

CORRIDOR PLANNING ENGAGEMENT SUMMARY

March 2017 - October 2019



Engagement Process

March 2017 – October 2019

To better understand the current issues and to guide the level of development along the major transportation corridors that were identified in the Growth Plan to Half a Million, City staff engaged with multiple stakeholders between March 2017 and October 2019. Residents, land and business owners, development industry and community groups all played a role in shaping the direction of the Corridor Transformation Plan through participation in multiple engagement events.

There have been 17 stakeholder and community meetings, eight public engagement events, six walking tours and three surveys that have sought feedback on the content and directions for the Corridor Planning Program.

Feedback Themes

A number of common themes have come up through engagement activities. These themes provided direction to the Corridor Planning Program as it evolved:

- Increased building density is welcomed along the planned rapid transit corridors;
- The underutilized development potential of land along our major corridors is generally recognized;
- Parks, trees and public spaces are seen as essential components of any higher-density urban residential development;
- Increased housing availability along transit corridors, in a range of forms, is widely seen as a good city planning decision;
- A significant desire for more affordable/attainable housing, both in specific areas and across the city;
- Major improvements to the walking experience along these corridors is strongly desired;
- Reduced parking in areas adjacent to rapid transit facilities is generally seen as logical. Support for alternative parking options (i.e. rear-yard parking is seen as acceptable or logical);
- Pedestrian safety along busy streets is a concern; and
- Sunlight availability and potential shadowing resulting from tall buildings is a concern.



Stakeholders

The identified project stakeholders, the communication techniques and engagement participation is outlined in Table 1. Often the exact number of attendees by each stakeholder group is unknown; this is a limitation of the

self-recorded event sign-in sheet. However the goal to provide the opportunity for identified stakeholders to be informed, provide feedback, and influence the project outcomes was achieved based on engagement activities.

Table 1: Stakeholders

Identified Stakeholders		Communication Technique	Attendance or Response
Public	General Public	Radio, posters, social media, newspaper and City website.	Members of the general public were in attendance at events.
	Community Associations (CA)	A request to speak at CA meetings was sent to the Neighbourhood Services Section Manager.	Presented at 10 of the 13 CA meetings.
	Citizen Advisory Panel	Event invites and survey links were sent out via email.	219 members identified themselves in an online survey. Event attendance is unknown (attendees were not asked if they were a member).
Development Industry	Developers Liaison Committee (DLC) - Infill & Greenfield Subcommittees	Request to speak at the committee meeting was sent to the Chair.	Presented at meetings.
	Saskatoon & Region Home Builders Association	Sent an email requesting a meeting and invites to events.	Representatives were in attendance at all events and meetings.
	Developers	Sent invites through DLC Committee members and Infill Roundtable members.	Developers were in attendance at events.
	Realtors & Appraisers	Sent email invites to all commercial Realtors and the Saskatoon Region Association of Realtors.	Event attendance is unknown (attendees were not asked specifically if they were a member).
		Sent email invite to the Appraisal Institute of Canada - Saskatchewan for distribution to membership.	Event attendance is unknown (attendees were not asked specifically if they were a member).
	Design Professionals	Sent email invites to eight professional associations to be distributed to members.	Design professionals were in attendance at events.
	Infill Roundtable	Sent invites to events via email	Developers were in attendance at events.
Businesses	All businesses located within the study area (excluding the Blue Line)	Sent invites via mail.	Business owners were in attendance.
Business Associations	BIDs	Sent invites to events via email.	Downtown, Broadway, and Riversdale BIDs were in attendance at major events
	NSBA	Sent invites to events via email.	Members were in attendance at events.

Table 1 continues on page 4.

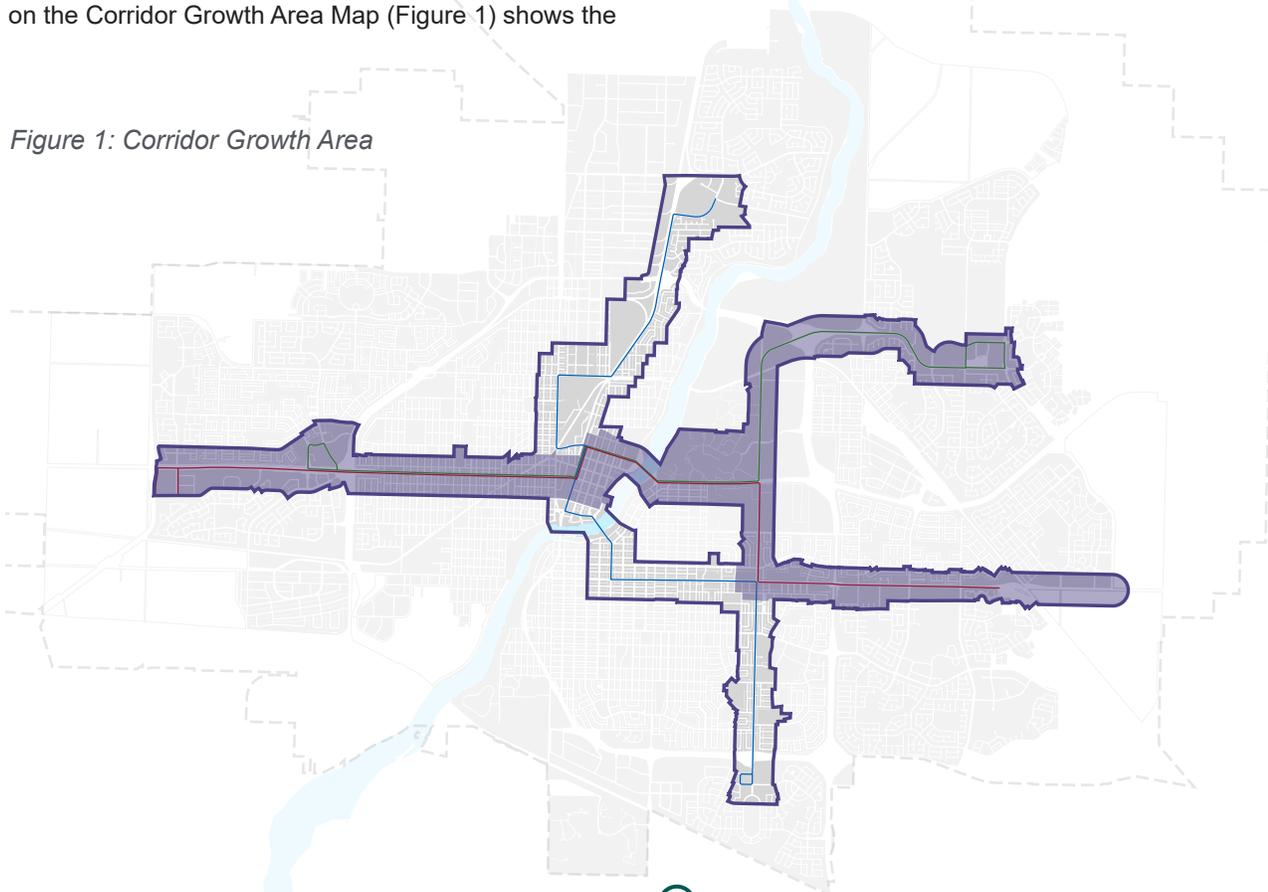
(Table 1 continued)

Identified Stakeholders		Communication Technique	Attendance or Response
Land Owners	Commercial land owners within the study area (excluding the Blue Line)	Sent invites via mail.	Commercial land owners attended.
	Residential land owners within the study area (excluding the Blue Line)	Sent invites via mail.	Residents that own land attended.
Government Partner	Population and Public Health, Saskatchewan Health Authority	Set up meeting via email.	Representatives were in attendance at meeting.
University of Saskatchewan	Office of Infrastructure Planning and Land Development	Sent invite via email.	Representatives were in attendance at event.
	The U of S Students Union (USSU)	Email, Posters and Campus News ad.	University students attended.

As indicated in Table 1, businesses and land owners within the study area were identified as stakeholders. At the time of the engagement activities the Blue Line was not part of the study area. The purple shaded area on the Corridor Growth Area Map (Figure 1) shows the

portion of the study area that received invites to public engagement events. Further stages of the project will include engagement with all stakeholders within the applicable study areas.

Figure 1: Corridor Growth Area



Engagement Strategy

The project team engaged with stakeholder groups (land and business owners, development industry and community associations) and the general public between March 2017 and October 2019.

Engagement activities included; seventeen stakeholder and community meetings, eight public engagement events, six walking tours, and three surveys. These engagement opportunities ranged from providing

information, seeking feedback to working to understand the aspirations and concerns of stakeholders related to the development of the Corridor Planning Program and the Corridor Transformation Plan.

A summary of the engagement activities that have been completed, the stakeholders that were engaged, the level of engagement, the goals and outcomes are included in Table 2.

Table 2: Summary of Engagement Strategy

Engagement Activity	Stakeholders	Level of Participation	Objective/Goal	Engagement Outcome
Official Community Plan Framework Questionnaire	Public Business Owners Citizen Advisory Panel	Involve	Work with stakeholders to ensure concerns and priorities are understood.	Feedback received resulted in changes in the wording of the Corridor Planning Program policy framework.
Come & Grow 2018	Public	Inform/ Consult	Provide information and obtain feedback.	The feedback received provided a baseline for needs and desires as the corridor study area develops.
Community Association Presentations	Community Associations (only neighbourhoods adjacent to 8th Street and 22nd Street)	Inform	Provide project information and promote the Walking Tours and the Pedestrian Experience Survey.	Met the objective of sharing information and recorded comments received during discussion.
Walking Tours and Survey	Public	Consult	Gather qualitative data on the condition of the public realm on 8th Street and 22nd Street.	Collected qualitative data on the impressions of the area through an online survey, as well as recorded observations made during the walking tours on maps.
Pop-Up Engagement Events	Public	Inform / Consult	Provide project information, help re-imagine public spaces, and gather feedback on the preference of transit-oriented design (TOD) concepts.	Feedback gathered indicated public support of TOD principles and the desire for more quality urban spaces and pedestrian amenities. Semi-permanent benches were installed at the 8th Street location.

Table 2 continues on next page 6.

(Table 2 continued)

Engagement Activity	Stakeholders	Level of Participation	Objective	Engagement Goal
Stakeholder meeting	SRHBA	Consult	To gather feedback how best to consult with the development community.	Direction was given to consult with developers through the Developers Liaison Committee.
Developers Liaison Committee Meeting	Developers Liaison Committee	Involve	To gather feedback on character area typologies.	Based on feedback two density options (character area maps) were created. One option showed a focused approach with higher density along the corridors; the other option dispersed the density into the adjacent neighbourhoods with less density on the corridors.
Stakeholder meeting	Population and Public Health, Saskatchewan Health Authority	Inform/ Consult	To begin the conversation on how we can work together in the future.	Future meetings will be needed as the project progresses.
Targeted Stakeholder Engagement Session	Developers Realtors Land Owners Business Owners Design Professionals	Consult / Involve	Obtain feedback on character area typologies. Work with stakeholders to ensure concerns and priorities are understood.	Feedback received provided direction for one density option map (character area map).
Community Association Meetings	Community Associations (only neighbourhoods within the study area)	Inform/ Consult	To gather feedback on the density options (character area maps) and record any general concerns.	
Come & Grow 2019	Public	Inform / Consult	Provide project information and obtain feedback on where density should occur and what level of development is supported (through the character area map).	Feedback received further refined the location of density (character area map) and building form.

Engagement Activities

The engagement activities that occurred between March 2017 and October 2019 are summarized in Table 3. Through these events, meetings, and surveys almost

2,000 people were able learn about Corridor Planning, sharing approximately 1300 opinions and ideas.

Table 3: Engagement Activities

Date	Engagement Activity	Description	Participation Numbers
March - April 2017	Official Community Plan Framework Questionnaire	Online questionnaire to obtain public feedback on the Corridor Planning Program policy framework. Feedback received resulted in changes to the wording of the Corridor Planning Program policy framework.	988
March - April 2018	Come & Grow 2018	341 people attended this multi-project Growth Plan public engagement event. Attendees provided 307 written comments, 593 geographically specific markers on a map, and 59 responses to a questionnaire on public realm, land use options, and building height. Also, comments were gathered at the event, as well as through an online survey that asked for input on identifying places of great significance, types of new business, and specific elements that would increase the desirability of living on one of the major corridors.	341 <i>attended</i> 307 <i>comments</i> 593 <i>sticky dots</i> 59 <i>survey</i> 40 <i>online survey</i>
April 2018	Community Association Presentations	City staff attended eight community association meetings and spoke with over 60 community members about future growth along the corridors and walkability (as part of the walking tours).	62
May - October 2018	Walking Tours and Survey	22 people attended one of six walking tours (offered as part of the Jane's Walk festival) that occurred along 8th Street E and 22nd Street W over two days. Together City staffed and participants discussed residential infill, potential land use changes, and identified pedestrian issues. Participants were asked to take a short online survey following the walk, which helped to capture their impressions of the area. The survey was open to all residents, not just those that attended a walking tour. In total, 57 people responded to the survey.	22 <i>walking tour</i> 57 <i>survey</i>
August 2018	Pop-Up Engagement Events	55 people attended an outdoor pop-up style engagement events at the Dairy Queen restaurants on 8th Street E and 22nd Street W. Conversations and feedback gathered on the interactive display boards indicated support for mixed use development and pedestrian friendly streets.	55 <i>attended</i> 29 <i>provided feedback</i>
April to October 2018	Stakeholder meeting	City Staff met with the Saskatoon & Region Home Builders' Association, developers, and the Saskatchewan Health Authority to discuss land use changes and density.	13

Table 3 continues on page 8.

(Table 3 continued)

Date	Engagement Activity	Description	Participation Numbers
November 2018	Targeted Stakeholder Engagement Session	Developers, Realtors, land owners, business owners, and design professionals were among the 25 that provided feedback on initial concepts for land use changes along the corridors.	25
December 2018 to January 2019	Community Association Meetings	City staff attended four community association meetings to discuss density and development concerns.	30
January 2019	Come & Grow 2019	177 attended this multi-project public engagement event that focused on future growth of Saskatoon. The Corridor Planning Program sought out feedback on where density should occur and what level of development.	177
April 2019	Living Green Expo	Along with Saskatoon Transit, the Corridor Planning Program set up an information booth at the Living Green Expo. It is estimated that around 100 people had a chance to stop by and discuss the future growth of Saskatoon. The total attendance for the three day expo was 1,478.	100
May 2019	Senior's Forum	Approximately 30 people discussed Corridor Growth with city staff and 12 written comments were provided. Comments strongly suggested the need for affordable grocery options, better walking experience, seniors housing, and the desire for more medical services within walking distance.	30
October 2019	Zoning Bylaw Review Open House	Approximately 50 people attended this open house, with the vast majority representing the development community.	50



Description of Engagement Events & Approach

Corridor Planning Official Community Plan Policy Questionnaire

The Official Community Plan Bylaw was amended on June 26, 2017 to include the Corridor Planning Program Framework. Feedback was gathered to ensure concerns and priorities were understood.

Method: Online questionnaire

To obtain feedback on the draft policy framework, the City invited residents and stakeholder groups to provide comments on questions related to the components of the policy framework and to provide additional comments or suggestions on how each could be strengthened.

Participation: 988 people responded to the online questionnaire.

Feedback/Outcome: Based on the feedback received the draft Corridor Planning policy framework was revised. The feedback was consolidated into the Corridor Planning Program Policy Framework Engagement Summary Report provided to Council on June 26, 2017 as part of Official Community Plan amending Bylaw No. 9458, 2017.



Come & Grow 2018 Engagement Event

On March 7, 2018 at the Western Development Museum 341 people attended the first major engagement event for the Corridor Planning Program and the kick-off for the Plan for Growth public engagement program. The Corridor Planning Program engagement objective was to provide information and obtain feedback.

Methods: The following three methods were used to gather feedback:

1. Mapping Exercise: A large map with detailed land use information was used as a conversation starter and a way to gather feedback. Participants were asked to place colour-coded dots indicating locations they enjoy or frequent often (blue), as well as locations that need attention or improvement (red) and sticky-notes were used to add written comments.

2. Questions: On sticky-notes and through an online survey (open from March 7 to April 6, 2018) participants were asked to answer three open-ended questions. The questions were as follows:

- a. Are there special places you can identify that should be maintained as the Corridor Planning Program evolves?
- b. What types of new businesses, services or amenities do you think are needed along the corridors?
- c. What would it take for you to consider living in a mixed-use building fronting one of the corridors?

3. Intercept Survey: Three University of Saskatchewan Planning Students approached event participants and asked them to complete a quick survey to collect feedback on three main topics:

- a. Streetscaping elements that contribute positively to the public realm;
- b. Appropriate building height and density along the corridors; and
- c. Appropriate or desired land uses and amenities across the study area.

Participation:

1. Mapping Exercise: There were 593 dots placed on the map and 307 sticky-note comments.

2. *Questions:* In total 40 people responded to the questions.

3. *Intercept Survey:* 59 intercept surveys were completed with participants.

Feedback/Outcome: Attendees showed interest around the large map of the study area. The map and other supporting material helped to prompt questions and provide constructive feedback. The feedback received provided a baseline for needs and desires as the corridor study area develops.

Community Association Meetings

The Corridor Planning team met with eight out of the 10 neighbourhoods located within the Pedestrian Experience Survey Area. The objective was to provide project information.

Method: Presentation to provide information.

Participation: In total, 62 people attended.

Feedback/Outcome: These events provided an opportunity to share information, answer questions and record comments.

All comments received will be considered and further explored in the implementation phase. Information on Corridor Growth, the Pedestrian Experience Survey and the Walking Tours was presented at Community Association meetings.

During the May College Park Community Association meeting, members shared the desire for more public gathering places along 8th Street and indicated the Dairy Queen as being a unique destination. This feedback not only provided direction as to where the pop-up events would be located but ultimately supported the installation of new benches.

Walking Tours & Pedestrian Experience Survey

As part of the street-level analysis of the existing built form and public realm, the Corridor Planning Program hosted 10 guided walking tours along 22nd Street and 8th Street on May 5 and 6, 2018.

Further to the guided walking tours, data was collected through an online questionnaire. The questionnaire was

launched on May 5, 2018 as part of the Walking Tours, but was open to all members of the public.

The objective of the Walking Tours and the Pedestrian Experience Survey was to gather qualitative data on the condition of the public realm on 8th Street and 22nd Street.

Method:

Mapping Exercise: Participants on the walking Tours were asked to point out things that they liked and had concerns about. All comments were recorded on maps.

Online Survey: The online survey asked participants about their impressions of the private and public spaces, number of benches or garbage cans, trees, sounds, smells and the ability to walk safely and easily along the street.

Participation: 22 people attended the walking tours and 57 people responded to the survey.

Feedback/Outcome: The feedback gathered on the walking tours and the results from the survey provided important qualitative data. This data supports the need to make enhancements to the public realm in order to meet the objectives of the Corridor Planning Program.

Walking tour participants discussed what type of improvements they would like to see and provided comments based on their personal experiences. Two individuals with mobility aids took-part and provided a unique perspective on the challenges the built environment creates when not properly designed with consideration for mobility devices. Comments and concerns will be used during the development of the Corridor Plan phase.

In order to answer the survey questions respondents were asked to walk a section of 22nd Street or 8th Street. This likely limited the number of responses to the survey; however, the data that was collected was based on actual recent experiences rather than assumptions or previous experiences (assuming that respondents did in fact walk through the area). In general the responses to the Pedestrian Experience Survey indicated a negative pedestrian experience.

Further engagement on public realm improvements will be conducted in future Corridor Plans.

8th Street and 22nd Street Pop-up Engagement Events

In August 2018, the Corridor Planning team hosted two outdoor pop-up style engagement events at Dairy Queen restaurants on 8th Street E and 22nd Street W. These spots were chosen because they are outdoor gathering places and offer an opportunity to re-imagine the pedestrian realm along our major corridors.

Part of the benefit of a pop-up event is the chance to communicate with members of the public who might not otherwise come out to a more formal City public engagement event. The goal was to provide project information, help citizens visualize enhancements to the public realm, and gather feedback on the preferences of TOD concepts.

Method: To help spark creativity and open-ended visioning about the future of these important city streets, street benches and planters were used to create an enjoyable outdoor space.

Participants were asked to share their opinion on the future of the corridor through a large group survey. The survey was also used as a learning tool to provide information on transit-oriented development principles.

Participation: 55 people attended and 29 people responded to the group survey.

Feedback/Outcome: Based on survey results and verbal feedback there was general support for mixed use development and some participants reported that these two major corridors are uncomfortable and unsafe for walking, and suggested pedestrian-friendly improvements are needed.

The pop-up engagement event at the Dairy Queen on 8th Street offered a unique opportunity to turn a temporary bench placement into a semi-permanent fixture. Within minutes of setting the benches in place people began using them. Following the event, the benches were installed as a semi-permanent public realm improvement for 8th Street.



Other Stakeholder Meetings

Various stakeholder meetings with the development community and the office of Population and Public Health took place between April and November 2018.

Saskatoon & Region Home Builders' Association

In April of 2018 the Saskatoon & Region Home Builders' Association met with the Corridor Planning team to discuss previous City engagement and the best approach for future engagement along the corridors.

Method: Meeting

Feedback/Outcome: Thorough engagement has been completed on limitations and barriers to development. The development community would like to respond to options on development. Further engagement can be done through the Infill Roundtable.

The project team was invited to present at the Developers Liaison Committee meetings. Member of the Infill Roundtable were invited to attend the meeting.

Developers Liaison Committee meeting

At the October 2018 Developers Liaison Committee meeting, the Corridor Planning team presented the 'character area' maps which showed the level of density by location.

Method: Presentation

Feedback/Outcome: The development community expressed concern that the demand for residential development extends beyond the corridors.

Based on this feedback, two density options (character area maps) were created. One option showed a focused approach with higher density along the corridors; the other option dispersed the density into the adjacent neighbourhoods with less density on the corridors. The revised character area maps were presented at the Targeted Stakeholder Engagement.

Population and Public Health

At the end of November 2018, the Corridor team met with Population and Public Health, Saskatchewan Health Authority. The objective of this meeting was to begin the conversation on future project partnerships.

Method: Meeting

Feedback/Outcome: The focus of this meeting was to seek ways of improving health equity and community health and well-being through the Corridor Planning Program. In 2016, the Saskatchewan Health Authority released a report, *Growing Healthier: A Health Equity Impact Assessment for Saskatoon's Growth Plan* that applied a health equity lens to three of the City of Saskatoon's Growth Plan initiatives. There are 13 recommendations within this report, all of which are compatible with the core initiatives of the Growth Plan. The overarching recommendation is that the City of Saskatoon incorporates a focus on community health and well-being when implementing the Growth Plan, specifically by drawing on Population and Public Health as a resource and ally when making decisions around growth.

Further communication and engagement will be important in future Corridor Planning activities.

Targeted Stakeholder Engagement Session

25 people attended the Targeted Stakeholder Engagement Event at the end of November 2018. Developers, Realtors, land owners, business owners, and design professionals were among the groups that provided feedback on initial concepts for land use changes along the corridors. The objective was to obtain feedback on character area typologies and work with stakeholders to ensure concerns and priorities are understood.

Method:

Sticky notes: Any general comments were recorded on sticky notes and attached to a map.

Sticky dot mapping exercise: Participants were asked to provide feedback on two density option scenarios. The scenarios were mapped by character areas (similar to a land use map). Colour-coded sticky dots were used to indicate where participants would like to make density changes.

Participation: 25 people attended. 14 comments and 46 sticky dots were placed on the map.

Following the Targeted Stakeholder Engagement event, the Corridor Planning team met and corresponded with members of the development community. This was an opportunity to gather feedback from stakeholders that were unable to attend the event.

Feedback/Outcome: Information gathered was used in conjunction with previous feedback to further develop the concepts and options for transforming our major corridors and was later presented at the Come & Grow event in early 2019.



Community Association Meetings

As a way to capture the neighbourhood level concerns of potential density options along the corridors, the Corridor Planning Team offered to attend Community Association meetings for any neighbourhood within the Corridor Area between December 2018 and January 2019.

Method: A presentation was given to provide project background and explain character areas and how they could be applied. Maps were provided to allow Community Association members the opportunity to provide direction to the height and location of density.

Participation: 30 people attended from Caswell Hill, Riversdale, Meadowgreen and Mount Royal Community Associations.

Feedback/Outcome: No maps were returned. However, general verbal comments were documented by City staff.

The comments received will be useful information during the Corridor Plan phase.

Come & Grow 2019 Engagement Event

Come & Grow 2019 included content from the Plan for Growth project team, along with teams from the Official Community Plan and the University Sector Plan, took place at the end of January 2019. The goal was to provide project information and obtain feedback on where density should occur and what level of development is supported.

Method: Display boards were used to explain the project information and large Character Area maps were used to gather feedback and indicate the location and height potential of future development.

To gather feedback on preferred height and location of density, participants were asked to place sticky dots on Character Area maps. Also, Lego was used as a visual aid to simulate building massing.

Participation: 177 people attended the event. 48 sticky note comments were received and 142 sticky dots were used to voice preference on development.

Feedback/Outcome: Based on the feedback received at this event and the previous engagement events, the Character Area maps were further refined. The Character Areas were later used to draft potential land uses designations for the Corridor Growth Area. Also, this information will be used during the creation of future Corridor Plans.



The stakeholder input gathered up to this stage of the project has been incorporated into the Corridor Transformation Plan. This document captures the research, planning process, stakeholder engagement and recommendations required to achieve the goals of the Corridor Planning Program.

The next three engagement events listed were opportunities to share project information and were not intended to gather specific feedback. However, any comments received were documented and will be considered as the project proceeds with developing Corridor Plans.

Living Green Expo

On April 26, 2019 the Corridor Planning program along with Saskatoon Transit, set up an information booth at the Living Green Expo. The goal was to provide project information.

Method: Display boards, a computer generated model of building massing and Lego blocks were used to explain concepts.

Participation: The total attendance for the three-day long event was 1,478. It is estimated that around 100 people had a chance to stop by and discuss the future growth of Saskatoon.

Feedback/Outcome: Project information was shared with the public.



Seniors' Forum

The Seniors' Forum was an event hosted by City Council at Market Mall on May 28, 2019. This event was directed at providing information to local seniors about City services and programs.

Method: Display boards from the Living Green Expo were reused for this event.

Participation: Approximately 30 people discussed Corridor Growth with City staff. Even though no formal feedback was planned, 12 written comments were provided by attendees.

Feedback/Outcome: Project information was shared with the public. Conversations and comments received suggested the need for affordable housing and the desire for more medical services within walking distance of the Market Mall area.

Zoning Bylaw Review – Kick Off Open House

The Corridor Planning Program joined the Zoning Bylaw Review Open House on October 2, 2019 as an opportunity to share project information.

Method: Presentation boards shared background information, results from previous engagement events and corridor specific statistics.

Participation: There were just over 50 people in attendance and most of those were from the development community.

Feedback/Outcome: Verbal feedback received at the event was supportive of the opportunity to develop mixed-use buildings along the corridors.

Limitations & Next Steps

To date, the Corridor Planning engagement has reached a significant number of people and incorporated a variety of different tactics that were often well received by participants. Administration engaged with members of the public, industry, and community associations early and provided several opportunities to provide information and updates regarding the project.

All of the engagement activities seeking input were completed prior to the Council Policy on Public Engagement coming into effect in September 2019. As a result, there are some potential limitations to the data that was gathered and in some cases, it may not fully align with the City's new approach.

In general, limitations in qualitative data collection occur when events or activities seeking input are not able to capture a full representation of the stakeholder list. Some limitations in the data collection means the results may not necessarily reflect the broader population or invited stakeholders. In some situations, the way questions were asked or how data was evaluated could potentially cause an information bias. In the future, it will be important to identify stakeholder participation challenges as early as possible in the planning process or engagement activities in order to try and mitigate the risk of potential data limitations. It will also be important to evaluate each public engagement activity by seeking input from participants, to ensure that the objectives of each event are being achieved.

New engagement strategies will continue to be developed for the Implementation Phase of the Corridor Planning Program and for individual Corridor Plans. On-going engagement with the general public and residents within the Corridor Growth Area, developers, land and business owners and other important stakeholder groups including First Nations and Metis, newcomers and people with mobility challenges will be important in the next steps.

