
Subject: Email - Request to Speak - DeeAnn Mercier - Broadway Business Improvement District
- Broadway BID Support of Parking Patio Fee Reduction and Parking Space Use - CK
4350-017-001

From: DeeAnn Mercier [<mailto:deeanmercier@broadwayyxe.com>]

Sent: Wednesday, June 24, 2020 10:44 PM

To: Web E-mail - Mayor's Office <Mayors.Office@Saskatoon.ca>; Lacroix, Lynne <Lynne.Lacroix@Saskatoon.ca>; Steph Clovechok <sclovechok@tourismsaskatoon.com>; Magus, Jay <Jay.Magus@Saskatoon.ca>; Block, Cynthia (City Councillor) <Cynthia.Block@Saskatoon.ca>; Web E-mail - City Clerks <City.Clerks@Saskatoon.ca>

Subject: Email - Request to Speak - DeeAnn Mercier - Broadway Business Improvement District - Broadway BID Support of Parking Patio Fee Reduction and Parking Space Use - CK 4350-017-001

Hello Your Worship,

Please find a letter attached for your consideration at the June City Council meeting. While the request for waiving parking patio fees is related to COVID and can go with the letter sent by Steph Clovechok on behalf of Saskatoon Tourism, the Downtown BID, Riversdale BID and Broadway BID, there is also an additional request to consider allocating parking space for retail, food and beverage. We have suggested the use of these spaces after 6:00pm and on Sundays to have the least impact on parking revenue and peak traffic times but are open to any suggestions to make this possible.

I will also be requesting to speak to this matter at Council.

Thank you for the consideration.
DeeAnn

DeeAnn Mercier

Executive Director | Broadway Business Improvement District



Local. Urban. Culture.

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We've moved! -> Unit A 613 9th St E, Saskatoon, SK S7H 0M4

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June 24th, 2020



His Worship the Mayor and Members of City Council
City Hall, City of Saskatoon
222 3rd Avenue North
Saskatoon, SK S7K 0J5

Dear Mayor Clark and City Council,

Broadway Ave is an iconic symbol in Saskatoon of urban life – a district where people can go to shop, do business, eat, play, experience art and culture, and participate in civic life.

COVID-19 has radically altered the way humans gather, interact and even walk down the street. Reallocating street space on one of Saskatoon's most high traffic pedestrian streets to people and local businesses is an opportunity to help pandemic recovery. In order to support businesses making very tough financial decisions at this time and help people make the most of warm summer months, we need to act quickly.

While restrictions have begun to relax and people are able to gather in small groups again this is not a return to normal. Two metre physical distancing requirements are still in place, and people are limited in entering shops and restaurants. Until a vaccine for COVID-19 is developed, one of the ways to help flatten the curve while also enabling many people to earn a living is by opening up more space for people.

Keeping Broadway vibrant means ensuring shopping and dining can be a safe, in-person experience. By reducing costs to parking patios and allocating extra space for social distancing, more Broadway businesses will be able to stay afloat.

Thank you for reviewing the parking patio bylaw as recommended in the joint letter from Tourism Saskatoon, the Broadway BID, the Downtown BID, and the Riversdale BID. The BBID would greatly appreciate the opportunity for more parking patios in the district which would enable more space to be allocated to social distancing, benefiting hard hit businesses in the area.

To that end, the BBID would like to further propose allowing for all food, beverage and retail businesses to be able to use the parking space in front of their store front to extend their business footprint.

June 24th, 2020



Businesses who utilized these spaces would:

- Operate in the first 3 northern blocks of Broadway, the 600, 700 and 800 blocks;
- use these spaces outside of paid parking time frames in the evening from 6pm to 11pm and Sunday 9am to 9pm;
- Need to provide a fence and any safety requirements per the City;
- Not need to provide decking and could operate directly on the asphalt (with available ramp as needed); and
- Seek permission from the other businesses who share the block face.

The harsh reality is that COVID-19 is having an unprecedented impact on small businesses including those in the Broadway District. Many small business may be lost over the next couple of months and year. We are looking for opportunities to help these retail, food and beverage businesses survive in our district. This opportunity to have a sidewalk sale experience like in many other communities would allow for social distancing while shopping or dining in the fresh air, easing anxiety while allowing people to be social creatures.

Parking patios and use of parking spaces in the evenings and Sundays would help enable the Broadway District to continue to be one of the best main streets in Canada. We look to models in Squamish, Canmore and Jasper which attract people to experience the unique urban environments there which make their urban district areas destinations unto themselves.

Thank you for your consideration of what can be done differently during these times so that businesses have the opportunity to continue to succeed on Broadway.

Sincerely,

A handwritten signature in black ink that reads "DeeAnn Mercier". The signature is written in a cursive, flowing style.

DeeAnn Mercier
Executive Director