500,000.

The General Hospital complex shown in the upper left hand corner comprises a continuing redevelopment program consisting of many buildings covering many city blocks.

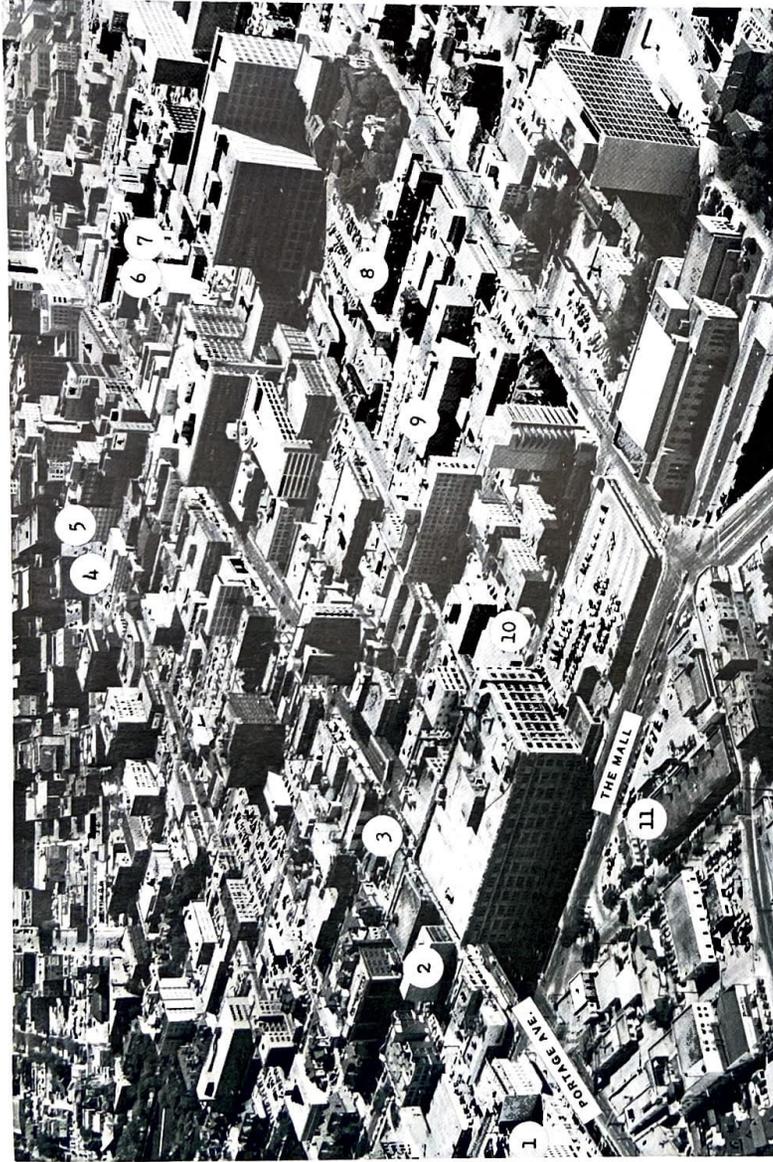
- A—CENTRAL PARK AREA. A number of buildings are planned for sites bordering the park in addition to Regency Towers and Central Park Lodge, already there.
- B—ST. PAUL'S COLLEGE AREA. This 4.78 acres is the future location of Canada Centre, a commercial-residential complex pictured on the facing page.
- 1—REGENCY TOWERS — apartment building, 20 storeys, over 400 suites. Tallest structure of its kind in Metropolitan Winnipeg.
- 2—CENTRAL PARK LODGE — residential hotel for retired persons. 12 storeys, accommodation for 285 persons. Largest of a chain of seven in Canada.
- 3—Y.W.C.A. building planned. Illustration on facing page.
- 4—DOWNTOWNER MOTEL — 40 rooms.
- 5—NATIONAL EMPLOYMENT SERVICE — Unemployment Insurance Commission.
- 6—CITY CENTRE MOTEL — 70 rooms.
- 7—Y.M.H.A.



PORTAGE AVENUE

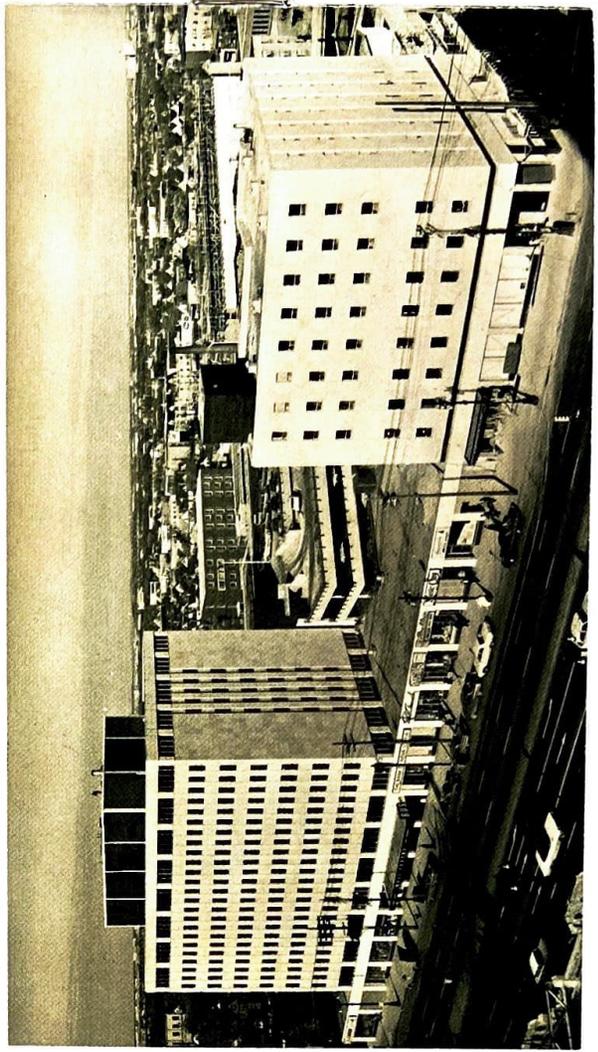
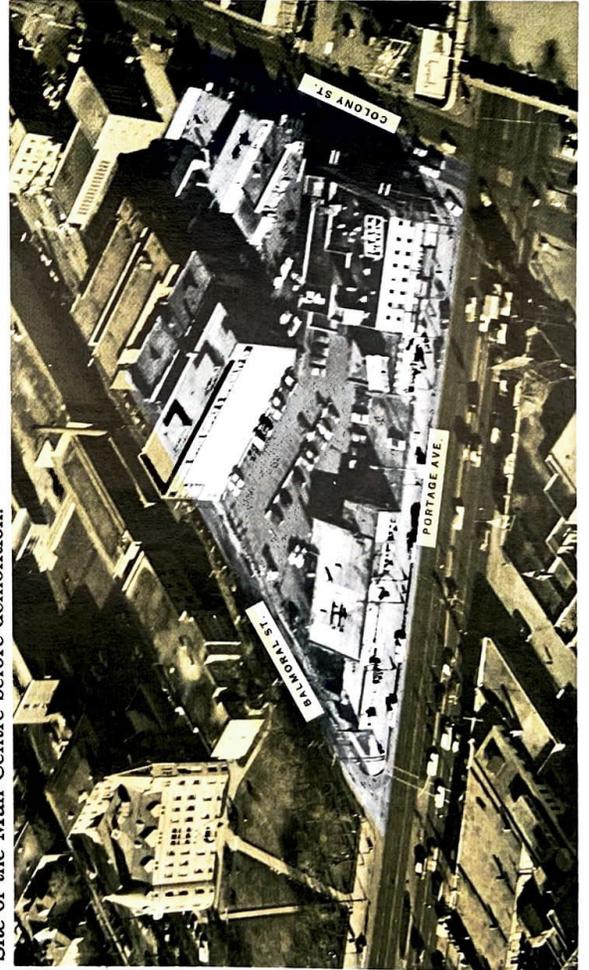
- 1 - Mall Centre.
- 2 - Canada Permanent Trust Company.
- 3 - Toronto-Dominion Bank.
- 4 - Parking Building at Marlborough Hotel.
- 5 - Addition to Marlborough Hotel. 144 rooms, banquet hall, ballroom, and other facilities.
- 6 - Credit Foncier Franco-Canadien.
- 7 - Western Savings & Loan Association.
- 8 - Sheraton-Carlton Motor Hotel, 111 rooms.
- 9 - Medical Arts Car Park.
- 10 - Site of new Dental Office Building.
- 11 - Site of proposed 33-storey Singer Tower.

Mall Centre completed. 9-storey office tower; 21 retail stores and service facilities; 6-level car park; new Winnipeg Bus Terminal; 6-storey hotel; restaurant and refreshment facilities. Developer - Oxford Leaseholds (Manitoba) Ltd., Architects - Moody Moore & Partners. General Contractor - Poole Construction.



Photos - Campbell & Chipman, David Portigal & Co.

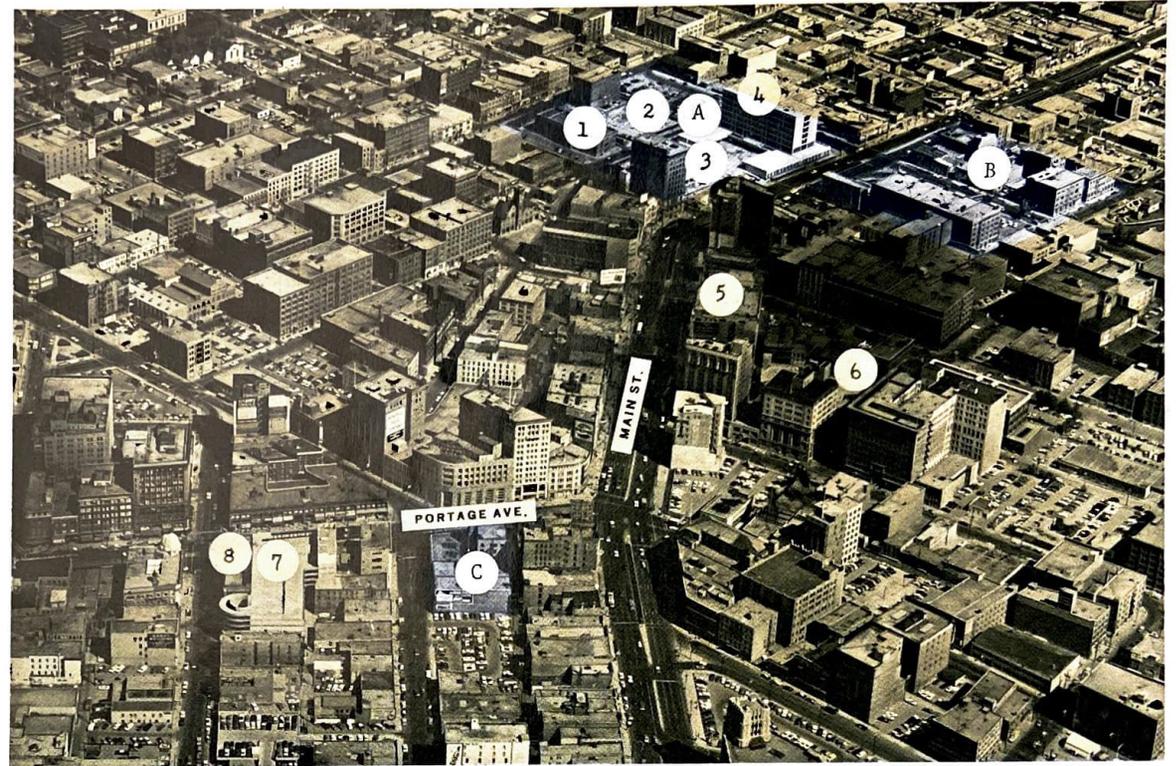
Site of the Mall Centre before demolition.



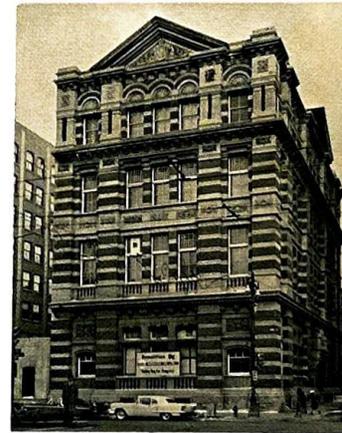
& MAIN STREET

- A—Civic Centre — City of Winnipeg.
- B—Site of Manitoba Art Centre.
- C—Site of Royal Bank Building.
- 1—Site of Public Safety Building.
- 2—Site of the 600-car Parking Building.
- 3—Council Building of the Civic Centre.
- 4—Administration Building of the Civic Centre.
- 5—New Canadian Wheat Board Building.
- 6—Park-Rorie Car Park Building.
- 7—Post Office Car Park with Offices and Stores.
- 8—Site of the new National Trust Building.

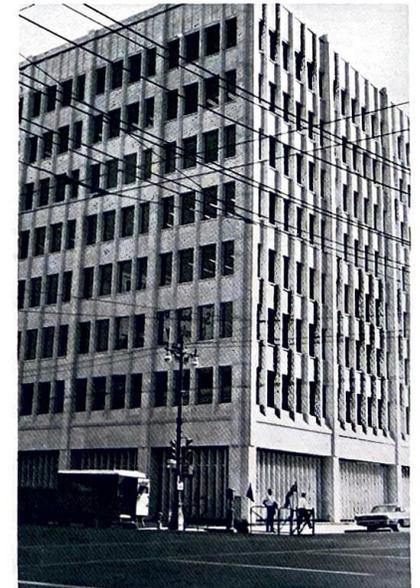
Photos — David Portigal & Co., courtesy Atlas Wrecking Co., Campbell & Chipman.



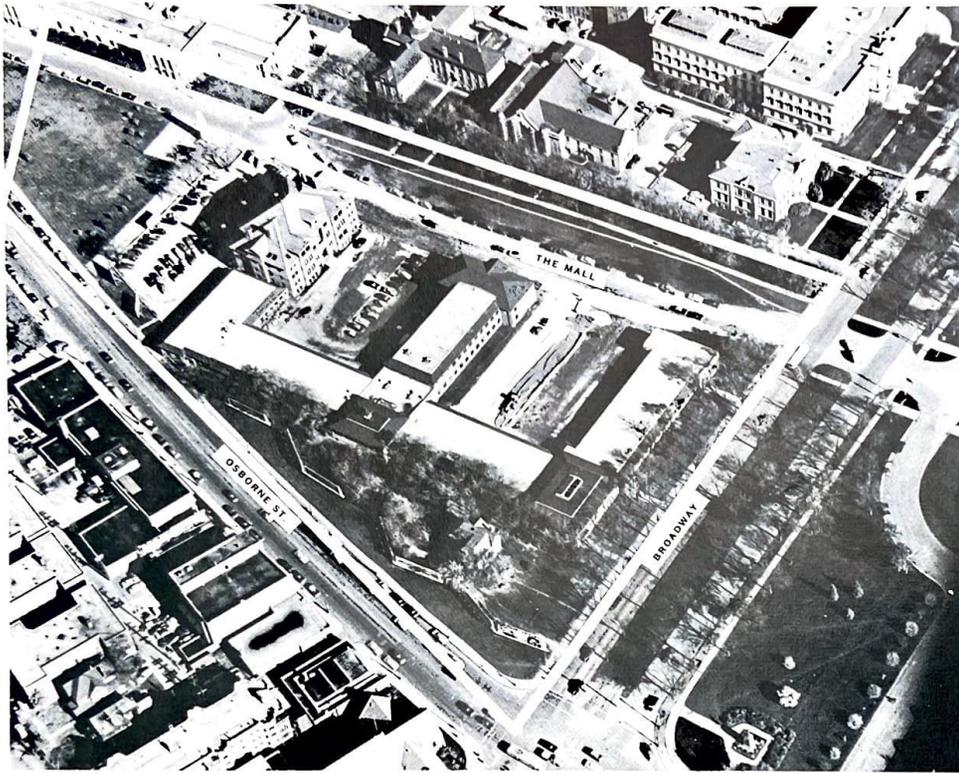
ROYAL BANK BUILDING
 — To be built on the southeast corner of Portage Avenue and Fort Street. 14 storeys projecting from a 2-storey base. Estimated cost \$4-million. First two floors will accommodate the Regional Head Office and Main Branch of the Royal Bank of Canada. Floors 3 to 16, comprising about 100,000 square feet will be leased. Basement facilities will include a bank staff cafeteria and a public cafeteria and other services. The developer is Oxford Leaseholds and the Rental Agents are McKeag Harris Realty Co. Ltd. Architects — Smith Carter Searle Associates and Moody Moore Whenham & Partners. General Contractor — Poole Construction Ltd.



Old Wheat Board Building was demolished to make way for the new structure.



New Canadian Wheat Board Building. Designed by Smith Carter Searle Associates. General Contractor — Peter Leitch Construction Co. Ltd.

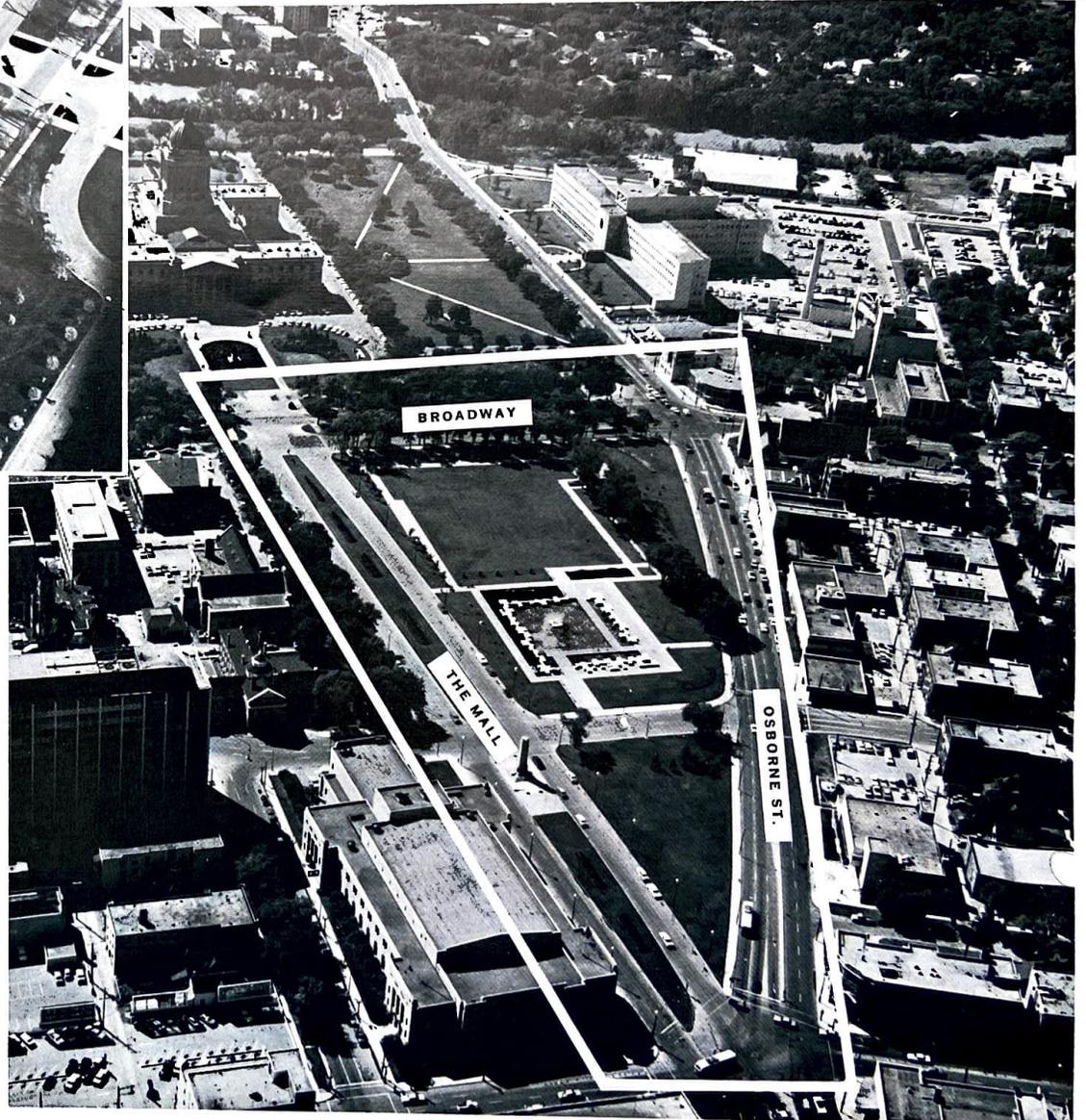


The area which now comprises Memorial Park, is shown here when it was the location of a number of buildings used by the University of Manitoba.

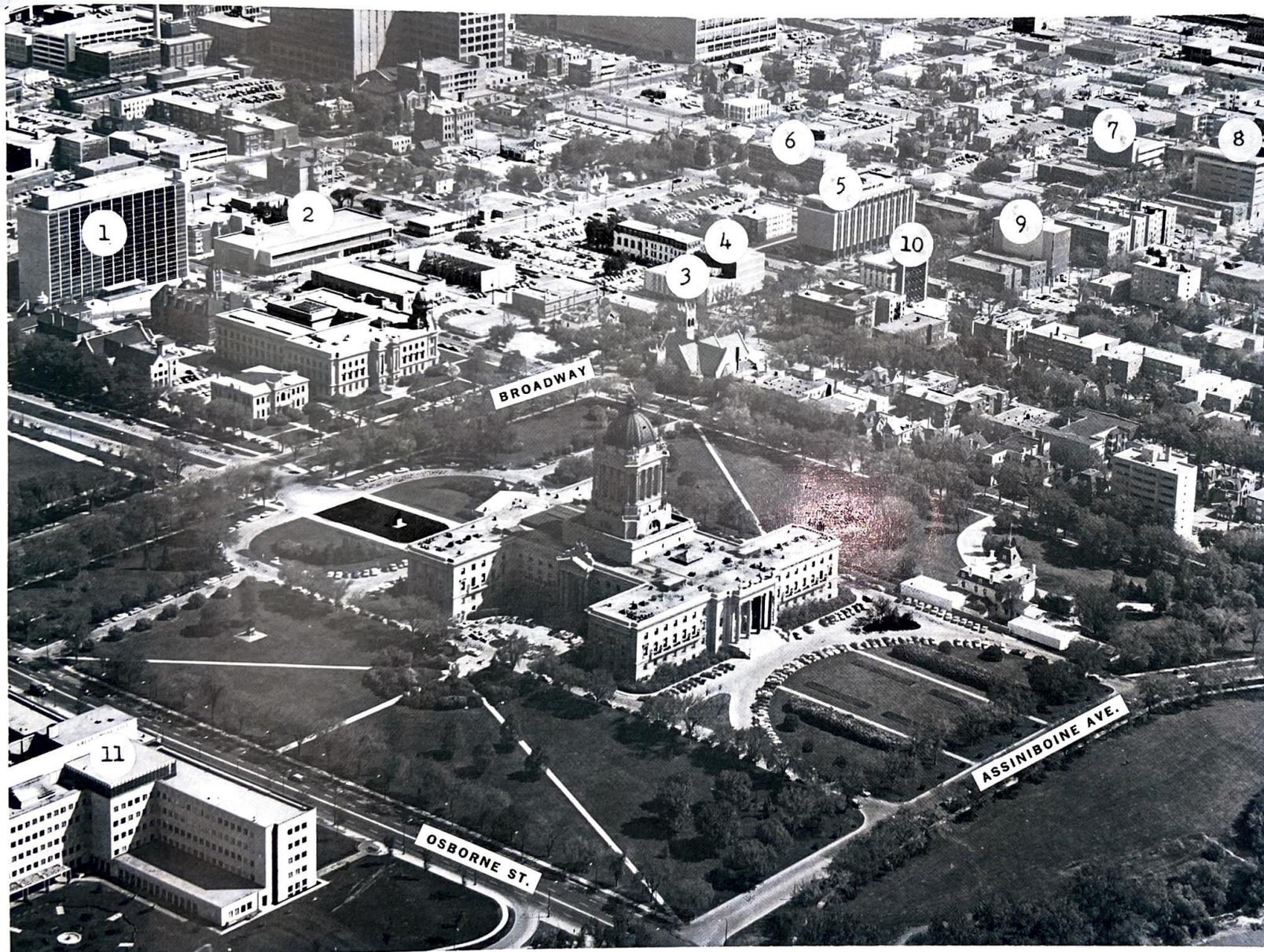


Memorial Park, centred by an attractive fountain commemorating the Winnipeg City Hydro's Fiftieth Anniversary, is an attractive adjunct to the spacious grounds of Manitoba's Legislative Building.

Photos — Campbell & Chipman, David Portigal & Co.



AY AREA



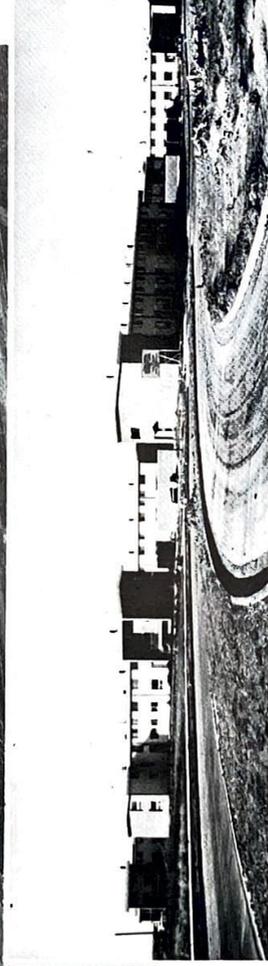
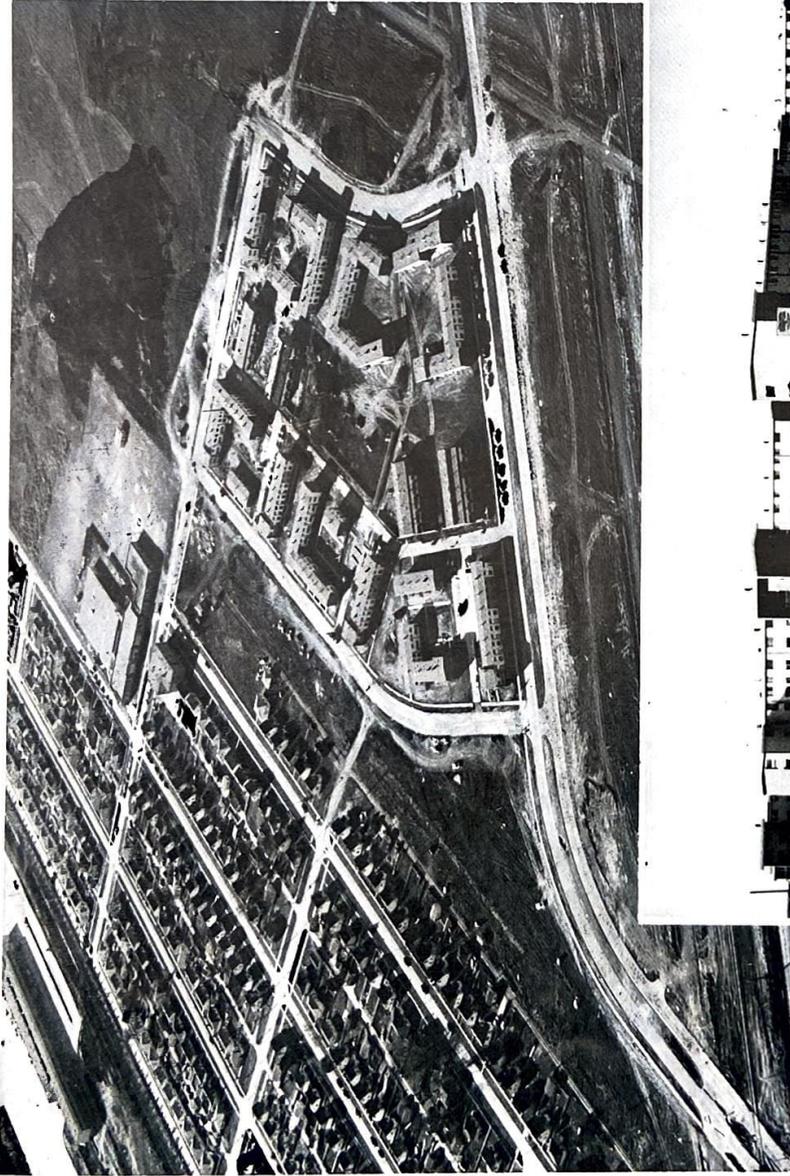
- 1 - Norquay Building — Manitoba Government
- 2 - Government of Canada — Income Tax Offices.
- 3 - Imperial House — offices.
- 4 - I.B.M. Building — offices.
- 5 - Monarch Life Assurance Co.—head office.
- 6 - Charterhouse Hotel — 96 rooms.
- 7 - Sovereign Life Assurance Co. of Canada — head office.
- 8 - Investors Syndicate of Canada Ltd. — head office.
- 9 - Britannia House — offices.
- 10 - Premier Life Building — offices. Head office Canadian Premier Life Insurance Co.
- 11 - Great West Life Assurance Company — head office.

The area between Broadway and Assiniboine Avenue is the site of many new apartment buildings not indicated here.

Burrows-Keewatin Low Rental Housing Development

As the first step towards the implementation of its urban renewal program, the City of Winnipeg made application to the Provincial and Federal Governments in April 1961 for financial aid under the provisions of the National Housing Act and corresponding Provincial legislation for the construction of a Federal/Provincial low rental housing development in the Burrows-Keewatin area located in the northwest quadrant of the City. This housing development consisting of 165 family dwelling units was completed in the fall of 1963 and was officially opened in June of 1964. The project consists of 17 buildings, mostly in the form of row houses with a limited number of duplexes which together contain 58 two-bedroom units, 90 three-bedroom units, 13 four-bedroom units and 4 five-bedroom units.

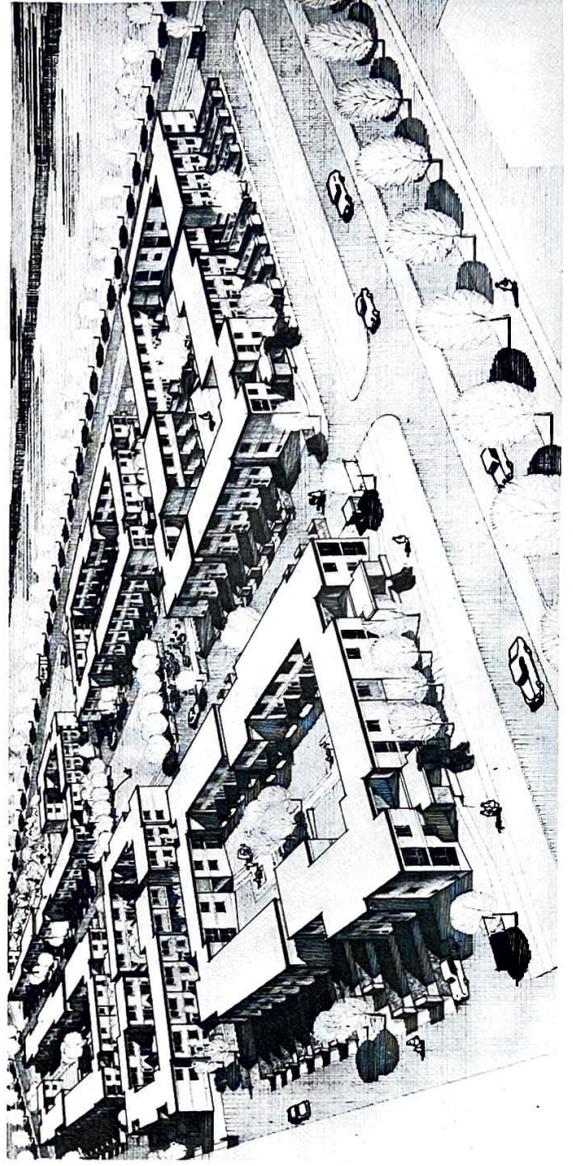
This housing development was built primarily to serve as relocation housing to accommodate families who were to be displaced by the first stage of acquisition and clearance in the City's redevelopment area No. 1, or the Lord Selkirk Park Development as it is now known.



Aerial view of the Burrows-Keewatin low rental housing in northwest Winnipeg. The Canadian Pacific Railway merchandise terminal can be seen in the upper left hand corner.

Inset — ground level view of the Burrows-Keewatin housing.

An artist's conception of Willow Park, a 200-unit development in northwest Winnipeg, owned by the Co-Operative Housing Association of Manitoba. It is said to be the first wholly co-operative housing project in Canada. It is designed for families with incomes too low to qualify them for NHLA loans. The plans by Green Blankstein Russell Associates call for six quadrangle town houses grouped around landscaped courtyards. Families with incomes as low as \$3,200 may apply and all successful applicants purchase shares in the development in the form of a down payment. The co-operative has first option to buy back the shares if the owner decides to move. Each home has its own fenced area, basement with furnace, stove, automatic clothes dryer, and refrigerator. Utilities, including power lines will be underground. Anticipated completion is November, 1965.



Lord Selkirk Park Development

STAGE 1

The acquisition and demolition of properties in Stage 1 of the Lord Selkirk Park Development Area were begun in May of 1963 and are now proceeding towards completion. An application for construction of 352 low rental dwelling units in this area has just been approved by the City Council and is now under consideration by the Senior Governments.

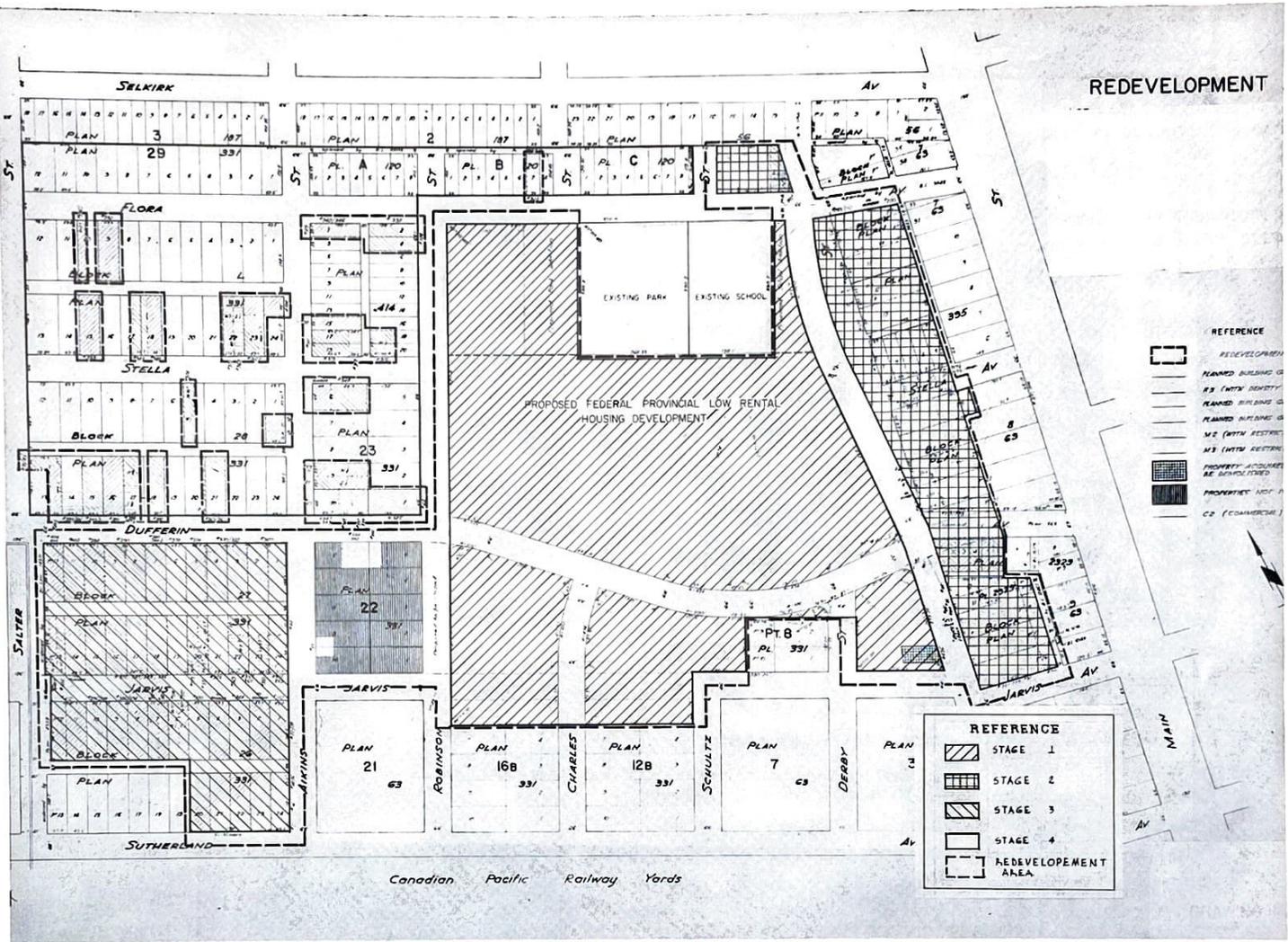
The plans call for the development of a 12-acre site in the first stage of the Lord Selkirk Park Development at a density of approximately 100 persons per acre. This relatively high density is considered desirable in view of the substantial investment of public funds in the acquisition and clearance of the area as well as from the point of view of creating a housing development of a mixed character.

This mixed housing development will involve the building of high rise point blocks or apartments and horizontal forms of multiple housing, such as row houses and maisonnettes, etc.

The application calls for the provision of housing for various types and sizes of families and the number of units are one-bedroom suites and 146 three-bedroom broken down into 30 bachelor suites, 56 suites. There is also a provision for a limited number of four- and five-bedroom units. The estimated cost of the housing development is \$4,282,800. The school and park facilities which will serve this housing development and the surrounding district are to be enlarged and improved.

STAGES 2, 3 and 4

Stages 2, 3 and 4 of the development area, when cleared, will be redeveloped through the participation of private enterprise, mainly for light industrial and com-



Map of the Lord Selkirk Park redevelopment area.

mercial purposes. Some of the light industrial enterprises presently located in Stage 1 of the area will be relocated in the other stages. The remainder of the land will be relocated in the other stages. The remainder of the land not required for public use will be disposed of by inviting redevelopment proposals from interested developers.

WRITTEN MATERIAL—courtesy E. G. Simpson, Director of Housing and Urban Renewal, City of Winnipeg.

MAP—prepared by City Surveys Branch, J. H. Phillips, City Surveyor.

Photos — David Portigal & Co., Ralf Lilje-Gren.

CENTENNIAL ARTS CENTRE

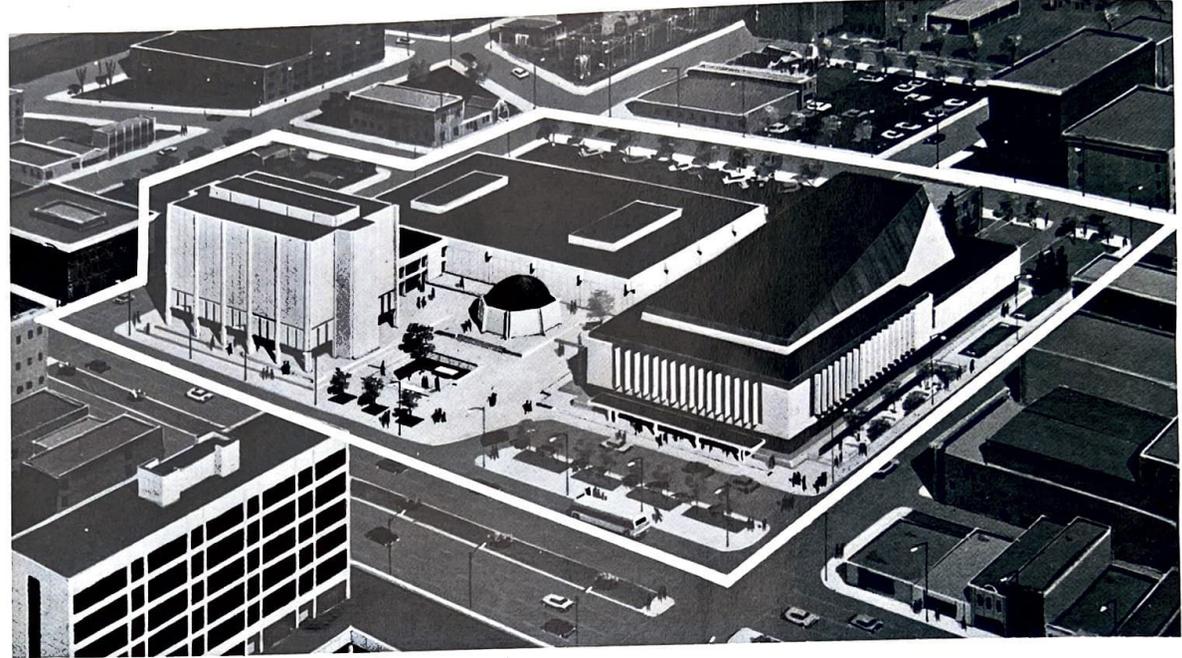
Manitoba's Centennial Arts Centre will be built on a site comprising two city blocks situated diagonally across Main Street from the new Civic Centre. The site is bounded by Main and Martha Streets and Market and Rupert Avenues. The cost of the entire project as presently estimated, is \$13½-million.

The Arts Centre, conceived by the Centennial Corporation, will be a complex of four buildings including a concert hall, planetarium, and two museum buildings, one for exhibits, and one to house research facilities. Underground parking is also included in the plans. The Corporation has revealed that the Centre will be built in two stages, the first to be ready for Canada's centennial in 1967, the second for Manitoba's centennial in 1970. The first stage according to reports, will consist of the concert hall, planetarium, and car park.

Information already published regarding the plans for Manitoba's Centennial Art Centre, refers to a concert hall with seating capacity for approximately 2,000, and a planetarium to seat about 250 persons. The concert hall as envisaged, will have a sloped roof rising to a height of seven storeys. The one-storey museum exhibition building will have 40,000 square feet of exhibit space and will be built over the underground car park. The museum research establishment will be several storeys high and its facilities are expected to be available for research by students as well as scientists.

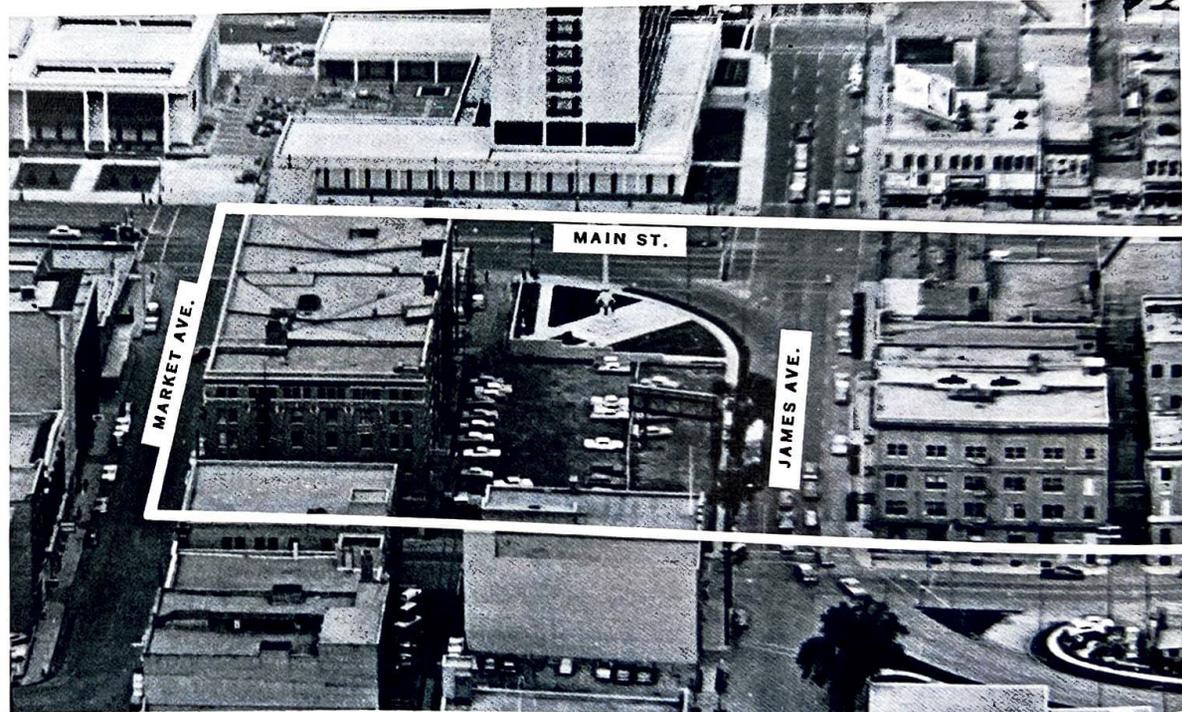
Three well known architectural firms are associated in the design of the Arts Centre. They are Smith Carter Searle Associates, Green Blankstein Russell Associates, and Moody Moore Whenham Associates.

*Photos — Glen Robinson, Hugh Allan —
Winnipeg Tribune.*



An aerial perspective sketch of the proposed Centennial Arts Centre for Manitoba.

This photo shows the major portion of the site allocated for the Manitoba Centennial Arts Centre.



MR. INDUSTRIALIST

*If you need a Western Headquarters
Metropolitan Winnipeg
deserves Your Attention.*

HERE ARE FOUR GOOD REASONS

METROPOLITAN WINNIPEG is the natural industrial and commercial centre of Western Canada. It serves the Prairie Market, extending from the Head of the Lakes to the Rocky Mountains. Many of its manufacturers also ship their goods to other parts of Canada, to the United States and abroad.

Besides being the focal point of Western Canada's business, Metropolitan Winnipeg is a good place in which to live. No place offers more attractive conditions in which the industrialist and his employees can live a well balanced life of work, recreation, education, religion and culture, embracing the entire family.

The Industrial Development Board of Greater Winnipeg welcomes the opportunity of extending its confidential services to new and expanding businesses. Reports will be prepared giving data pertinent to your requirements. Assistance can also be given in locating suitable premises or industrial sites. There is no charge for these services.

1 INDUSTRIAL CENTRE OF THE MIDWEST

EMPLOYEES IN MANUFACTURING

WINNIPEG - 36,165

Edmonton — 15,476	Calgary — 10,778
Regina — 4,118	Saskatoon — 3,323

Source — D.B.S. Employment and Payrolls for firms with 15 or more employees.

September, 1964

2 STABLE LABOR FORCE

LOW PERCENTAGE OF TIME LOST
THROUGH STRIKES

—1/28 of 1% of Canada's total.

—Our Labor Force is 3% of Canada's total.

3 MIDWAY BETWEEN ATLANTIC and PACIFIC OCEANS

ON MAINLINES OF BOTH TRANS-
CONTINENTAL RAILWAYS

4 CANADA'S FOURTH LARGEST METROPOLIS POPULATION 510,000



THE SEAL OF SERVICE TO GROWING INDUSTRY

METROPOLITAN WINNIPEG

Canada's Fourth Largest Metropolis

Population — 510,000

Capital of Manitoba

Leading Manufacturing Centre

Leading Distribution Centre

Transportation Hub for Canadian West

Located Midway Between
Atlantic and Pacific Oceans

