

# Downtown Event and Entertainment District Plan – Vision Statement and Guiding Principles

## ISSUE

The vision for a Downtown Event and Entertainment District (District) is anchored around a new event centre and a new or expanded convention centre, made more accessible through the future Bus Rapid Transit System (BRT). The development of a comprehensive plan aims to establish the District as a hub for entertainment and cultural activities, with vibrant public spaces that are welcoming and accessible to everyone.

Administration is seeking City Council's consideration of the vision statement and guiding principles, which is a foundational element of the City of Saskatoon's (City) approach to this initiative.

## RECOMMENDATION

That the Governance and Priorities Committee recommend to City Council:

1. That the vision statement and guiding principles for the Downtown Event and Entertainment District Plan, as contained in Appendix 2, be approved with accepted changes.

## BACKGROUND

The Governance and Priorities Committee, at its [meeting](#) on February 14, 2023, received an information report regarding the District Plan. The report included a draft Vision Statement and Guiding Principles (see Appendix 1).

Prior to seeking City Council's consideration, Administration presented and will continue to present the draft vision statement and guiding principles to the Downtown Event and Entertainment District Advisory Group (DEED Advisory Group), and several City Council Advisory Committees (Advisory Committees) to garner input and perspectives from those Advisory Committees.

## DISCUSSION/ANALYSIS

The vision statement and guiding principles of the District Plan describe the District's aspirations as being the centre of commerce, tourism, services and entertainment, which will be inclusive and welcoming for everyone. The guiding principles form the foundation upon which the project will be developed and will guide development of the District Plan throughout the life of the project.

In addition to feedback from other Downtown Saskatoon initiatives and input received from Downtown businesses, residents and stakeholder groups, the basis for the District Plan's vision statement and guiding principles was formed collectively by referencing the City's 2022-2025 Strategic Plan, City Centre Plan, Imagine Idylwyld, Warehouse

District Local Area Plan, as well as Bylaw No. 9700 – Official Community Plan Bylaw, 2020. The guiding principles incorporate priorities, policies and strategic initiatives from these approved documents.

Prior to City Council consideration, a draft version (see Appendix 1) of the vision statement and guiding principles was presented to the DEED Advisory Group. In addition, the draft version was or will be presented to the following Advisory Committees on the following dates:

- Diversity, Equity and Inclusion Advisory Committee on February 24, 2023;
- Municipal Heritage Advisory Committee on February 21, 2023;
- Municipal Planning Commission on February 28, 2023;
- Public Art Advisory Committee on March 10, 2023;
- Saskatoon Accessibility Advisory Committee on March 10, 2023; and
- Saskatoon Environmental Advisory Committee on March 17, 2023.

Appendix 2 includes the updated vision statement and guiding principles which has been updated considering input from the DEED Advisory Group and the Advisory Committees, indicated by visible edits/changes. The justification for the proposed edits/changes and summary of input received from the DEED Advisory Group and the Advisory Committees is outlined in Appendix 3.

At the time of writing this report, consultation with the DEED Advisory Group and the Advisory Committees had only been partially completed, as some Advisory Committee meeting dates occurred after the publishing of this report for the Governance and Priorities Committee agenda.

Administration will provide an update at the March 15 GPC meeting, and the final recommended document will be included as part of the report scheduled for City Council's consideration on March 29, 2023. Administration felt it would be better to provide GPC with a near-final draft of the document and then provide the final recommended document to Council, as this process will give Council more time to consider this important document.

### **FINANCIAL IMPLICATIONS**

There are no financial implications.

### **OTHER IMPLICATIONS**

There are no Triple Bottom Line, policy, privacy or CPTED implications or considerations at this time. These will be considered in other future reports, as required.

### **NEXT STEPS**

Administration will prepare District Plan-related reports to the Governance and Priorities Committee and City Council at major milestones throughout the District Plan process.

Once approved, the vision statement and guiding principles will be referenced in future reports related to the District Plan and how the guiding principles have influenced that work.

**APPENDICES**

1. Downtown Event and Entertainment District Vision and Guiding Principles – February 14, 2023 draft
2. Downtown Event and Entertainment District Vision Statement and Guiding Principles - edited
3. Downtown Event and Entertainment District and Advisory Committees Input Summary

**REPORT APPROVAL**

Written by: Ian Williamson, Senior Project Planner  
Reviewed by: Dan Willems, Director of Technical Services  
Lesley Anderson, Director of Planning and Development  
Approval by: Lynne Lacroix, General Manager, Community Services Division  
Jeff Jorgenson, City Manager

SP/2023/CS/PD/ Downtown Event and Entertainment District Plan – Vision Statement and Guiding Principles.sk