

April 18, 2022

Jeff Jorgenson, P. Eng.
City Manager
City of Saskatoon

Dear Jeff,

**RE: Request for City Support – Downtown Grocery Store
Pitchfork Market + Kitchen**

I'm writing today to formally request the support of the City of Saskatoon as we move forward with the opening of our second Pitchfork Market + Kitchen store, located in the Midtown Plaza. We are extremely excited to be announcing this important and long-awaited development of a full-service grocery store for our downtown and look to the City to provide support in enabling this project to be completed successfully over the next 8 to 9 months.

We opened our first Pitchfork Market + Kitchen store in Meadows Market last June and building on that success, we have selected a Midtown Plaza location for our second store to serve the downtown and surrounding neighbourhoods. This will be our flagship Pitchfork Market + Kitchen for Saskatoon and be a full-service grocery store combined with our unique offering of full restaurant service and lots of take-out/delivery options with our premade meals and groceries. As you and I both know, the City's goal to attract a grocery store downtown has always been a priority and Arbutus Properties is proud to be able to help the City, and our community, achieve this goal. This will be a huge shot in the arm for the downtown and surrounding neighborhoods and has become an even more pressing need with the recent announcement by Loblaws to close their Broadway store.

There is a simple reason that attracting a grocery store to downtown has been such an elusive goal for the city and it is really all about financial risk and the ability to create successful business plan for that market. We believe we have a unique model that fits the risk profile, but we do need the City's help to offset a bit more of the inherent risk associated with a downtown store. To that end, we request the following support from the City to assist us with opening our new store.

1. A tax abatement from the City for the space in Midtown Plaza.
2. Convenient and safe access to the store is a key criteria for our business model, particularly vehicular access from Idylwyld Drive. The space we are locating in has its primary access via the Auditorium Avenue/Idylwyld Drive intersection. Since a large majority of our customer visits will be by auto trips, ease of access/egress from this intersection is critical to finalizing our plans and frankly, the ultimate success of this grocery store. We are therefore requesting that the City upgrade this intersection to a fully signalized intersection (currently has a pedestrian signal and stop sign control in place). We understand that this safety upgrade is already planned as part of the Imagine



Idylwyld project work, so our request is really one of an acceleration of those plans. Our request would be for the City to fund and undertake this work this summer.

With support of the City, we believe we can deliver an outstanding new amenity to the downtown and surrounding communities that is critical to the success of our city's downtown development strategy and provide a much needed service to our residents.

If you would be kind enough to let me know when your report on this request would be going to Committee, I would like to attend in person and speak to the matter.

Thank you for your support for our plans and we look forward to delivering the long-anticipated grocery store to our downtown.

Sincerely,

A handwritten signature in blue ink, appearing to read 'M. Totland'.

Murray Totland, P. Eng., MBA
Director of Planning
Arbutus Properties