

Willows Public Consultations 2022

WHAT WE HEARD REPORT



Introduction

In 2003, the City of Saskatoon approved a concept plan for The Willows Neighbourhood which included two phases of development. The first phase in the eastern portion of the neighbourhood is nearly completed. In 2021 Dream sought to amend the second phase, in the western portion of the neighbourhood. The proposal was defeated at city council November 23, 2021.

In February, 2022, Dream Developments approached Martin Charlton Communications (MCC) asking for advice and assistance to gather input from residents at The Willows regarding its proposed development plan for the second phase.

Martin Charlton Communications - Who We Are:

Martin Charlton Communications (MCC), created in 2010 with the merger of Paul Martin Communications (created 1985) and Charlton Communications (created 1989), is a full-service communications and public relations company serving large and small business, associations, government and non-profit organizations.

MCC, with offices in Regina and Saskatoon, is the largest communications/public relations company in Saskatchewan and one of the largest on the prairies. The company is led by Chair Paul Martin, President/CEO Mary-Lynn Charlton and Vice President Kelly Gallagher.

BACKGROUND

MCC's advice to Dream was to conduct a series of virtual and face-to-face meetings during the summer of 2022. We recommended meetings be small enough for everyone to have a chance to ask questions and deliver feedback and that there be enough meetings to accommodate all who were interested.

We also recommended a survey be sent to all residents to ensure everyone had a chance to submit comments and suggestions.

We also recommended that all comments (from meetings and survey) be recorded and that MCC produce a report following the meetings that summarizes what was heard. In-person, online and telephone meetings were held by Dream to discuss options for the future plan for The Willows.



14 IN-PERSON AND VIRTUAL MEETINGS



138 MEETING ATTENDEES

30-50



PHONE CALLS

10



INFORMAL ONE-ON-ONE OR SMALL GROUP MEETINGS



30

COMMENT CARDS COLLECTED AT MEETINGS

30

EMAILS SENT TO DREAM





Types of Engagement

MEETINGS

Martin Charlton Communications (MCC) conducted fourteen meetings at The Willows Clubhouse and virtually on Teams in June and July 2022.

Meetings began with a presentation by Dream to outline the Neighbourhood Plan that was presented to City Council in November, 2021, followed by time for everyone to ask questions or make their comments/suggestions. The meetings did not end until all participants had an opportunity to speak.

The Dream presentation from the meetings was also pre-recorded and available online so anyone interested could watch at their convenience and provide feedback via email and/or phone to Dream.

Additionally, Dream Vice President Brad Zurevinski met with all Willows residents who requested one-on-one meetings (in-person or phone calls) or requested other small group meetings.

INVITATIONS AND SURVEY

Invitations to virtual and in-person meetings were included in a survey that was emailed to all residents who have an email registered with Dream. Invitations and surveys were also sent to all condo associations for distribution through their channels.

Posters (advertising upcoming meetings and inviting people to take the survey on-line) were hung in all buildings and notices were distributed to all addresses at The Willows via a door hanger.

Residents were asked to pre-register for meetings to ensure there was enough space and to ensure meetings remained small enough so that everyone interested had a chance to speak.

Initially MCC was going to have four to six meetings, but decided to have fourteen after residents expressed significant interest.

CAPTURING FEEDBACK

All formal meetings were recorded to ensure all comments were captured.

Cards, collected by MCC, were provided at all meetings if anyone wanted to make a written comment privately.

A phone number and email address were also provided on the poster and survey for people to register for meetings and/or make comments directly.

Consultation Summary

THE TOP TWO CONCERNS WERE:

- Unease with, and opposition to, any Willows retail development
- Traffic/noise that would result from increased development, as well as concern regarding existing traffic.

TWO OTHER COMMON CONCERNS EMERGED IN MEETINGS:

- Lack of development or investment in The Willows in the future would eventually depress property values.
- Confusion around fee simple.



1 Concerns Regarding Retail

WHAT WE HEARD AT MEETINGS

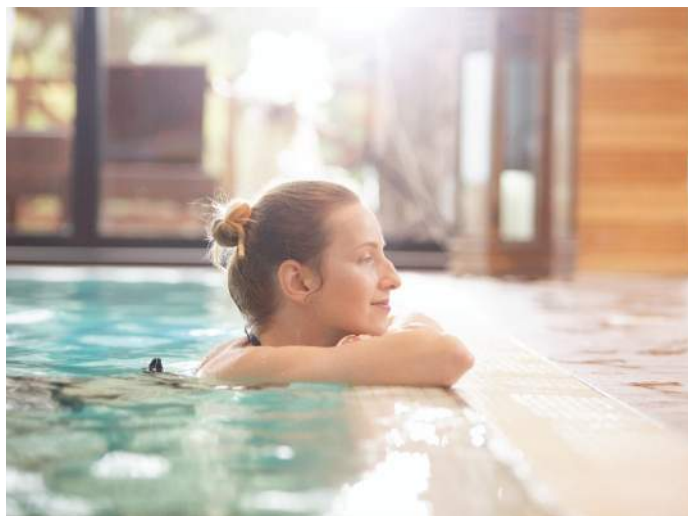
Most residents at meetings were negative to retail development in The Willows with most agreeing that all the retail they need is in Stonebridge.

Concerns at meetings centred around increased traffic/noise that retail would bring, and there is general disagreement with a proposed wellness hotel and Nordic Spa being too close to the Red Barn or existing residences.

Later meetings included support for retail such as coffee shops with food take-out in the Red Barn and clubhouse area. These suggestions largely came from displeasure that was expressed for current food offerings at the Willows clubhouse and wide support for improving restaurant/take-out options.

WHAT WE HEARD IN OUR SURVEY

- 22 per cent would support a wellness hotel, Nordic spa, west of Cartwright street
- 71 per cent want the wellness hotel further away
- 71 per cent support development to allow improvement and investment in The Willows to make it sustainable.



2 Worries Regarding Noise/Increased Traffic

WHAT WE HEARD AT MEETINGS

Comments at meetings centred around traffic already being a problem, and that increased housing/retail development would make traffic worse.

Many said that the reason they live at The Willows is for the quiet atmosphere.

Many meeting attendees had specific suggestions to improve traffic with a request that these suggestions be incorporated into the next neighbourhood plan. All suggestions were recorded.

Suggestions were also made regarding adding traffic calming measures.

WHAT WE HEARD IN OUR SURVEY

- 62 per cent would support development if traffic volumes don't materially increase from existing levels.



3 Concerns Regarding Lack of Future Development or Investment

WHAT WE HEARD AT MEETINGS

At the first two meetings, there were wide spread comments that “most residents were over 65, were snow birds and are retired”. Therefore, “why would Dream want to add amenities, invest in additional services or add retail given the demographics”.

These residents say they bought on the understanding that The Willows would remain as it is today and based on the original neighbourhood plan.

They said they generally want the status quo and don’t want amenities that don’t fit the current residents who bought on the premise it was a quiet retirement community.

At later meetings, participants said they support making “the development more sustainable” and that The Willows “appears to be frozen in time and the shininess and the desire of it seems to have worn off”.

There was concern expressed that The Willows real estate has not appreciated as much as it should, given the lack of additional investment.

WHAT WE HEARD IN OUR SURVEY

Survey respondents:

- 69 per cent of survey respondents believe new investment will have a positive effect on real estate values.
- 62 per cent support development if traffic on Cartwright street did not materially increase from existing levels.
- 30 per cent of survey respondents who are not members of The Willows will consider joining the club if the course adds amenities and 46 per cent will join if incentivized.
- The top five amenities residents want are cross-country ski trails, walking with fitness stations, bike paths, more green spaces and walking trails integrated with the golf course. 90 per cent say active living is important for The Willows.





Fee Simple

WHAT WE HEARD AT MEETINGS

Concern was expressed that introducing fee simple would create confusion and make The Willows a less desirable investment.

There were concerns expressed that fee simple would decrease property values.

Many questions were asked about how fee simple would work. There seemed to be a general lack of understanding and confusion around fee simple and how other bare land condo ownership developments co-exist with fee-simple ownership developments within Saskatoon.

Dream said a report was being prepared by consultants regarding property appraisals, and that this report will examine fee simple and bare land condo valuations.

Dream said that report will be posted to its website when it is available. A summary of that report is attached as Appendix B.



Conclusion:

Sending a written survey, offering on-line and in-person meetings for several weeks, and Dream's willingness to accept one-on-one phone calls for individuals to privately give input made this an exhaustive but productive consultation.

MCC believes that every resident who wanted to be heard or had a suggestion had the opportunity to do so.

Because all consultations were recorded, a summary report of all comments was prepared by MCC and delivered to Dream in August 2022.

Dream also asked MCC to provide the actual recordings of the meetings so they could review them on several occasions as they worked on their next version of the Willows Neighbourhood plan.

Once the revised plan was complete, open houses were held in-person and virtually the first two weeks of November 2022 where Dream and their consultant presented the revised plan.

Overwhelmingly, the main comments at the open houses were to thank Dream for consulting, listening and for incorporating the majority of the residents' suggestions into the new concept plan.

Comment cards were available at these open houses which MCC collected and the vast majority of comments were simply "thank you for meeting with us and for listening".

Appendix A: Dream Development's 2022 Public Consultation Summary

Appendix B: Summary of Current Market Analysis Report On The Sept. 2021 Proposed Willows Concept Plan prepared by Brunsdon Lawrek & Assoc. Real Estate Appraisals and Advisory Services.



THE
W I L L O W S

2022
PUBLIC CONSULTATION SUMMARY

ROADMAP

November 2021

- Council defeated the Concept Plan Amendment Application

May – June 2022

- Online Survey distributed to Willows residents seeking feedback to be used in refining the plan

June – July 2022

- 14 in-person/online meetings held with Willows residents seeking feedback

August - October 2022

- Dream refines the plan to reflect resident feedback

November 2022

- Open House for Willows residents to view the revised plan.
- Submit Proposed Concept Plan to City of Saskatoon

WHAT WE'VE HEARD

2021 PUBLIC CONSULTATION – KEY ISSUES

No need for commercial / mixed use land

- Stonebridge is close
- Root concern is traffic

Nordic Spa / Hotel

- Noise, transient users
- Loss of views
- Loss of Red Barn and trees
- Root Concern is traffic

Loss of trees on the golf course, green space

Too small of lots, cheap “cookie cutter development”

Fee Simple Ownership Concerns

Traffic Concerns

- Traffic generated by development
- Network Design

WHAT WE'VE HEARD

ONLINE SURVEY

From June – July 2022, Martin Charlton Communications conducted an online survey of Willows residents. 186 residents participated. Survey results indicated:

Pedestrian Connectivity

- **54% of respondents** indicated that they would like to walk more and drive less in their daily life in The Willows
- **81% of respondents** indicated they are somewhat satisfied to not at all satisfied with the current walking/biking paths at The Willows, leaving room for improvement. And the most important new amenities desired by residents include walking trails and bike paths with benches and the potential for fitness stations
- **90% of respondents** indicated active living should be an important part of The Willows community

Membership

- **14% of respondents** said they are currently a member of The Willows golf course. When asked if they could consider becoming a member if the golf course included more value-added offerings such as fitness and other active living options, **28% indicated “Yes”**
- When asked if a discount for residents would incentivize them to become a member, **46% indicated “Yes”**
- Many residents indicate that they are members at other courses, to busy in the summer or do not golf as reasons.

RESIDENT COMMENTS:

- “I don’t golf enough to justify a membership but, in the past, I have been a member of a golf league at The Willows. I would strongly consider purchasing a ‘social’ membership which would allow access to a fitness centre, exercise classes, use of pickleball courts, etc.”

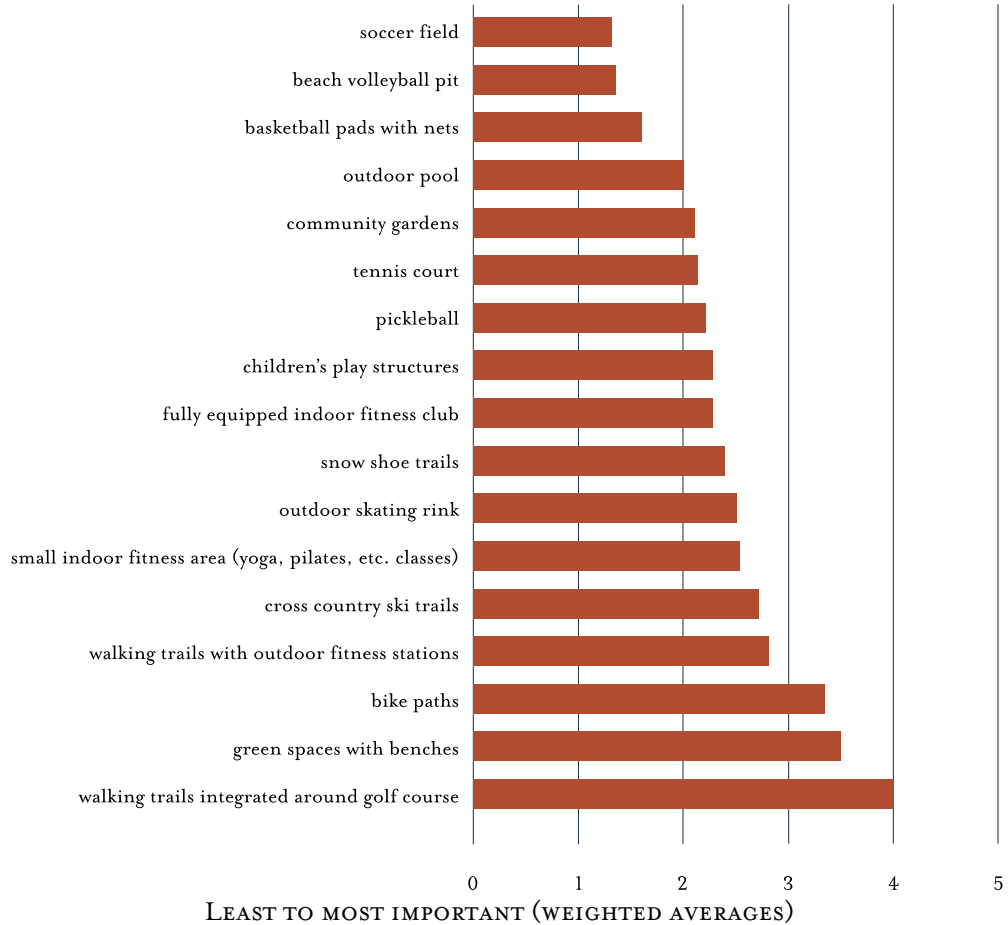
Community Investment

- **70% of respondents** said they would support development to allow for improvement and investment in The Willows to make it financially sustainable
- **83% of respondents** said they believe real estate values would be negatively affected if the golf course was to close
- **69% of respondents** believe that new investment in the course, clubhouse, and other Willows amenities will have a positive effect on real estate values

Proposed Amenities

- Walking / cycling activities rank high as well as winter activities, other active living options are also desired
- 4 residents indicated in the comments that they do not want any changes

WHAT ACTIVE LIVING OPTIONS ARE MOST IMPORTANT TO HAVE IN THE WILLOWS COMMUNITY:



Proposed Retail

- The previous concept plan proposed small scale retail opportunities to a maximum total size of 10,000sf. The weighted averages of potential options are below
- **69 residents** indicated in the comments that they do not want any commercial within the Willows

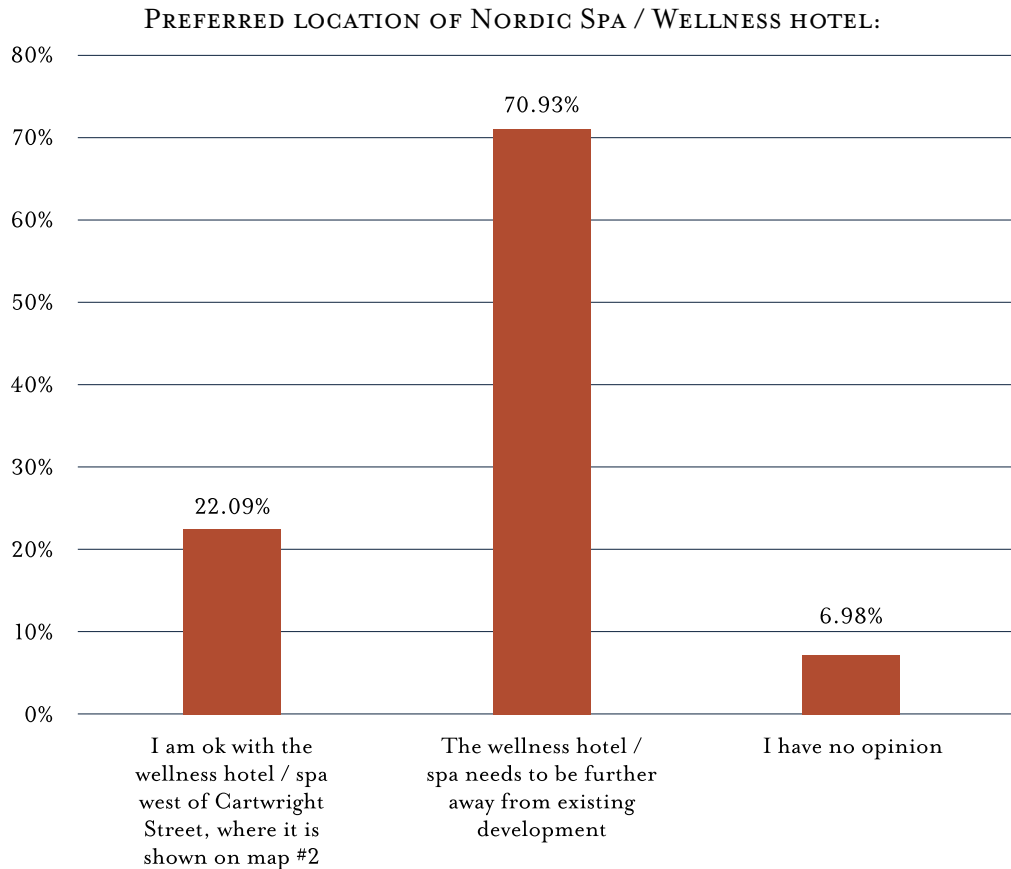


RESIDENT COMMENTS:

- “This is a residential community – I believe there should be no commercial development. Build the spa/hotel on Lorne”
- “I can and do walk to all those amenities now, it’s called Stonebridge”

Proposed Nordic Spa / Wellness Hotel

- Residents were asked about proposed locations of a Nordic Spa / Wellness Hotel



RESIDENT COMMENTS:

- “Place hotel/spa in Northern Development area and encourage access from the west to minimize new non-residential traffic in the residential area.”
- “You could move the driving range to the 602 area or the area where you planned the hotel and put the hotel in the current driving range area – direct access to golf club house.”

Traffic

- **62% of respondents** said they would support development if traffic volumes on Cartwright Street do not materially increase from previous or current levels
- **72 of the respondents** left additional written comments:
 - They support development but only residential development (no commercial)
 - They don't understand how traffic could be similar to existing or planned under the original plan
 - They state that new roadways or accesses will be needed
- **62% of respondents** said they would support traffic calming measures on existing Cartwright Street with the purpose of slowing down traffic
- **63 of the respondents** had left additional written comments related to traffic calming and traffic in general:
 - Traffic on Cartwright needs to be managed now
 - Additional roadway/access options including more on Lorne or on Clarence directly
 - Not wanting any development / only what is included in the 2003 plan

RESIDENT COMMENTS:

- "Is the development residential or commercial. That makes a difference"
- "Build hotel on Lorne or Clarence. Limit access to Cartwright by accessing from Clarence along the powerline and to Lorne"
- "More access to Lorne and Clarence south of the Willows to minimize construction vehicles using Cartwright during development of all phases"
- "(Traffic Calming) should be done in the near term and not based on future development. It is an issue already"
- "Crosswalk at the condo buildings area. A lot of elderly residents there who have to cross just to get to a sidewalk. Sidewalks on both sides of Cartwright."

Red Barn Site

- **55% of respondents** said that the Red Barn site is somewhat important to very important
- **89 written comments** related to enhancements at the Red Barn were received:
 - More planned community events and keep similar to existing use
 - Improve the area and include more seating inside / outside as a coffee shop
 - Preservation of the trees around the Barn

RESIDENT COMMENTS:

- "Utilize both indoor and outdoor seating and have nice fire pits available.... Can be used as the HUB for winter activities also"
- "Make it a gathering location – year round"
- "General maintenance for both the building and the surrounding natural vegetation area"

WHAT WE'VE HEARD

IN PERSON / ONLINE MEETINGS

- During the Summer Months of 2022, Martin Charlton Communications along with Dream hosted a series of **14 focus group meetings that were attended by 138 people**
- Residents were able to share their experiences and perspectives on living in their neighbourhood.
- Ideas were shared and suggestions were explored making for very productive conversations

Top Concerns

The meetings resulted in two main concerns:

- Unease with and opposition to Willows retail/commercial development
- Increase in traffic would result from increased development, as well as concern regarding existing traffic

Two other common concerns emerged in the meetings:

- Lack of development or investment in The Willows would eventually depress property values
- Concern around fee simple ownership

Concerns Regarding Retail Development

- Most residents at meetings were negative to retail/commercial development in The Willows, many feel that all retail services are already available in nearby Stonebridge
- Concerns at meetings centered around increased traffic / noise that retail would bring, and there is general disagreement with a proposed wellness hotel and Nordic Spa being close to the Red Barn or existing residences
- Later meetings included support for retail such as coffee shops with food – take out in the Red Barn and clubhouse area. These suggestions largely came from displeasure that was expressed for current food offerings at the Willows clubhouse and wide support for improving restaurant/take-out options.
- Many residents had suggestions with respect to commercial areas proposed which include the following:
 - Move Nordic Spa to the North Development Area or move Nordic Spa to the existing driving range area behind the Clubhouse (access only from the South new area)
 - Remove Nordic Spa from the concept plan
 - Remove small scale retail from concept plan
 - Facilitate coffee shop or small food service in conjunction with the Red Barn Building

Concerns Regarding Traffic

- Comments at meetings centered around traffic already being a problem, and that increased housing/retail/commercial development would make traffic worse
- Many said that the reason they live at The Willows is for the quiet atmosphere
- Many meeting attendees had specific suggestions to improve traffic. Suggestions were also made regarding traffic calming measures on Cartwright. These suggestions include:
 - Addition of another south road connecting new development to Clarence Avenue
 - Additional access to Lorne Avenue and all directional access at previously proposed access
 - Disconnecting new development from Cartwright Street
 - New roadways through the North Development Area to the Site
 - Situating the Spa/Hotel closer to Lorne or Clarence
 - Disconnecting existing Cartwright so it does not continue from Clarence to Lorne
 - Additional sidewalks on existing Cartwright Street
 - Raised cross walks at condo areas or Zig zag pattern for north part of Cartwright to discourage short cutting

Concerns Regarding Lack of Development or Investment

- At early meetings there were widespread comments that “most residents are over 65, are snowbirds, and are retired.” Therefore, “why would Dream want to add amenities, invest in additional services or add retail/commercial given the current demographics”
- These residents say they bought on the understanding that The Willows would remain as it is today and based on the original neighbourhood plan
- They generally want status quo and don’t want amenities that don’t fit some of the current residents understanding of a quiet retirement community
- At later meetings, participants said they support making “the development and The Willows sustainable” and that The Willows “appears to be frozen in time and the shininess and desire of it seems to have worn off”
- There was concern expressed that The Willows real estate values have not appreciated as much as they should, given the lack of additional investment

Concerns Regarding Fee Simple Ownership

- Concern was expressed that introducing fee simple lots would create confusion and make The Willows a less desirable investment
- There were concerns expressed that fee simple would decrease existing property values
- Dream indicated that a report was being prepared by an appraisal group that reviewed bare land condo vs. fee simple valuations and that the fee simple lots and public roads allowed for the creation of municipal reserve (park) spaces.

CONCEPT PLAN CHANGES

Dream and Martin Charlton Communications compiled all feedback provided by residents through the online survey, focus group meetings, personal meetings and phone calls, and documents previously submitted by residents.

The comments, suggestions and ideas were reviewed in detail to find a new path forward that would work better for all stakeholders.

Several consistent themes emerged from the feedback collected, and it was through the meetings with the groups and individuals where ideas and potential solutions were explored and evaluated. The proposed changes are directly informed by feedback provided by residents.

NORDIC SPA / WELLNESS HOTEL LOCATION

Move the proposed Nordic Spa / Wellness Hotel Location to the North Development Area

- Improved views from existing residences
- Traffic not generated to the middle of the neighbourhood
- Potential for some synergy with golf club and clubhouse
- In line with resident requests to move Spa further away from the original site (71%)
- Coincides with many resident suggestions and proposals



NEIGHBOURHOOD RETAIL

Remove Neighbourhood Retail

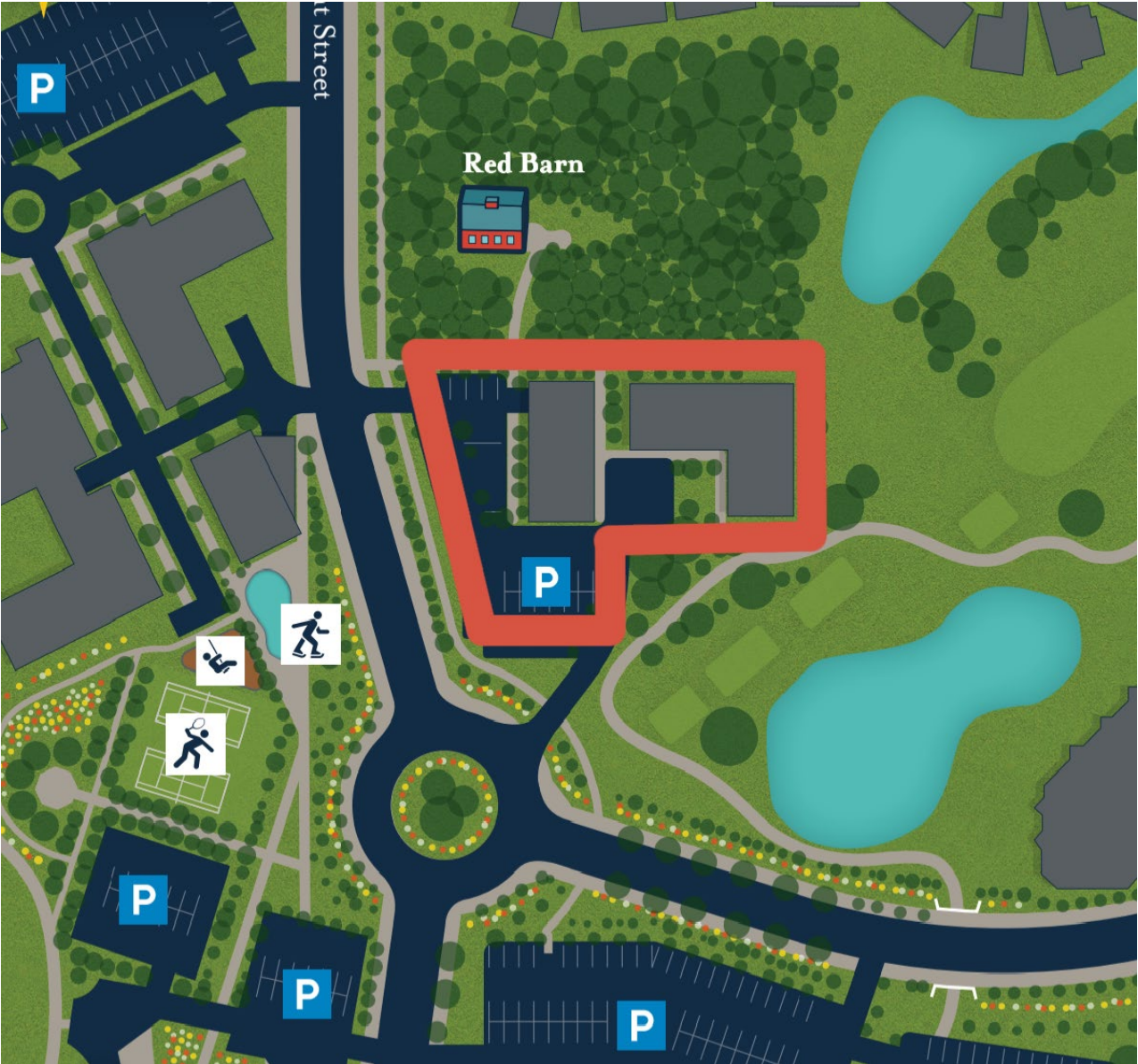
- Remove potential impact on traffic
- Align with existing residents based on feedback
- Replace previous Spa/Hotel site with low density multi-unit dwellings (similar to 301 and 201)
- Replace previous Neighbourhood Node with medium density multi-unit dwellings (similar to 401, 404, 405, and 408)



RED BARN MULTI-FAMILY

Remove Proposed Multi-Unit Dwelling Group

- Replace with Amenity Zone including racquet courts, outdoor pools etc.
- Transform Red Barn area into a year-round community amenity and include starting point for cross country skiing, sheltered skating rink and other winter activities
- Integrate food services within the area and improve seating areas at Red Barn
- Aligned with existing residents based on feedback



TRANSPORTATION — TRAFFIC CALMING

Improve Traffic Calming and Pedestrian Access Along Existing Cartwright Street

- Install new sidewalk extending from the Wentworth east access to the Central Community Area / Clubhouse
- Include Raised Crosswalks at the Wentworth/Waterford Accesses
- Include traffic calming at Cartwright Terrace, and near Red Barn Community Area
- Improved pedestrian safety, improved pedestrian connectivity
- Reduces speeds and desirability of route for existing short cutting traffic



TRAFFIC — ROAD NETWORK

New South Clarence Access

- Divert new traffic generated by the Phase 2 development to a new all directional intersection on Clarence Avenue. (South of existing golf holes)

New South Clarence Access

- New full movement access will allow residents of Phase 2 the ability to travel to/from destinations south on highway 219 without the need to turn at Cartwright Terrace
- Proposed accesses remove traffic from Cartwright Street and are based on resident suggestions



Remove Access from Phase 2 Development to Roundabout and Existing Cartwright Street

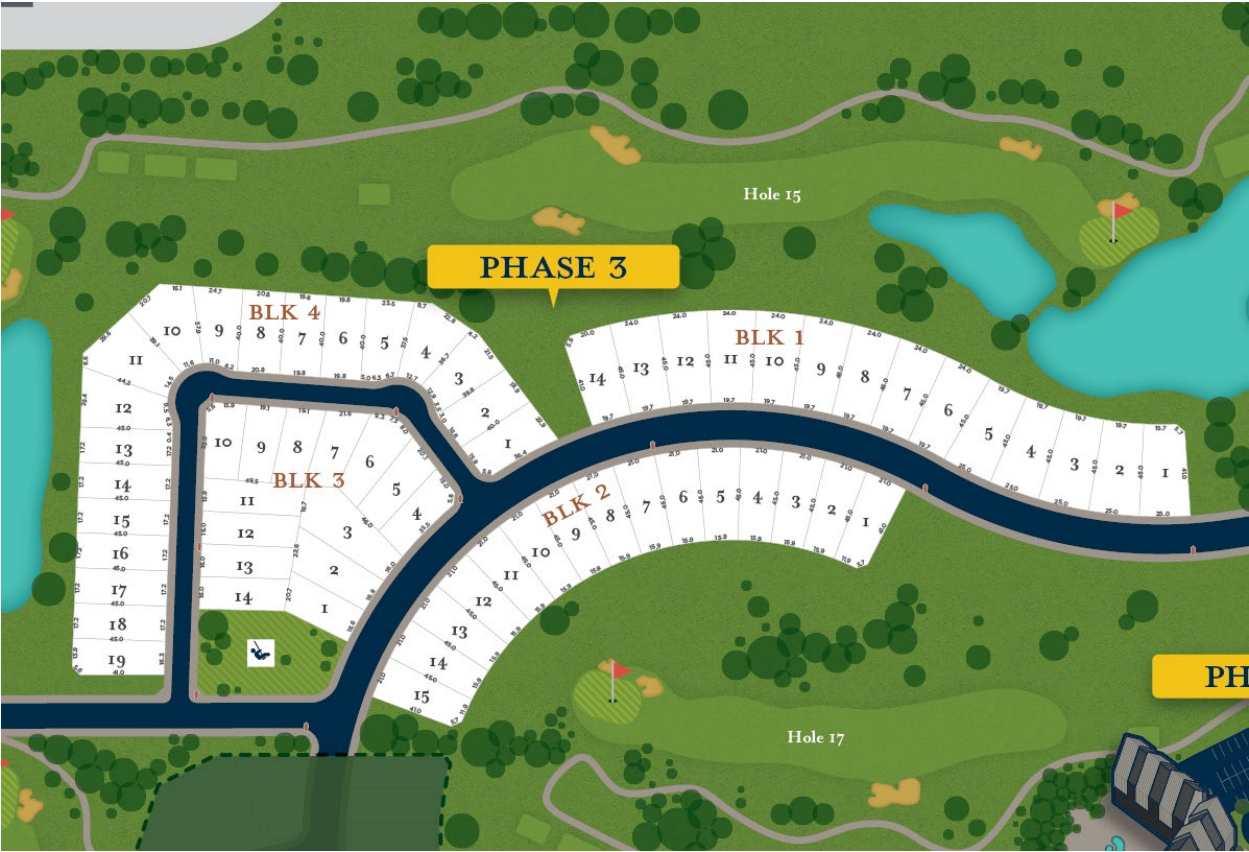
- Removing the previously proposed access to Cartwright Street would preclude traffic generated by the residential development in Phase 2 from accessing Cartwright Street impacting residents
- Without access from Cartwright Street, all construction related traffic would use the proposed new Clarence Avenue Access



RESIDENTIAL DEVELOPMENT

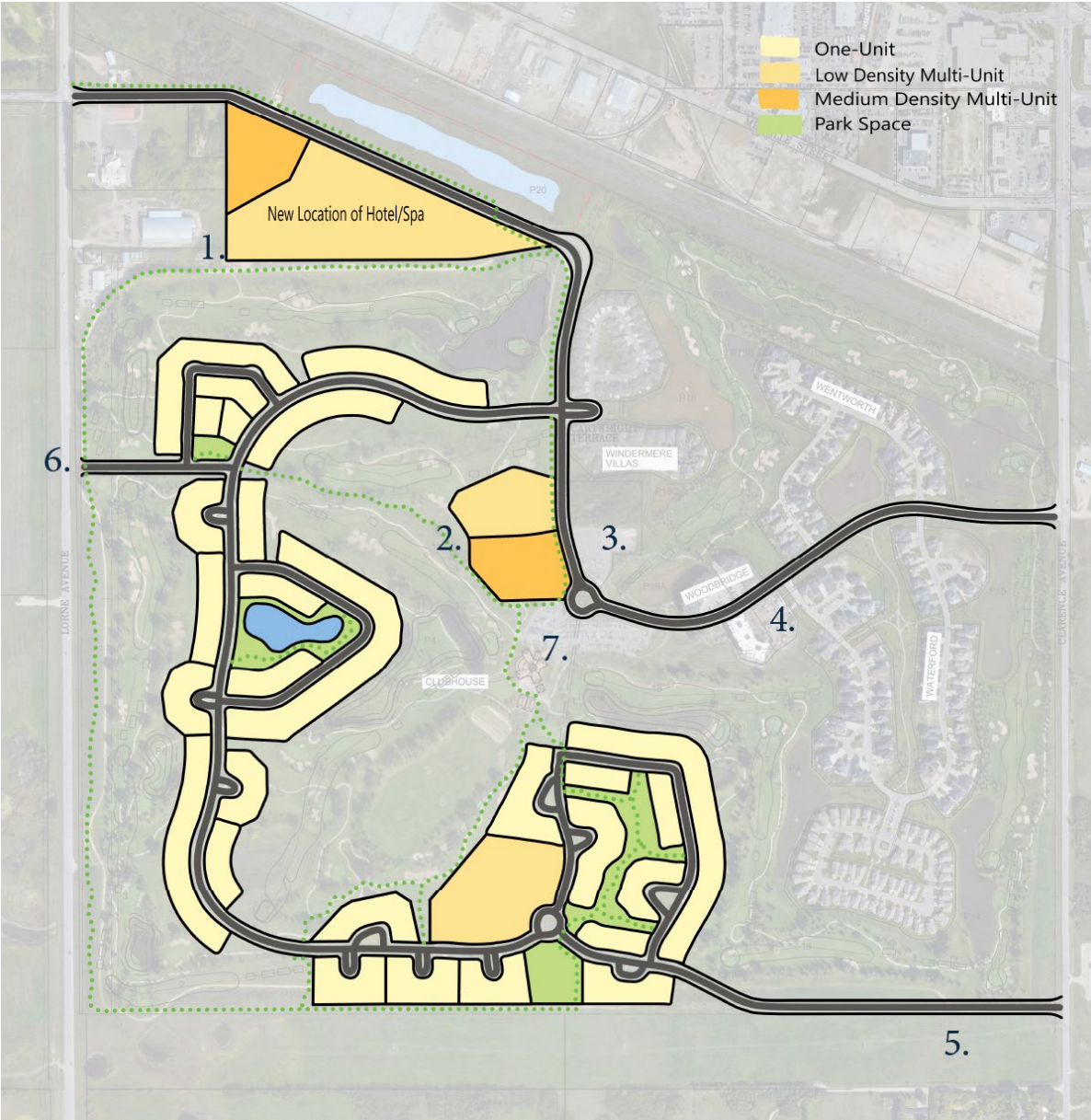
Maintain existing proposal for fee simple lots in Phase 2 but include additional controls on development

- Real Estate Appraisal report does not conclude there is a reduction to existing property values based on the introduction of Fee Simple Lots
- Appraisal report focuses on balanced ownership types to maintain property value strength and speaks to aspects of competition and scarcity
- Fee Simple lots / Public Roadways in Phase 2 allow for municipal reserve (park spaces) to be created
- Restrictive covenants will be registered on title to enforce homebuyers acceptance of strict architectural controls that will maintain the desired standards within the community
- Increase Proposed Minimum Lot Size from 15.0 m to 16.0 m
- Include Landscape requirements for all homes within Architectural Guidelines for Phase 2 (restrictive covenants)
- Include Boulevard Tree Planting Program to increase diversity of the tree canopy



SUMMARY OF CHANGES

1. Revised Spa / Hotel Location to North Development Area Removal of Commercial/Retail from Concept Plan
2. Replace former Spa /Hotel Site with low density multi-unit dwellings
3. Removal of medium density multi-unit dwelling group in Red Barn area and replace with amenity area / Red Barn improvements.
4. Inclusion of additional sidewalks on Cartwright Street and raised cross walks / traffic calming to reduce existing speeds and reduce existing short cutting
5. NEW south residential access to Clarence Avenue
6. All directional Access A to Lorne Avenue
7. Removal of residential collector in Phase 2 to existing roundabout and Cartwright



Appendix B: Summary of Current Market Analysis Report On The Sept. 2021 Proposed Willows Concept Plan prepared by Brunsdon Lawrek & Assoc. Real Estate Appraisals and Advisory Services

In December of 2022, Brunsdon Lawrek & Associates prepared a market analysis report on the 2022 proposed Willows Concept Plan. The purpose of the market analysis is to determine factors that affect market value and to determine whether the proposed concept plan will have a negative or positive affect on the existing neighbourhood property values. To achieve this, the report focused on:

- Economic background of Saskatoon;
- Existing land use controls;
- Factors affecting real estate values;
- Existing characteristics of the Willows; and,
- Analysis of Proposed Concept Plan.

The market analysis report indicates that there is no evidence to suggest a decline in market values of the entire Willows neighbourhood due to the changes in the 2022 proposed concept plan.

The following key findings were presented as part of the market analysis:

| |
|--|
| 1. The addition of greenspace/parks contributes positively to the neighborhood. |
| 2. There is no measured difference in value between a bare land condominium lot and a fee simple lot |
| 3. Successful neighborhoods that maintain their values over time offer a diverse mix of land uses, housing types, and ownership types. The diverse offering allows for a community to adapt to changing market trends over time which help to sustain communities and market values. |
| 4. To maintain values, there must be a healthy balance between supply and demand. |
| 5. The proposed lots in the concept plan are still larger than the average city lot and will not detract from values in the neighborhood as this is still a unique offering in the city. |
| 6. The proposed concept plan will increase the population for the neighborhood but it is not going to significantly impact traffic to have a negative impact on existing property values. |
| 7. Golf courses can have a positive impact on property values provided that the golf course is successful. |
| 8. Recent trends in golf course communities is diversifying the amenity offerings beyond just offering golf memberships to appeal to a wider and larger market in order to sustain property values. |
| 9. There is no measured evidence that the proposed Nordic spa location, the proposed multi-family development, and the proposed fee simple lots would have a negative impact to the existing neighborhood values. |