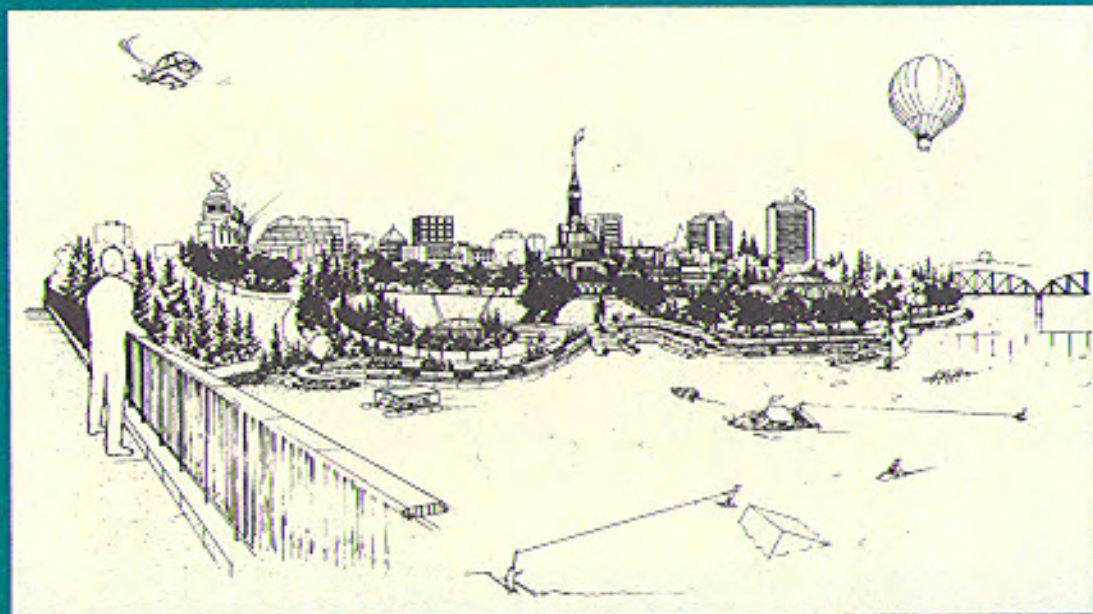


SOUTH DOWNTOWN



DEVELOPMENT

1. EXECUTIVE SUMMARY

Executive Summary	1-1
Members on the Task Force	1-4
Business Advisory Committee	1-5
Planning Advisory Committee	1-5

2. BACKGROUND

History	2-1
Raymond Moriyama and the Meewasin Valley Authority	2-2
The Mayor's Task Force	2-3

3. THE SOUTH DOWNTOWN DEVELOPMENT BOARD

Introduction	3-1
Proposed Mandate	3-2
Proposed Management and Organization	3-4
Proposed Marketing Plan	3-5
Summary	3-9

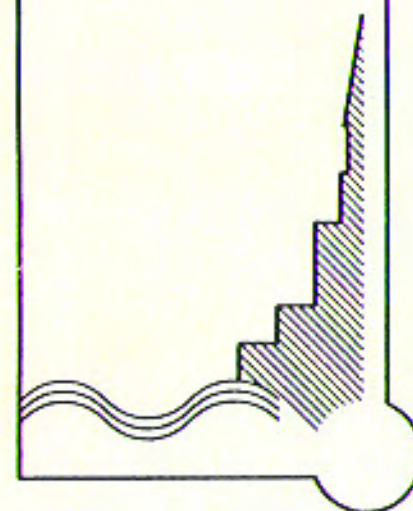
4. PROPOSED DEVELOPMENT PLAN

Introduction	4-1
The Vision	4-5
Planning	4-7
Design	4-15
Guidelines	4-47
Implementation	4-49
Summary	4-54

5. APPENDICES

Task Force Terms of Reference	A-1
The Vision	B-1
Proposed Design Guidelines	C-1

TABLE OF CONTENTS





1. EXECUTIVE SUMMARY

1.0 EXECUTIVE SUMMARY

EXECUTIVE SUMMARY 1-1

MEMBERS ON THE TASK FORCE 1-4

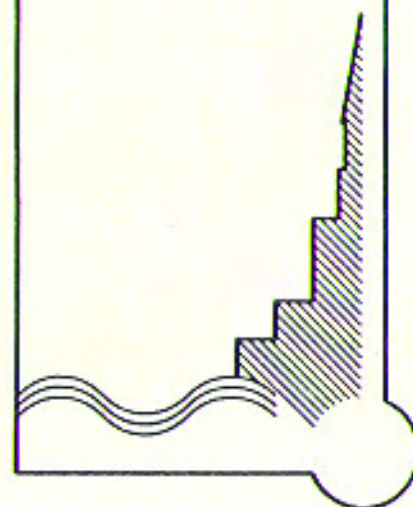
TASK FORCE SECRETARY 1-4

PROJECT MANAGER 1-4

BUSINESS ADVISORY COMMITTEE 1-5

PLANNING ADVISORY COMMITTEE 1-5

TABLE OF CONTENTS



EXECUTIVE SUMMARY

The area we know as South Downtown was the original commercial centre of Saskatoon. The railway station, hotels, livery stables, farm supply stores, ferry terminals, churches and large homes were all located from Twentieth Street south. During the boom years of 1910-1913, this centre shifted to the area north of Twentieth Street. A new railway station at the end of Twenty-first Street, and impressive new brick commercial buildings from Twentieth to Twenty-third Streets, caused a decline in the activity in South Downtown.

The depression brought with it attempts to revive the area through major public projects. The City's first technical collegiate, the Broadway Bridge, the Nineteenth Street subway, and the Saskatoon Arena were all built during the Thirties. These projects displaced the Chinese community that had settled in the area south of Nineteenth Street during the Twenties.

Little has changed in the area during the last five decades. Only a handful of new commercial buildings have been constructed between First and Third Avenues south of Twentieth Street; the riveredge has only been used as a snow dump and fill area, and as a temporary boat launch.

In 1978 a 100 year conceptual plan for the river valley was commissioned by the Province of Saskatchewan, the City of Saskatoon, the R.M. of Corman Park, and the University of Saskatchewan. This plan, authored by Raymond Moriyama and Associates, resulted in the establishment of the Meewasin Valley Authority. One of the plan's major recommendations was that this area of downtown be developed as a mixed use, commercial and residential district with a particular emphasis on social and cultural activities. The river figured in the Moriyama recommendation as the focus for the commercial development.

The City, Meewasin, and the Public Board of Education (a major land owner in the area) all actively pursued the South Downtown concept during the Eighties. The City assembled the

block of land between Nineteenth and Twentieth Streets, First and Second Avenues and designated the entire South Downtown area a Direct Control District; Meewasin produced a number of conceptual design studies for the area; the Public Board of Education participated with the City and Meewasin in the most important of these studies, the Arcop Associates "South Downtown Urban Design Study"; and the City and Public Board of Education both publicly requested development proposals for their properties.

Despite all these efforts, the project was little closer to reality by the end of 1988 than it was in 1980.

In January 1989 Mayor Henry Dayday created a Task Force to "establish a formal structure and strategy under which an integrated redevelopment of the South Downtown can be pursued". The Mayor initiated the work of the Task Force by presenting Task Force members, representing the City, Province, and Meewasin, with his "Vision" of South Downtown's potential. The Task Force's mission is to create within South Downtown "a focus for the social and cultural activities of the City" in a pedestrian oriented, mixed use environment. Goals for the development are: to create a separate district that acts as a transition between the downtown core and the river, defining the edge of the existing core and linking it with the riverbank parks; to provide the general public direct access to the river in a space that is designed to accommodate large groups of people; and to draw people downtown by creating a new and exciting environment.

The Task Force established a process of public involvement through Advisory Committees, public meetings and interviews with interested parties. This process allowed regulatory bodies, business groups, cultural organizations, and the general public to have a say in the planning for this project.

This input has assisted the Task Force in developing a series of recommendations for the implementation of South Downtown.

The first recommendation is to establish a separate Development Board that will have the responsibility of stimulating development in this area by providing the public amenities, such as parks, and the basic infrastructure, such as roadways, that are necessary for new development. The objective of this process will be to create within South Downtown the opportunity for a number of individual projects to proceed, sponsored by different private or public developers, all within the context of a plan that supports the goals outlined in the Mayor's Vision.

The basic mandate, management and organization structure, marketing plan, development plan, and the source of operating funds must be agreed to by the affected land owners in advance of this Board's formation. The balance of the Task Force recommendations deal with these issues.

The Board's mandate will primarily be coordination on behalf of the land owners. Specifically, it will arrange all funding, coordinate the design, construction, marketing, programming, operations, and maintenance of the project, as well as administer the approval process for individual building projects.

The Task Force wants to ensure this project is administered in the most cost efficient manner possible. It therefore recommends the use of fee for service contract arrangements wherever feasible and an initial staff reporting to the Board of no more than two people.

The marketing plan for South Downtown will be consistent with the public objectives of the project as outlined in the Mayor's Vision statement. Marketing efforts therefore will be concentrated on attracting businesses to the area that are important to the social and cultural life of the City. Restaurants, galleries, pubs, theatres, meeting facilities, hotels, etc. will form the primary target for marketing. To accomplish diversity within the area office, institutional, retail and residential uses will be encouraged, however always in the context of the goals for South Downtown. The interaction between diverse uses will foster both social and economic success.

Diversity generally results in strength, and the diversity that will strengthen South Downtown is a mix of primary uses. The strategy proposed to attract business to the area is based on comfort, convenience, and high levels of pedestrian traffic.

The most important marketing strategy will centre around public space programming. To create the levels of pedestrian traffic necessary to support the entertainment and commercial uses wanted in South Downtown, the public spaces must be designed to attract as many special events as possible. Festivals, open air markets, tourist concessions, outdoor concerts, and street entertainers, must all be a part of South Downtown if the area is to be successful.

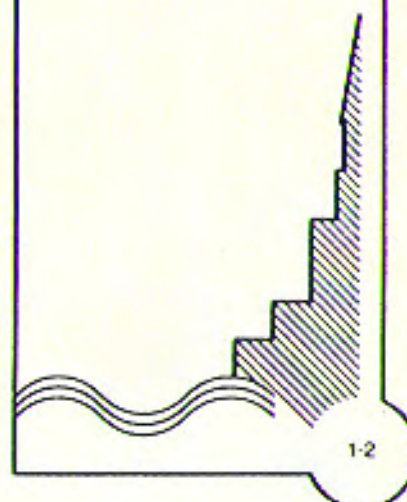
The Task Force has sponsored a conceptual plan of the public spaces within the area to illustrate the objectives contained in the Mayor's Vision statement.

South Downtown is special because of the river, and it is at the river's edge that the most important public space will be created. An urban park designed for large active public events is consistent with the tradition in Saskatoon of reserving the riverbank for the general public, and yet innovative in encouraging a much higher level of activity at the river's edge than presently exists.

This riverbank park will provide facilities for the festivals and concerts previously mentioned. These major structured uses will take place in a combination of smaller spaces permitting comfortable casual use by the general public in the absence of such events.

New summer and winter children's play areas will be developed, as will an outdoor public skating rink usable through the fall, winter, and spring. The Meewasin Trail activities will be continued and enhanced, with separate trails for pedestrians and skiers or cyclists. Boat mooring for tour boats and boat rentals, and for transient use by the existing private boaters will be provided.

EXECUTIVE SUMMARY



EXECUTIVE SUMMARY

A pavilion building will functionally tie all these spaces together, housing skate change and warm-up areas in the winter, tourist concessions in the summer, public washrooms, offices and a communication centre for special events. This building could also include a restaurant and viewing balconies directly overlooking the river and the park.

All of the riverbank public spaces are designed to interact with the commercial buildings that will develop at the top of the riverbank. This interaction of public spaces and urban commercial uses has been one of the underpinnings of the South Downtown concept from Raymond Moriyama to Mayor Dayday.

The Task Force believes that to meet the goal of diverse, locally initiated, commercially viable projects, smaller building sites accessible by vehicles must be created. For this purpose, and to integrate the area with the rest of downtown, Second Avenue and Spadina Crescent will be extended into the area south of Nineteenth Street and west of Third Avenue.

In addition to functionally integrating the riverbank with downtown, the extension of Second Avenue will provide visual integration of the two areas by creating a view corridor from the centre of the core to the top of the riverbank. A landmark will be constructed at this location, serving as an orientation point, a meeting place, and the symbol of South Downtown.

Second Avenue will be extensively landscaped from the riverbank to Twentieth Street. This will bring a sense of the riverbank parks into the core of the City and create a comfortable environment for events such as the Farmers' Market or street fairs.

All the streets and lanes will be designed to be attractive for pedestrians. Spadina Crescent will be narrow and intimate. The lanes will be narrower still with landscaping, shops, and small parks turning this normally underutilized space into an integral part of the development.

Design guidelines will ensure a constant level of quality in building design. A most important component of the design is the economic feasibility of the project. A practical approach has

been taken in all aspects of planning and design to ensure this plan reflects the reality of other such developments already operating successfully in Canada. Particular attention has been given to local market preferences and local material suppliers. Central administration of promotion and maintenance help create a controlled public image.

This plan will be implemented in phases as market conditions and public funding allow. Although this means the project will take a number of years to complete, its success need not be affected if all parties have a combination of patience and commitment.

In summary, the Task Force believes its plan builds on the foundation of previous planning; is consistent with the Mayor's Vision of South Downtown; provides the greatest possible opportunities for local content in the project; and is economically feasible if viewed in a practical time frame for implementation.

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City of Saskatoon

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City of Saskatoon

Hon. Ray Meiklejohn
Minister of Education

Mr. Otto Cutts, Past President
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Mr. Ron Dedman, Current President
Saskatchewan Property Management Corporation

Mrs. Peggy McKercher, Chairman of the Board
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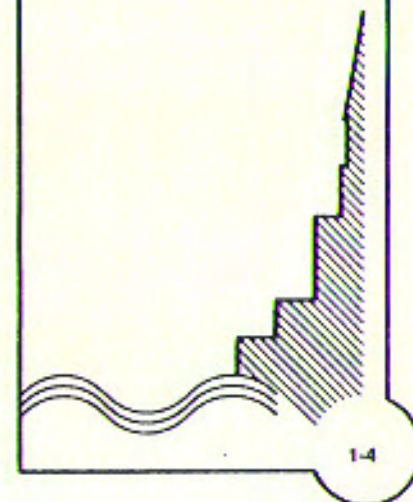
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Kent Smith-Windsor
The Partnership



2. BACKGROUND

2.0 BACKGROUND

HISTORY 2-1

RAYMOND MORIYAMA AND THE
MEEWASIN VALLEY AUTHORITY 2-2

THE MAYOR'S TASK FORCE 2-3

Membership 2-3

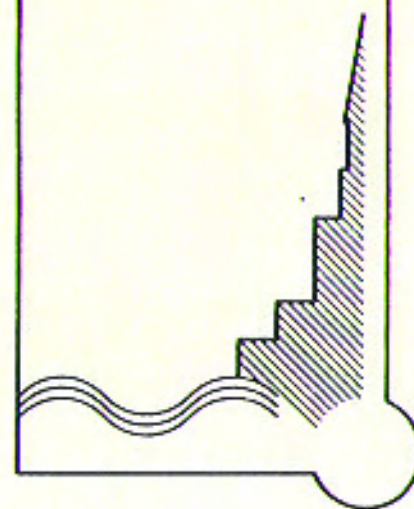
Advisory Committees 2-3

Mayor's Vision 2-3

Public Involvement 2-4

Recommendation 2-4

TABLE OF CONTENTS



HISTORY

When the village of Saskatoon was incorporated on November 16, 1901, its boundaries were much the same as those of South Downtown. The railway station, on the west side of First Avenue at Twentieth Street, was the community's focal point. Hotels and businesses extended south along the east side of First Avenue, houses and churches were located between Spadina Crescent and Nineteenth, and the rest of the area was largely filled with services for farmers.

As Saskatoon grew, particularly during the boom years after 1910, this area flourished, with substantial hotels, houses, and business establishments being constructed.

As the boom faded, so did the fortunes of South Downtown. The large homes became boarding houses or stores. Business development shifted primarily to north of Twentieth Street. Automobile garages constituted most of the growth south of Twentieth Street. During this period (1915-1929), the area became known as Chinatown because most of the City's Chinese community lived south of Nineteenth Street west of Third Avenue.

The year 1929 brought major changes to the area. A plan for redevelopment was presented by the Town Planning Commission to City Council. Council rejected most recommendations but did proceed with the Broadway Bridge and the Nineteenth Street subway. During the same year the Public Board of Education came to an agreement with the provincial government to build a technical collegiate, the present Gathercole Building. Although the new collegiate was a valuable addition to the City, it came at the expense of the Chinese community: Chinatown's buildings were demolished to allow for construction. The Thirties saw another major impact to the area with the construction of the Saskatoon Arena in 1937.

There was limited development in the area during the next forty years as downtown development was almost all focused north of Twentieth Street. The riverfront itself has been used as a fill area and as a snow dump, and more recently, as a temporary public boat launch. It is the only riverfront property downtown not presently landscaped.

In 1974, the City's Environmental Advisory Committee recommended in its annual report to City Council that a riverbank study be undertaken and a plan be developed for the entire river corridor. This recommendation reflected the committee's concern over the possible environmental hazards the growth of Saskatoon held for the river.

This recommendation resulted in the City, the R.M. of Corman Park, the University of Saskatchewan and the Government of Saskatchewan commissioning a 100 year conceptual plan to govern the use and development of the river corridor in Saskatoon and area. Raymond Moriyama and Associates of Toronto received the commission for the plan.

The Moriyama report recommended the establishment of an authority to oversee the conservation and development of the river corridor using the 100 year plan as a guide.

A section of the report first identified the development opportunity that has become known as South Downtown. Mr. Moriyama suggested that the area between the Broadway and Freeway bridges south of Twentieth Street offered the potential for a new and different way for Saskatoon to interact with the river. His concept saw the creation of an environment that allowed year round use of the waterfront, with shops, restaurants, boutiques and marinas all focused along the river, and a mix of cultural and commercial development adding to this exciting atmosphere.

Through the following ten years, Meewasin, the City and the Public Board of Education continued to pursue this concept. Meewasin produced the "South Downtown Working Plan" (1981), "South Downtown Design Considerations" (1981), and with financial assistance from the City and the Public Board of Education, the Arcop Associates "South Downtown Urban Design Study" (1982).

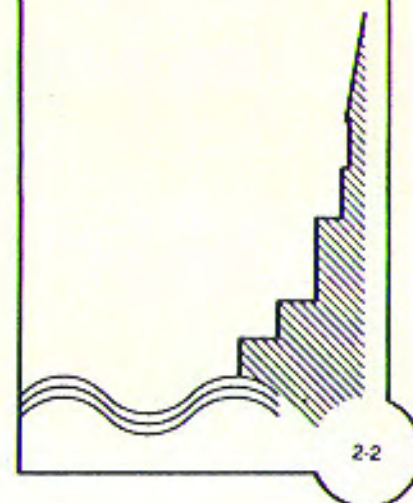
The purpose of these studies was to identify design issues that result from the concept and to present possible solutions for public review.

The City made a major financial commitment to South Downtown during this period by purchasing all of the block bounded by First and Second Avenues, and Nineteenth and Twentieth Streets. This block, together with the site of the old Saskatoon arena south of Nineteenth, formed a parcel of land that could integrate the development of the Public Board of Education property immediately adjacent to the river with the core of downtown. By extending the concept north to Twentieth Street through an integrated development plan, the benefits of the riverbank could be brought to the commercial core of the City, a fundamental objective of the original Moriyama plan. The City has taken the first step to ensure that integration occurs by rezoning this area a "Direct Control District". Guidelines for this District encourage an integrated, mixed use development.

To interest the private sector development community in this project, in 1987 both the City and the Public Board of Education prepared formal "Requests for Proposals" for the development of their respective parcels. Because of the project's scope and the economic conditions at the time, no private developers were able to submit acceptable proposals by the end of 1988.

Ten years after the promise and excitement generated by Moriyama's plan, Saskatoon was still without a feasible means of effecting a South Downtown redevelopment.

RAYMOND MORIYAMA AND THE MEEWASIN VALLEY



THE MAYOR'S TASK FORCE

On January 16, 1989 in his first "State of the City" address to the Saskatoon Chamber of Commerce, Mayor Henry Dayday announced the formation of a special Mayor's Task Force on South Downtown. The mandate of the Task Force was to "establish a formal structure and strategy under which an integrated redevelopment of the South Downtown can be pursued."

Membership

Membership on the Task Force included representatives from the City, Province and Meewasin. The Public Board of Education was asked to be represented but declined on the basis that the mandate was clearly oriented to the active development of the property, something in which the Board was unable to participate in directly.

Advisory Committees

The Task Force established advisory committees that brought together representatives from the public and private sectors. The Business Advisory Committee reviews all proposals considered by the Task Force in the areas of marketing, organization, finance, and operations. The Planning Advisory Committee serves the same function in the areas of planning and design. The Task Force makes its decisions on the basis of these committees' advice.

Mayor's Vision

To ensure a common initial understanding among all participants, the Mayor issued a statement of his Vision of South Downtown. This statement set out a mission:

to "strengthen and invigorate downtown Saskatoon by creating a focus for the social and cultural activities of the City".

Specific goals for the area were defined:

- i) To create a transition between the commercial intensity of the downtown core and the tranquillity of the riverbank parks that will encourage interaction between people, throughout the day, seven days a week, year round.
- ii) To provide the public direct access to the river in a uniquely urban environment, where people live, work and play.
- iii) To draw people to the downtown by creating an atmosphere that is new, different and exciting.

The Mayor also gave definition to some of the concepts that are associated with South Downtown. Basic standards were set for mixed uses within buildings, open space programming, pedestrian orientation, utilization of the riverbank, design continuity and cooperation between the public and private sectors.

The Mayor's Vision statement imagines a riverfront development that is intensively used by City dwellers: restaurants, art galleries, festivals, markets, outdoor skating, specialty shops, pubs, live theatre, all mixed with some traditional office and residential uses to form a vibrant, diverse complement to the existing commercial and retail downtown.

This Vision Statement was formally endorsed by City Council, the Public Board of Education, and the Board of Meewasin.

Public Involvement

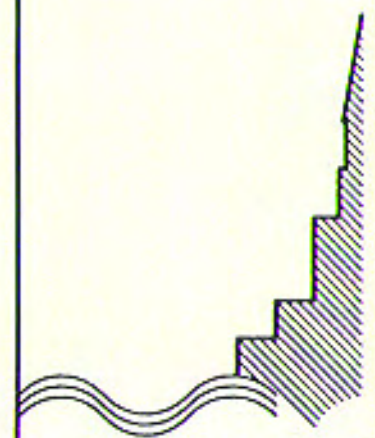
In addition to the public input from the advisory committees, the Task Force consulted with all affected departments of the City and Province, as well as staff of The Partnership, the Meewasin Valley Authority, Tourism Saskatoon, the Public Board of Education, the Legion, and the Chamber of Commerce. Representatives of cultural organizations, existing festivals and special events, theatres, the Symphony, and the Farmers' Market were asked to provide their comments, as were many individual business owners, professionals, and members of the general public. The Mayor has met with numerous community groups to describe his Vision and receive their advice and comments.

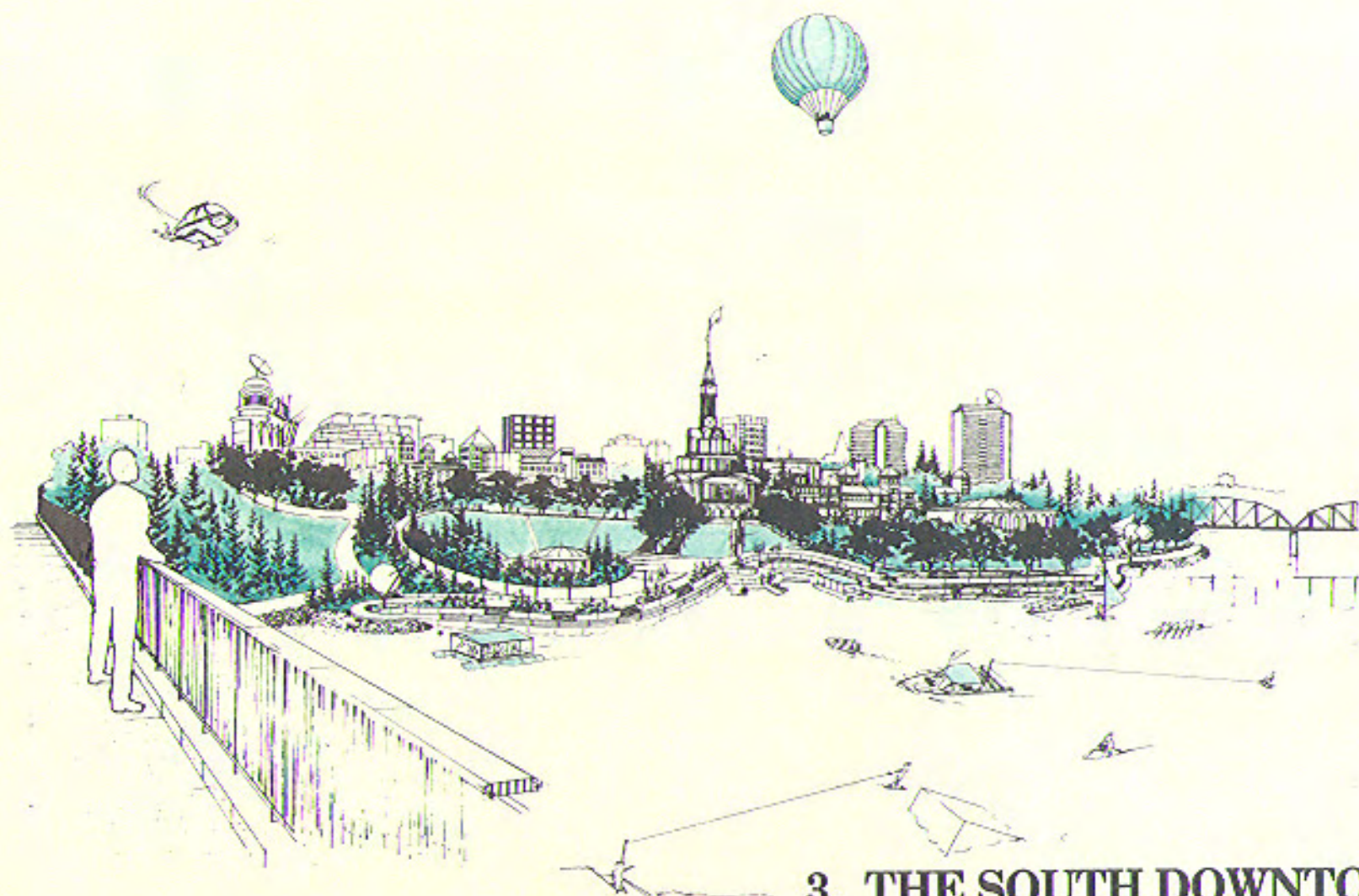
Recommendation

It is the Task Force's wish to see the Vision for South Downtown become reality through as much co-operation with the private business community as possible. It follows that the Task Force does not want to intervene unduly in the existing market place. Rather the Task Force sees the public sector's role as removing impediments to local developers' projects in the area; providing public amenities that will draw people to the site and thereby encourage development; and providing guidance to developers to ensure consistency in the quality of development.

To fulfill this role the Task Force recommends the establishment of the "South Downtown Development Board" to continue the work initiated by the Mayor's Task Force.

THE MAYOR'S TASK FORCE





3. THE SOUTH DOWNTOWN DEVELOPMENT BOARD

3.0 THE SOUTH DOWNTOWN DEVELOPMENT
BOARD

INTRODUCTION 3-1

PROPOSED MANDATE 3-2

PROPOSED MANAGEMENT
AND ORGANIZATION 3-3

Board of Directors 3-3

Permanent Staff 3-3

Contracted Services 3-3

PROPOSED MARKETING PLAN 3-5

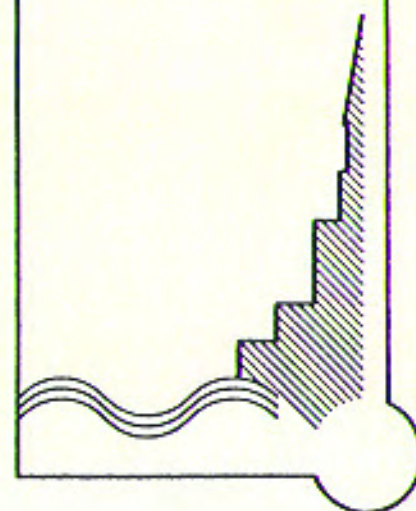
Existing Market Situation 3-5

Target Market 3-5

Marketing Strategy 3-6

SUMMARY 3-9

TABLE OF CONTENTS



INTRODUCTION

The Terms of Reference for the Mayor's Task Force state the following goal:

to establish a formal structure and strategy under which an integrated redevelopment of the South Downtown can be pursued. In this sense, the life of the Task Force will be limited and hopefully, will result in a more formal entity which can facilitate and explore opportunities for implementation of the general redevelopment strategy.

Specifically the Task Force is asked:

- a) To develop a mechanism for the owners to participate in the joint redevelopment of all South Downtown property
- b) To ensure that the relative financial interests of all the owners are recognized in an equitable fashion in any mechanism that is established for joint redevelopment.

The Task Force believes that at this time the best vehicle for reaching these goals is a South Downtown Development Board. This Board, acting on behalf of the area's land owners, will ensure the project planning continues while the land owners finalize agreement on what permanent legal and financial form the project administration will take.

The land owners within South Downtown have all agreed that the Mayor's "Vision" statement reflects their desires for the development of this area. Prior to the actual creation of this Board they must further agree on the following issues:

- a mandate that clearly defines the scope of the Board's activities;
- a management and organizational structure that can meet the needs of the project and protect the varied interests of the different owners;

- a marketing plan that considers both the financial and community objectives of the project;
- a development plan that meets the objectives of the Mayor's Vision statement and is financially feasible;
- a funding arrangement for the operating requirements of the Board.

This Task Force report proposes solutions for the first four issues.

The mandate of this Board will be to perform the following functions on behalf of the landowners within South Downtown:

- arrange funding for capital improvements. This funding will be a combination of public funding for public amenities and debt or equity for improvements that will be expected to provide a commercial return;
- coordinate the design and construction of all public spaces and amenities, utilities and roadways, thereby creating subdivided building sites available for development;
- coordinate the marketing of these sites. Marketing will include the promotion of the area as well as the sale, lease or investment of the sites;
- ensure the public spaces are active, exciting spaces by attracting both formal and informal programmed events to the public spaces;
- coordinate the operations and maintenance of all the public spaces;
- provide guidelines for the construction of buildings within the area to ensure an integrated development.

Its operations will continue to be guided by the Mayor's Vision which states:

- The public sector must assume a portion of the economic risk equal to the public benefits that will accrue from the development.

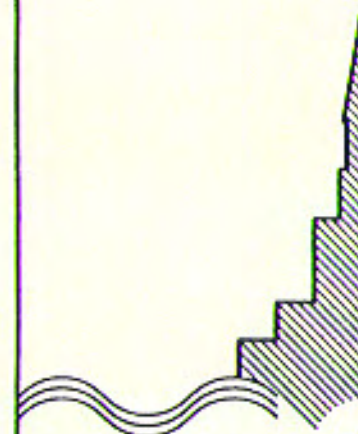
The greatest risk in such a development lies in the costs of infrastructure and public amenities while the greatest public benefits will accrue from the use of the public spaces. The Task Force believes public space development and construction of infrastructure are appropriate roles for the public sector.

The Mayor's Vision statement continues:

- The private sector must be allowed to provide its entrepreneurial spirit, knowledge of the market place and business judgement to ensure that the commercial components of the development are justified by true potential.

Subdividing the site into small separate development parcels will allow for the broadest possible variety of privately initiated projects. The smaller scale of such projects will make them available to the local real estate development community.

PROPOSED MANDATE



PROPOSED MANAGEMENT AND ORGANIZATION

South Downtown Development Board

This Board's membership shall reflect financial contribution to the project, both capital contributions and operating funds. These financial partners must delegate enough authority to the Board to allow for efficient decision making. To be effective the Board's administration must be able to enter into traditional contractual relationships with contractors, consultants, and clients.

Permanent Staff

The Board will employ an executive secretary to provide information to the public, to act as a spokesperson for the Board and as a liaison between the Board and those companies providing services to the project.

Contracted Services

The business entity requires performance of the following functions:

Development

- coordinating all aspects of the project
- directing design consultants
- obtaining all necessary regulatory approval
- maintaining an overall schedule for the project

Administration

- coordinating all financial activities of the Board
- accounting for all capital and operating expenditures
- providing proper financial information
- keeping what personnel records are appropriate

Construction Management

- negotiating all contracts related to construction
- monitoring progress of projects as to quality, schedule and cost

Maintenance and Operations

- coordinating the maintenance of all physical assets of the project
- providing for the proper operational requirements of the project particularly as they relate to public events

Programming

- encouraging the staging of festivals, markets and other special events in the public spaces of South Downtown
- coordinating these events with events in the balance of downtown

Communications

- encouraging and administering a process of public involvement in the planning and operations of South Downtown
- issuing public statements and responding to requests for information

Marketing

- administering market research, developing a marketing strategy and implementing certain portions of the marketing strategy, including advertising and promotion

In its first year, the Board will attempt to contract for all of these services, with as many services as possible being based on a percentage of capital expended or a percentage of revenue. Through such percentage fee arrangements the Board will be able to keep its cash operating costs at a minimum.

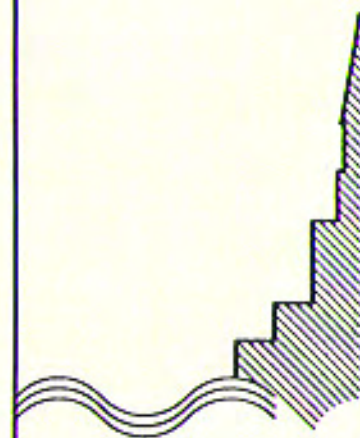
Initially, the Board will contract for as many services as possible from within the land owner group and encourage these contractors to exchange at least a portion of their fees for an additional share of future revenue.

Development, administration, construction management, maintenance, and some portions of marketing are well suited to such a percentage fee arrangements. Programming and communications will be more difficult to deal with on this basis; these functions may require hiring staff or contracting with outside firms.

The reporting arrangement will be from the contractor directly to the Board, using the Executive Secretary as the coordinator of communication between the two parties. This arrangement will save the cost of a General Manager for the initial period when the project is not generating revenues. The position of General Manager will be required when the construction program and land sales begin.

Funding for the Board's day to day operations will have to be provided primarily by the landowners, based on the benefits they will gain from the development. The Task Force does not feel it appropriate to make specific recommendations for such a funding arrangement; however it recognizes this issue as one of the fundamental preconditions to the formation of the Board.

PROPOSED MANAGEMENT AND ORGANIZATION



PROPOSED MARKETING PLAN

Existing Market Situation

The downtown real estate market, and particularly that part of the market related to entertainment and the arts, is suffering through difficult times. Pedestrian traffic counts on downtown streets have dropped steadily over the past 15 years, showing that not all of downtown's problems are related to the present economic conditions. Vacancy rates are relatively high for office, retail and residential buildings, resulting in unstable lease rates and land values. There is no focus in downtown for art and entertainment; restaurants, clubs, professional theatres, and commercial art galleries are scattered throughout the City.

We must, however, consider the positive signs for downtown. It is still the commercial centre of the City and the addition to Midtown Plaza will help maintain its importance to the retail sector. The downtown hotels are still very much the focus for the tourist and convention industry. Even the lack of a restaurant, gallery, or theatre district in the City has the advantage of creating a void in the market place. The obvious success of such districts in other cities points out the opportunity with which we are presented. The people of Saskatoon have continually shown they will support festivals and other special entertainment events staged downtown. Proper facilities will strengthen existing programmes and allow for the growth of new events.

In summary, the existing real estate market in Saskatoon's downtown is at the low point of a cycle; however, the market niche South Downtown wishes to fill represents a potential need not presently being accommodated.

Target Market

The South Downtown Development Board will be in the business of marketing building sites to building owners and developers. As mentioned earlier, its role is to create circumstances where third party developers will be encouraged to proceed with developments that support the objectives of the Mayor's Vision statement. The actual target market, however, is not these real

estate developers, it is the end users of the buildings. The Saskatoon real estate market is very much driven by demand. The present downswing in the market will make the local developers justifiably even more conservative. To make the development successful there will have to be pressure for space from users.

A review of the objectives in the Mayor's Vision Statement establishes the following criteria for our target market. Preferred users must:

- be involved in a social or cultural activity of the City;
- interact with the public and with the public spaces;
- be open long hours and on weekends;
- be a destination for large numbers of people.

In addition to these criteria, there is an obvious stated desire for a mixed use environment. If a number of singular uses, specialty restaurants for example, constituted the entire development, the overall objective for the development will not be reached, even though specialty restaurants clearly fit into the target market.

The rationale for mixed uses is based on the belief that the long term economic viability of such a development depends on the interaction between diverse primary uses. As an example, offices provide a viable use for the upper floors of buildings which provides revenue to building developers; that allows a higher land cost; that provides funds for the development of open space amenities. The office space also provides a lunch time clientele for those specialty restaurants as well as parking spaces during evenings and weekends.

Residential development provides a built in market for those restaurants and shops and helps make the area a safer place with a greater sense of community.

In summary, the primary targeted users listed below may be the most important, but to be viable, need the secondary and tertiary targets for support.

Primary Target

Definition:

- open six or seven days a week
- open evenings
- part of the social or cultural fabric of the City
- a destination

Examples:

- restaurants and delicatessons
- arts and crafts galleries (public & private)
- libraries
- pubs and nightclubs
- private or semi-private clubs
 - business
 - social
 - fitness
- theatres
- meeting rooms and display facilities
- box office
- tourist information
- tourist concessions
 - rental of bikes, canoes, etc.
 - street vendors
- hotels

Secondary Target

Definition:

- building users that are complementary or supplementary to the primary target market

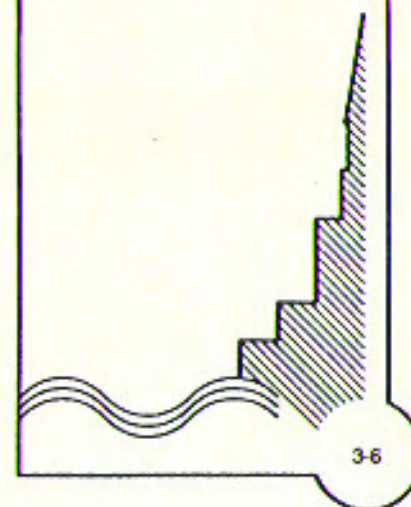
Examples

- multiple unit residential
- offices associated with primary target
 - cultural organizations
 - advertising firms
 - interior designers
 - commercial artists
 - architects, landscape architects
 - media
- retailers associated with primary target
 - arts and crafts supplies
 - book stores
 - interior design
 - antiques
 - specialty food
 - specialty children shops
 - jewellers
- childcare

Tertiary Target

commercial office and retail uses that wish to locate in the area and do not negatively affect the atmosphere of South Downtown.

PROPOSED MARKETING PLAN



PROPOSED MARKETING PLAN

Marketing Strategy

It has been mentioned earlier that one of the biggest successes of Saskatoon's downtown is Midtown Plaza. The large expansion presently underway shows a faith in the City and downtown; it also shows a faith in a formula for marketing that has made malls, both interior and strip malls, successful across North America.

The formula is roughly as follows:

- select a location that is easily accessible to large numbers of vehicles
- provide ample parking
- provide a comfortable environment for the shoppers, including pedestrian amenities
- provide a centralized administration that:
 - controls the tenant list, mixing destination tenants (anchors) with tenants that rely on impulse shopping
 - controls the image of the mall through development guidelines, advertising and maintenance
 - programmes special events or continuous special customer services.

In our cold climate we often believe the physical aspects of malls are what makes them successful; however, it is worth noting that the success of malls is independent of weather. Southern California's near perfect climate is home to thousands of interior malls. It is the centralized administration of image, marketing strategy and special services that differentiates malls from traditional downtown street retailing.

The mall formula suits the objectives of South Downtown in that the success of both depends on attracting high levels of pedestrian traffic.

The specific strategies for marketing the concept of South Downtown should be to:

- ensure that ample parking is available
- create a comfortable pedestrian environment within the public open space
- place a great importance on the exact mix of users (as outlined in the Target Market section)
- programme events and services in the open spaces that support the marketing and operations
- control the image of the development through centralized advertising, design guidelines and centralized maintenance and operations.

A more detailed description of these strategies follows:

Parking

The perception of inadequate or inconvenient parking is one of downtown's greatest marketing problems. The Task Force recommends that, to alter that perception, the Development Board construct a major parkade adjacent to the Freeway south of Nineteenth Street in conjunction with the first building project in South Downtown. Revenue will not be enough to justify the construction initially; however, the benefit to marketing is worth the cost. It will have the added benefit of providing extra parking for special events.

Pedestrian Atmosphere

To be comfortable, outdoor public spaces must temper the effects of weather by providing at least partial screening of wind, snow and rain. Thus, the Task Force recommends that some form of covering for pedestrians be provided at the face of buildings. Public spaces must also provide pedestrian amenities such as benches, adequate lighting, landscaping and access to public washrooms. Buildings must have frequent public doorways and windows that afford a view of the interior.

Tenant Mix

The mix of tenants is the most important factor in the success or failure of South Downtown. The target users have been identified; the next step is to determine what is the minimum acceptable number in each category. The Task Force recommends that the Board hire a commercial marketing consultant as soon as possible to help with this task. Once this critical level has been set, all the Board's marketing efforts should be focused on reaching that level.

Since the target market will be very well defined, the sales effort can be based on direct individual contacts. Efforts will be split between the local market and those national chains that are identified as being appropriate and not present in Saskatoon. Advertising should only be used to support the direct contacts by clarifying the objectives of the development. During this initial stage of marketing, innovative approaches to selling or leasing should be used to ensure the minimum level of success is reached.

The obvious problem in trying to control the tenant mix is the desire to have third party developers provide the buildings within South Downtown. The use of land as an equity investment in initial private projects plus the market research and direct marketing assistance mentioned above will go a long way in giving the Board the ability to influence the final tenant mix. A last resort could be to maintain a right of approval over tenants. However, financial returns could be negatively affected by such intervention.

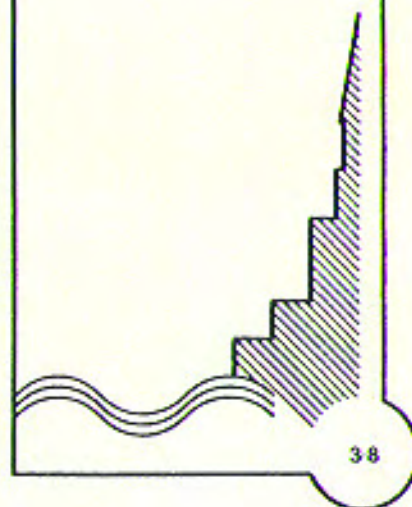
Programming

If tenant mix is the most important factor in the success of South Downtown, programming is the most important marketing tool to attract those tenants. The open spaces must be designed to accommodate festivals, markets, skaters, boaters, all the special events, big or small, that contribute to a successful urban water front. The programming will draw people, acting as an "anchor" for South Downtown as much as Eaton's is for Midtown Plaza. Two examples of programming as a support to marketing are Toronto's Harbour Front where reportedly 4,000 events a year are staged, and West Edmonton Mall where facilities such as the skating rink and water play area are the foundation of the marketing programme.

Image Management

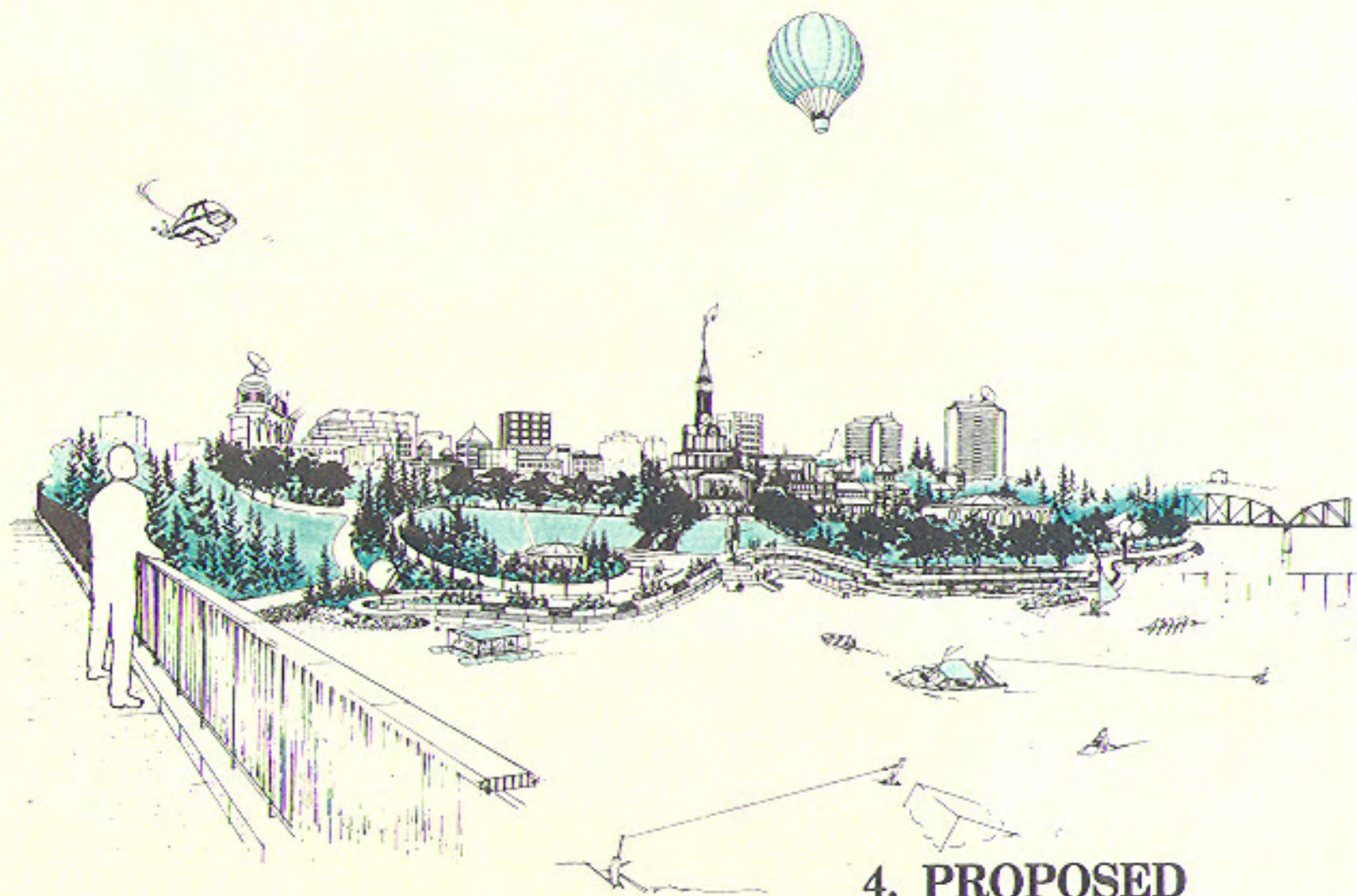
Design guidelines covering signage, building materials, display format, landscaping and architectural approach are used throughout North America to create a consistent image that will support the objectives of a real estate development. The City and the Partnership are actively trying to provide a consistent image to downtown streets through their streetscape improvement projects. Creating the desired image also requires setting high standards of maintenance and providing operational support to the programming. A vehicle for common advertising or sponsorship of special events will put the tenants on a competitive footing in attracting people to the area.

PROPOSED MARKETING PLAN



SUMMARY

The South Downtown Development Board will be responsible for carrying on the work initiated by the Mayor's Task Force. Acting on behalf of the land owners within the area, it will stimulate development by coordinating the financing, design, construction, marketing, programming, operations and maintenance of the project. As the development proceeds, it will administer the South Downtown approval process and help developers to deal with the different approval authorities.



4. PROPOSED DEVELOPMENT PLAN

4.0 PROPOSED DEVELOPMENT PLAN

INTRODUCTION	4-1
THE VISION STATEMENT	4-5
Linkages	4-5
Gathering Places	4-6
PLANNING	4-7
Streets and Lanes	4-7
Riverbank Public Spaces	4-9
Plazas	4-9
Landmark	4-10
Servicing	4-11
Subdivision	4-12
Integration and Secondary Development Areas	4-13
DESIGN	4-15
Streets and Lanes	4-17
Riverbank Public Spaces	4-25
Plazas	4-37
Landmark	4-41
Servicing	4-43
Subdivision	4-45
DESIGN GUIDELINES	4-47
IMPLEMENTATION	4-49
General Conditions for Implementation	4-49
Phase 1	4-50
Phase 2	4-51
Phase 3	4-52
Phase 4	4-53
SUMMARY	4-54

CONSULTANTS

Coordinating Consultant

Kilborn (Saskatchewan) Limited

Design Team

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Cochrane Lavalin Inc.

Delcan Western Ltd.

Hilderman Witty Crosby Hanna & Associates

Malkin/Edwards Associate Architects

Special Advisor

Raymond Moriyama, Moriyama & Teshima Architects

Special Consultants

Clifton Associates

Dr. E. Walker

Tri City Surveys

Dr. C.D. Smith

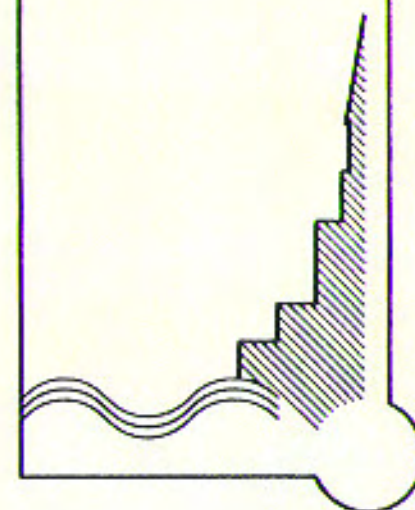
Geotechnical

Archaeology

Survey

Hydrology

TABLE OF CONTENTS



INTRODUCTION

The Development Plan for South Downtown proposes physical solutions to the challenges that led to the formation of the Mayor's Task Force. A successful plan will result in enjoyable, functional public spaces and useable building sites. It will support the marketing plan by maximizing the value and liquidity of these sites within the context of the development's overall objectives, and will create a positive interaction between the future buildings and the public spaces being designed. Because the buildings will take some time to develop, the public spaces must be designed to function initially without the buildings.

The Development Plan originated with the Planning Advisory Committee of the Mayor's Task Force. Chaired by Ron Cope, the City Planner, this committee consisted of individuals from both the public and private sectors, all having either some planning or design expertise or a special interest in the project. In addition to establishing the initial planning direction for the project, the committee continued to advise the Task Force and the Design Team as the design developed.

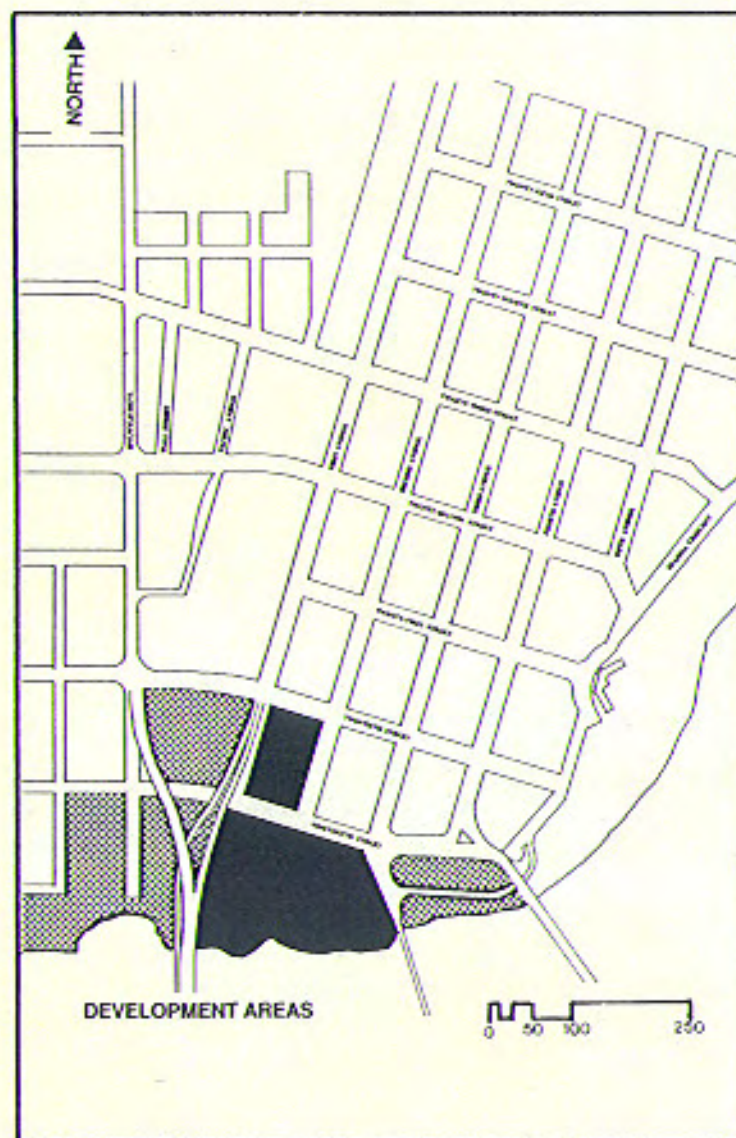
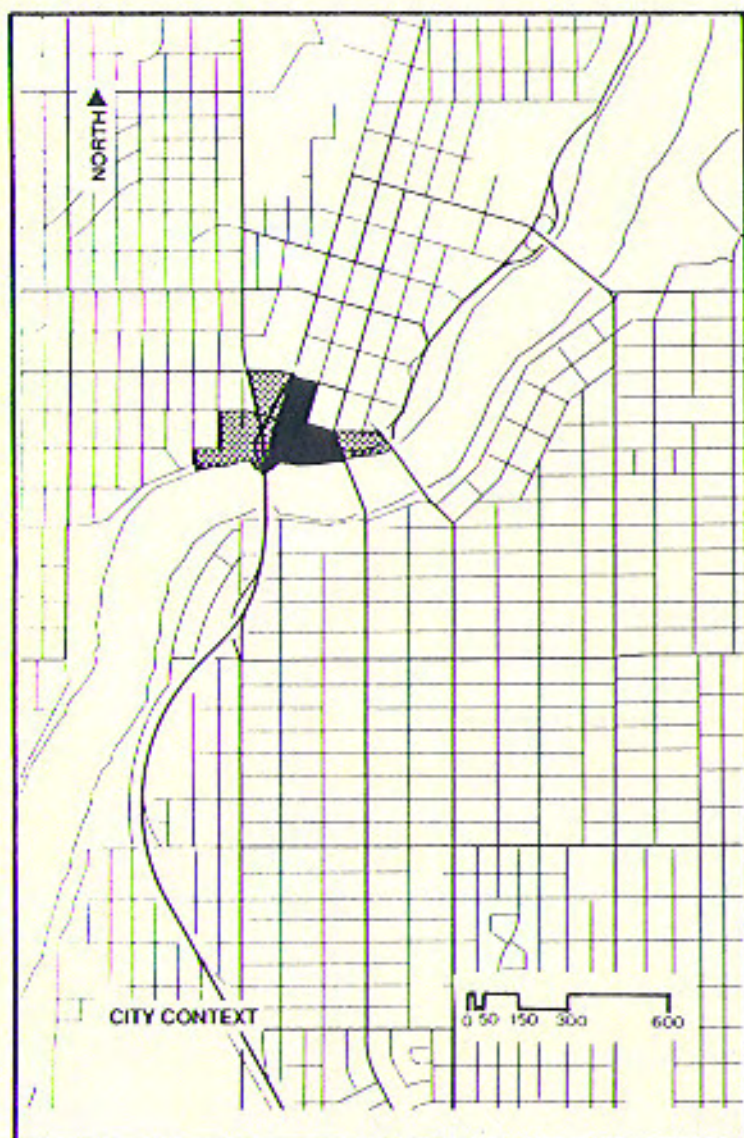
Through the different stages of design evolution the following groups reviewed the progress of the Design Team and provided beneficial comments:

- Business Advisory Committee, Mayor's Task Force
- Design Advisory Committee, Meewasin Valley Authority
- Planning Department, City of Saskatoon
- Urban Design Committee, City of Saskatoon

The process benefited from the involvement of people potentially affected by the design. Festival organizers, arts groups, the Partnership, the Public Board of Education, and many departments of the municipal and provincial governments provided input into this plan.

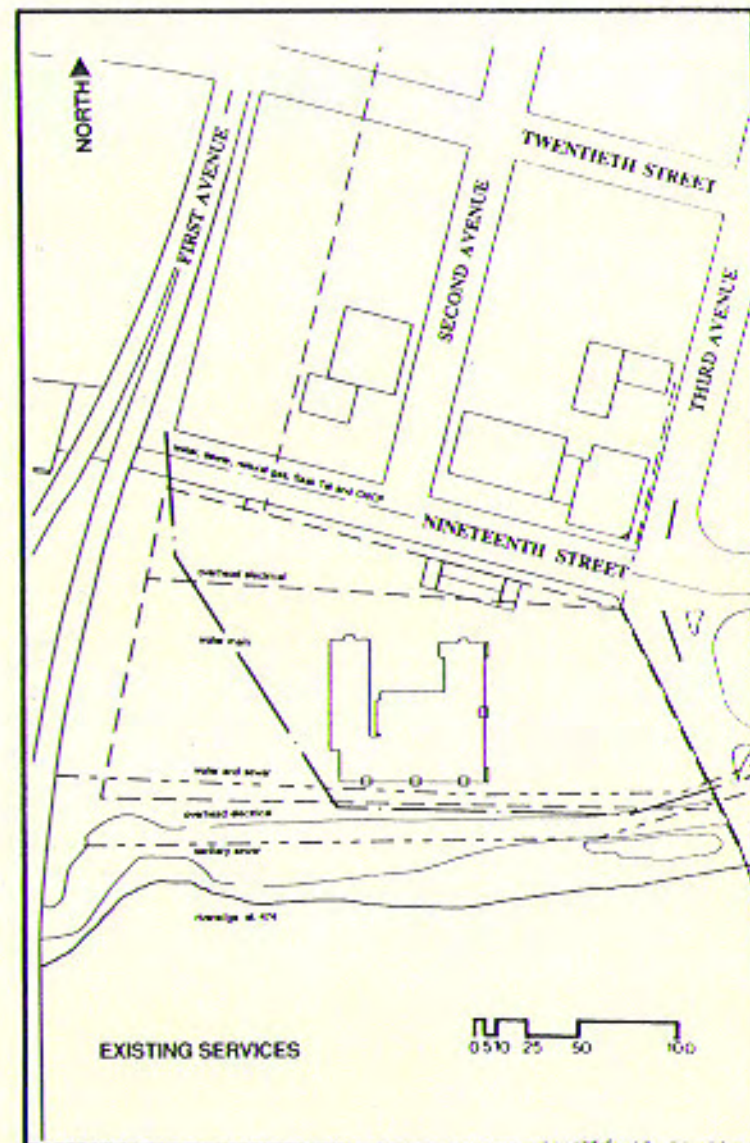
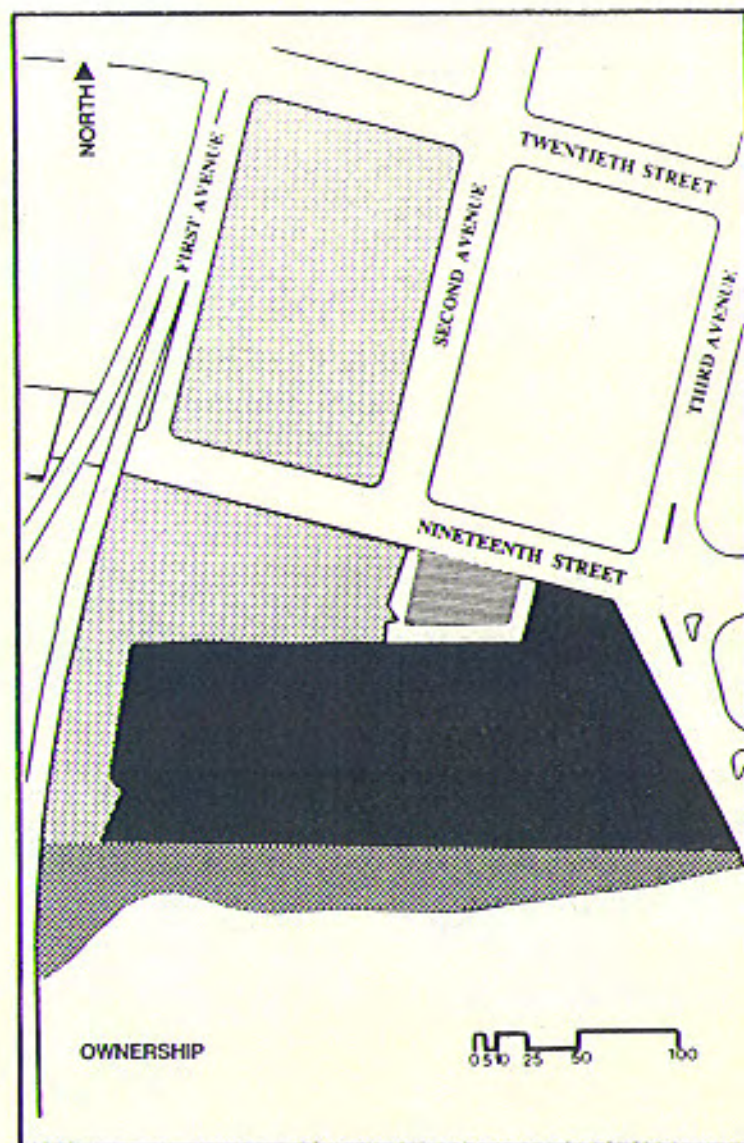
It was the privilege of the Task Force to have the special advice of Raymond Moriyama. Mr. Moriyama contributed both his broad experience in urban design and his special perspective as the author of the 100 year conceptual plan for the river valley. His advice was particularly valuable in the area of design process. He helped ensure that the design is sensitive to community needs and encouraged the team approach taken by the local designers.

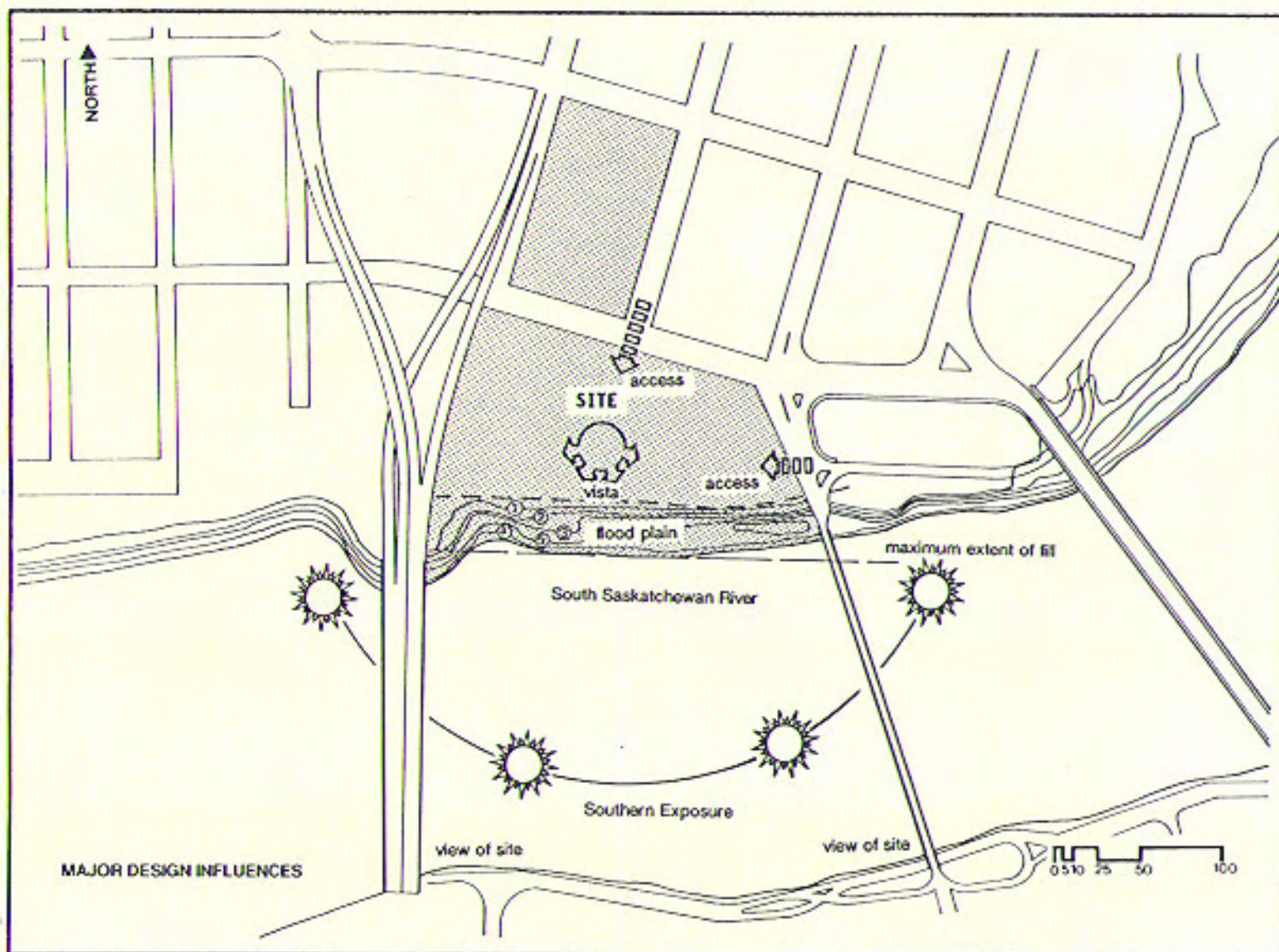
The following graphics are intended to acquaint the reader with the site and the context in which it was found by the Design Team. The land included in the terms of reference for the Mayor's Task Force has been studied in two parts: the "primary" area was the subject of a full preliminary design study while the "secondary" area was dealt with conceptually with the understanding it will be considered in more detail at some future date.



INTRODUCTION

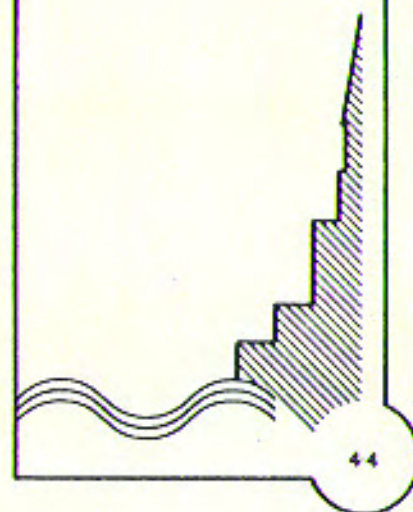
-  City Property
-  Legion Property
-  Public Board of Education
-  Riverfill





INTRODUCTION

- ① 1 in 500 Year Flood
Elevation 481.05
- ② 1 in 100 Year Flood
Elevation 479.90
- ③ 1 in 50 Year Flood
Elevation 479.30
- ④ 1 in 10 Year Flood
Elevation 476.85
- ⑤ 1 in 2 Year Flood
Elevation 474.40



VISION STATEMENT

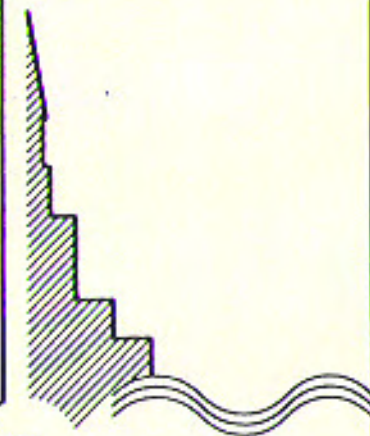
The Mayor laid the foundation for planning and design within South Downtown through his Vision Statement. The following objectives guided the work of the Design Team.

Linkages

The Vision sees South Downtown as a link between the downtown core and the river. To effect this linkage, the urban environment of the downtown will be brought to the river's edge without the buffer of parkland that exists through the rest of the City. A strong sense of these parks will be brought through South Downtown to the City core thereby softening this environment. The contrast between urban and natural elements will provide the underlying theme to the development.

The second major linkage is along the river. As a link between Friendship Park and Victoria Park, South Downtown will provide an invigorating contrast to the existing riveredge while accommodating all the present uses of the Meewasin Trail.

In addition to the creation of physical links, South Downtown will create a link with the City's past. This area's historical significance will be honoured through public interpretation of that history.



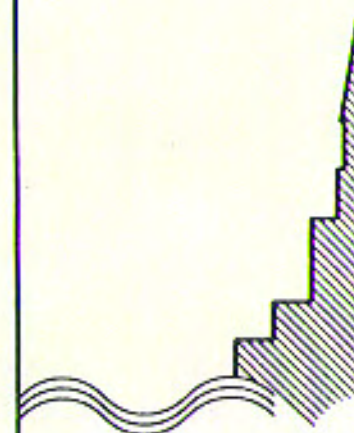
Gathering Places

The essence of the Vision is a place where the community gathers for social and cultural activities. The development plan will define the specific public spaces that will accommodate and encourage these gatherings and ensure that they are comfortable for large groups and are usable year round. As a primary gathering place, the riverfront is a unique feature of the South Downtown plan. Saskatoon's riverbanks are presently designed to be passive, singular, and informal in use. The pressure exerted on downtown riverbank parks to act as large community gathering places puts the health of the trees and grass in jeopardy and diminishes their value as passive parks.

Direct access to the river for large gatherings is part of the Vision for South Downtown. Despite the river being such an important part of the City's image, there are currently few opportunities to experience the river at close hand. The places created by this development will provide such opportunities, including buildings oriented directly to the riveredge open spaces.

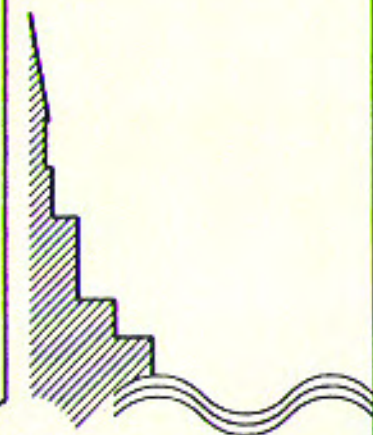
All the public spaces created from the development plan are intended to have a scale suitable for the individual. While large events must be accommodated, they occur infrequently. This area has too much value to the City to cater only to such functions. A comfortable scale, with smaller public spaces combining to handle the larger crowds, will provide a flexible environment enjoyable at all times.

VISION STATEMENT



PLANNING

-  Second Avenue
-  Spadina Crescent
-  River



4.7

As the Vision is the foundation for the design of South Downtown, the planning decisions taken by the Task Force are the structural framework.

This plan has interpreted the Vision in the real context of roads and services, plazas and parking, landscaping and landmarks.

Planning defines linkages and gathering places as follows:

Streets and Lanes

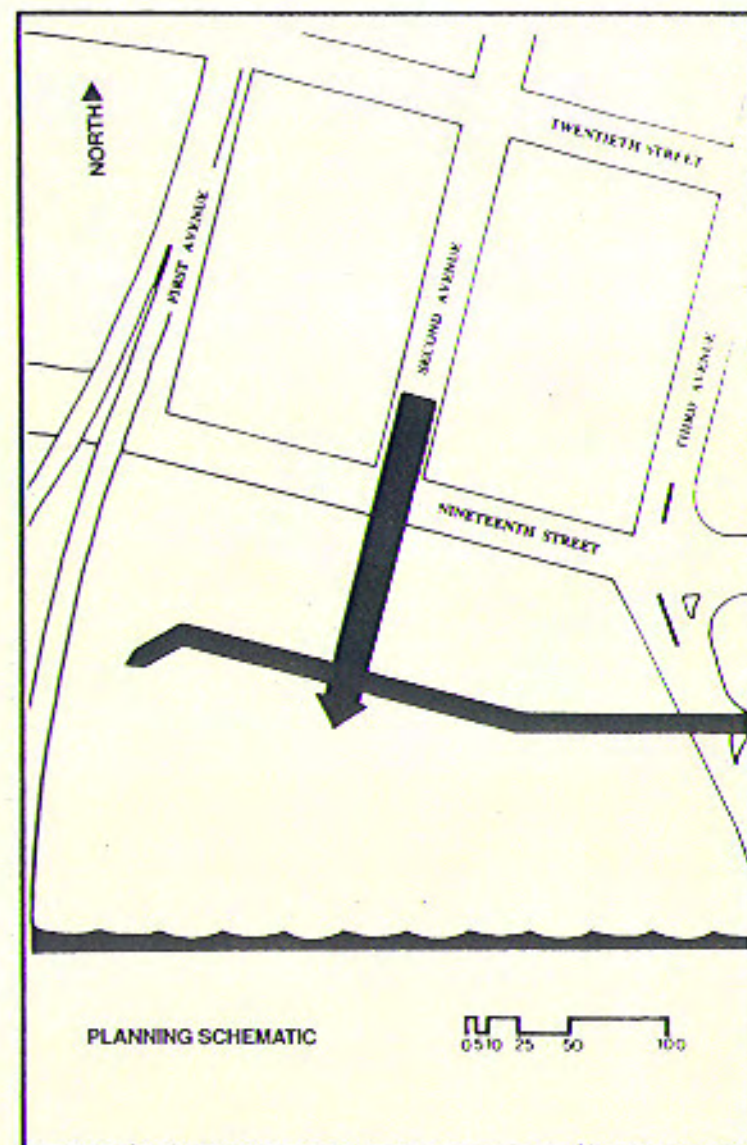
- Pedestrian comfort within rights-of-way will be a high priority.

Second Avenue

- Second Avenue will be extended south to the riverbank, opening up a view from the City core to the river's edge.
- Landscape development will extend from the adjacent parks through the South Downtown river front and up the Second Avenue corridor to bring a sense of the riverbank parks into the downtown core.
- This landscaping will be used to improve pedestrian comfort.
- The roadway will accommodate special events such as the farmers' market.

Spadina Crescent

- To provide adequate vehicle and pedestrian access to building sites throughout the area, Spadina Crescent will be extended west from Third Avenue to First Avenue.
- This extension will be designed to handle only local vehicle traffic.
- No on-street parking will be allowed.



Nineteenth Street

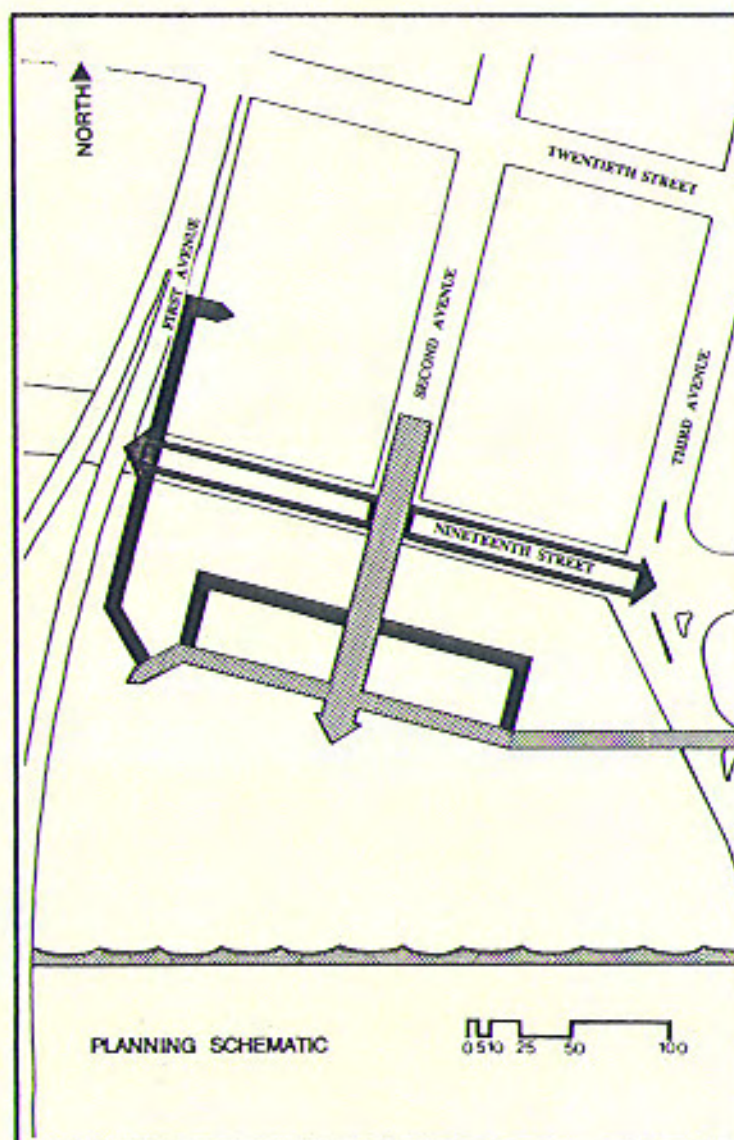
- The majority of vehicles gaining access to the site will use Nineteenth Street.
- Large volumes of flow-through traffic will continue to use Nineteenth Street.
- Pedestrian traffic will cross Nineteenth Street at both Second and Third Avenues. Little pedestrian traffic is expected on Nineteenth Street itself.
- Design changes will accommodate both the high volumes of vehicles east/west and pedestrians north/south.

First Avenue

- First Avenue, both north and south of Nineteenth Street, will accommodate a relatively high volume of vehicle traffic for access to employee and patron parking.

Lanes

- Lanes required for service access to building sites will be developed as pedestrian areas, with landscaping and pedestrian amenities creating a pleasant environment.
- Building developers will be encouraged to orient public building spaces to these lanes creating additional revenue to the buildings and lower priced retail spaces for specialty users.



PLANNING

- ==== Nineteenth Street
- ==== Lanes
- ==== First Avenue

PLANNING

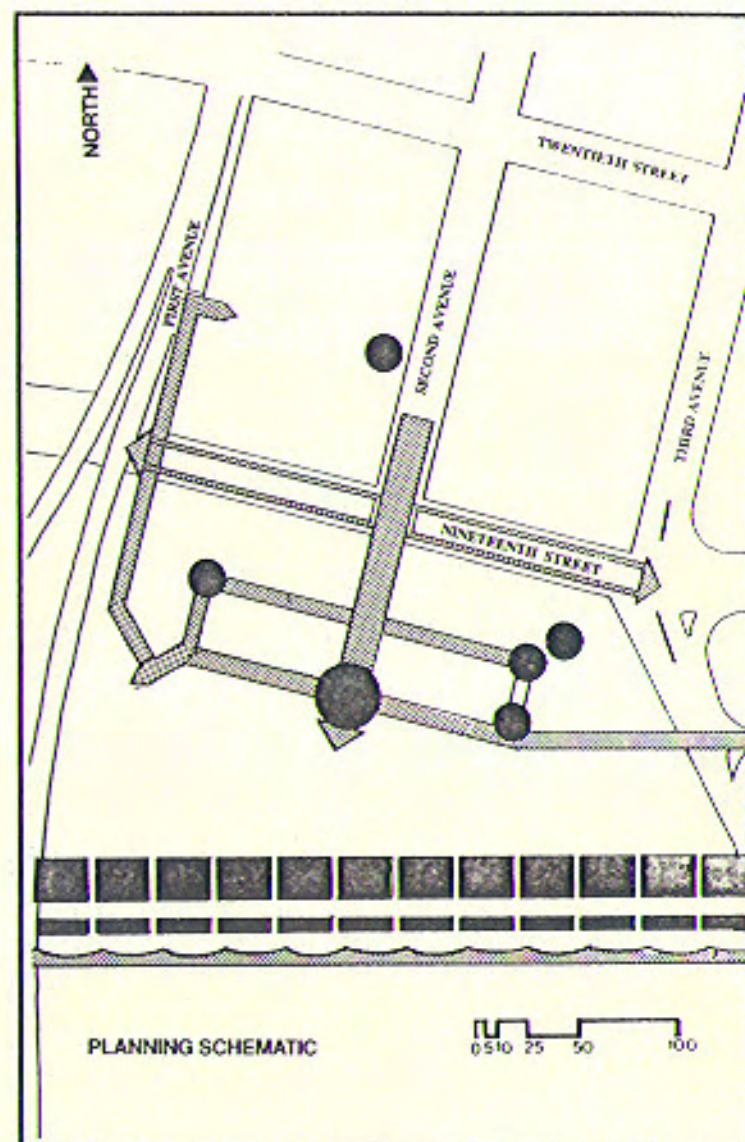


Riverbank Public Spaces

- The riveredge is recognized as the most important location for the development of public open space.
- This area will provide spaces for people of all ages to gather throughout the year, both informally and at large, highly organized and controlled events.
- The provision of infrastructure and ancillary facilities that support and enhance the intended uses will form part of the riverfront development.
- The spirit of the Meewasin Trail and all its uses will be continued through the site. The character of the Trail will change in the following ways:
 - it will be directly oriented to the water's edge
 - it will be wider and harder, to accommodate more people
 - specific portions of the trail will have specific uses
 - it will have more urban characteristics such as higher lighting levels and more seats
 - interaction with the water will increase through mooring for tour boats and for the general boating public.

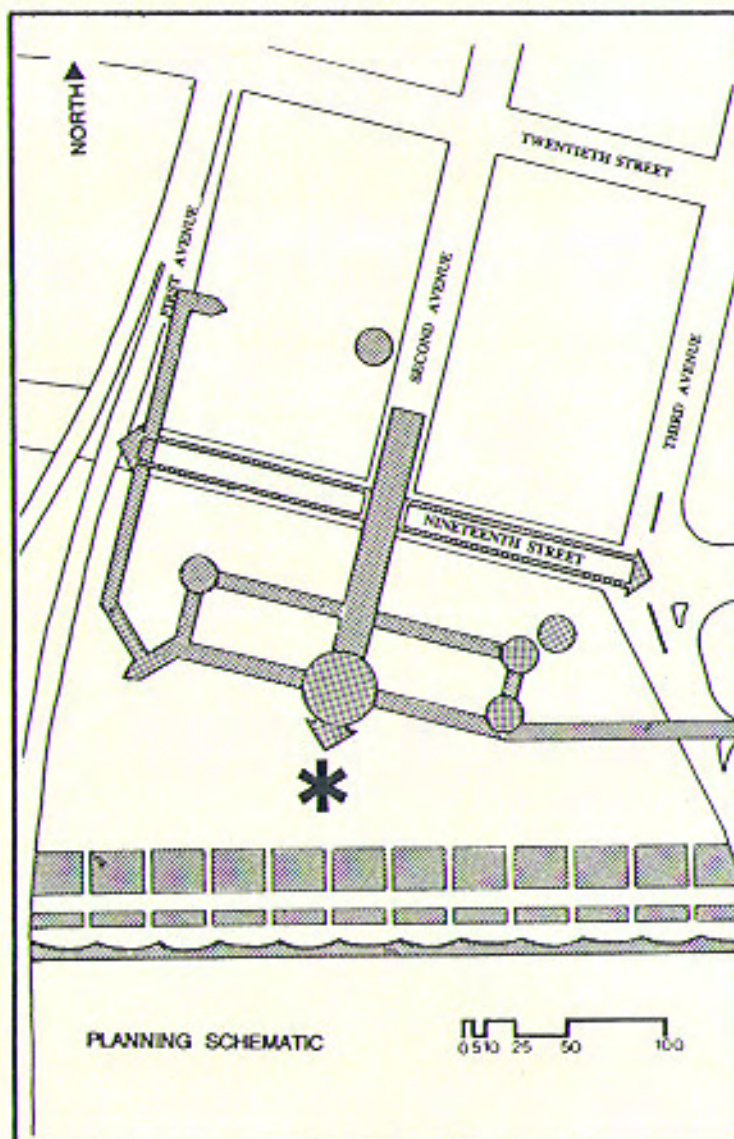
Plazas

- The junction of Second Avenue and Spadina Crescent offers an opportunity for a traditional urban gathering place - a civic square.
- Wherever possible, small landscaped plazas will be developed in conjunction with pedestrian routes as rest areas and small informal gathering places.

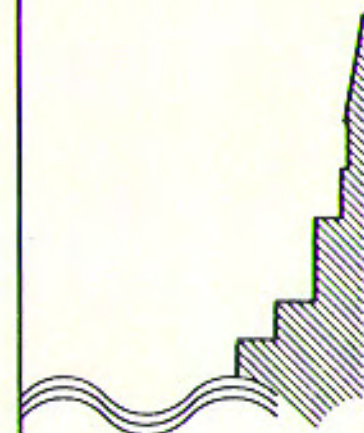
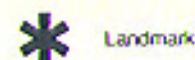


Landmark

- A landmark will be constructed to integrate the linkages and gathering places, both functionally and visually.
- The landmark will:
 - strengthen the importance of the Second Avenue view corridor by providing a terminus for this view
 - act as a partially transparent gateway to the river at eye level
 - be seen from as many points of view as possible
 - act as the principle orientation feature within South Downtown
 - be visible over an extended range of time and distance; that is, near or far, while moving fast or slow, day or night
 - be distinct from its surroundings both in appearance and function



PLANNING



PLANNING

 Parking

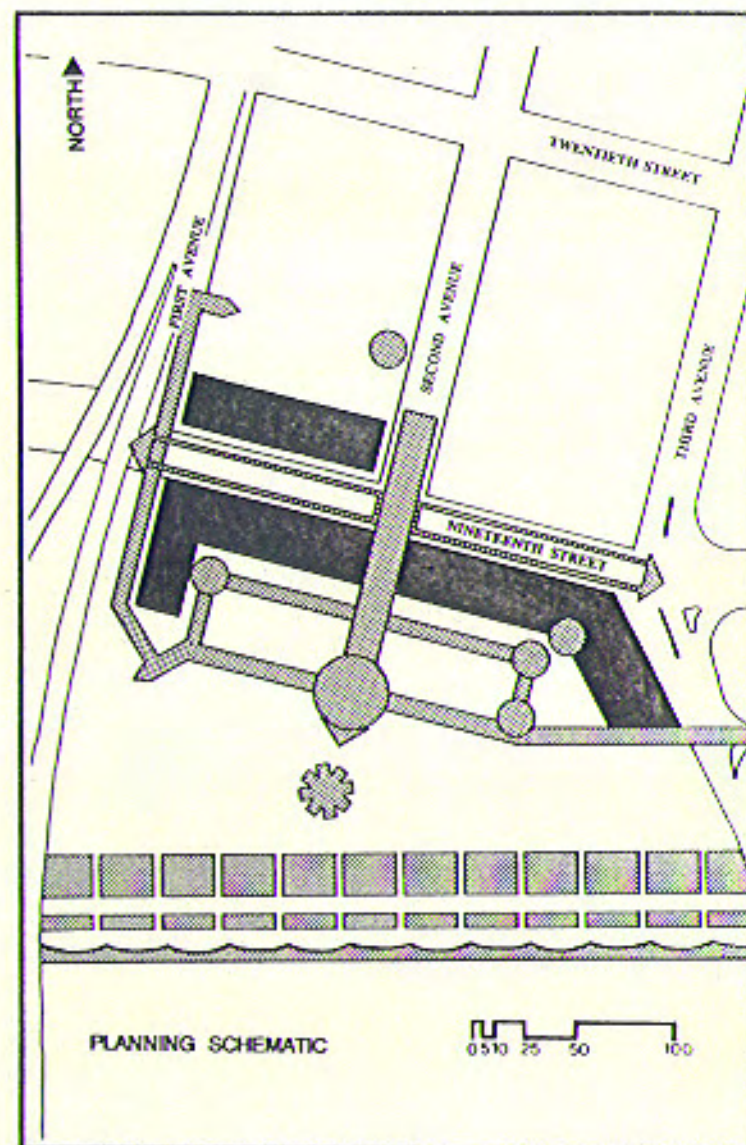
Servicing

Utilities

- All existing utilities will be evaluated and relocated, if financially and technically feasible, to the most appropriate permanent location.

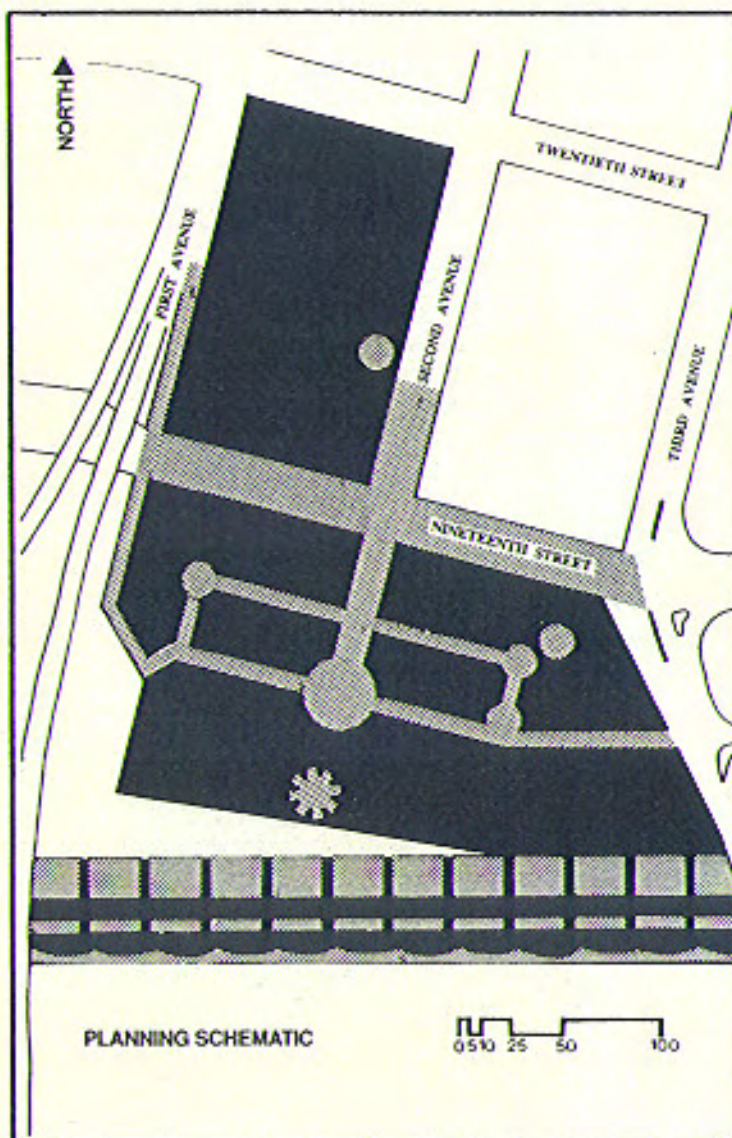
Parking

- Provision of adequate parking for residents, employees and patrons is a major objective of South Downtown.
- Nineteenth Street will handle the highest volumes of traffic, and therefore will be the primary access route for parking.
- Underground parking facilities could be accommodated along Nineteenth Street and First Avenue.
- First Avenue is considered the most appropriate location for parking structures above ground.
- Surface parking lots will only be permitted as an interim use of undeveloped building sites.
- Pedestrian comfort and vehicle movement rank ahead of parking as objectives within rights-of-way; therefore on-street parking will be restricted.



Subdivision

- The dedication of roadways and lanes will create blocks of land for development.
- These blocks will be subdivided to individual lots. The size and orientation of these lots will support the objectives of the development and provide the greatest degree of flexibility possible for building design.
- Priority in design has been given to public spaces including pedestrian oriented roadways and lanes. The size and shape of building sites will be determined by the design of public spaces.



PLANNING

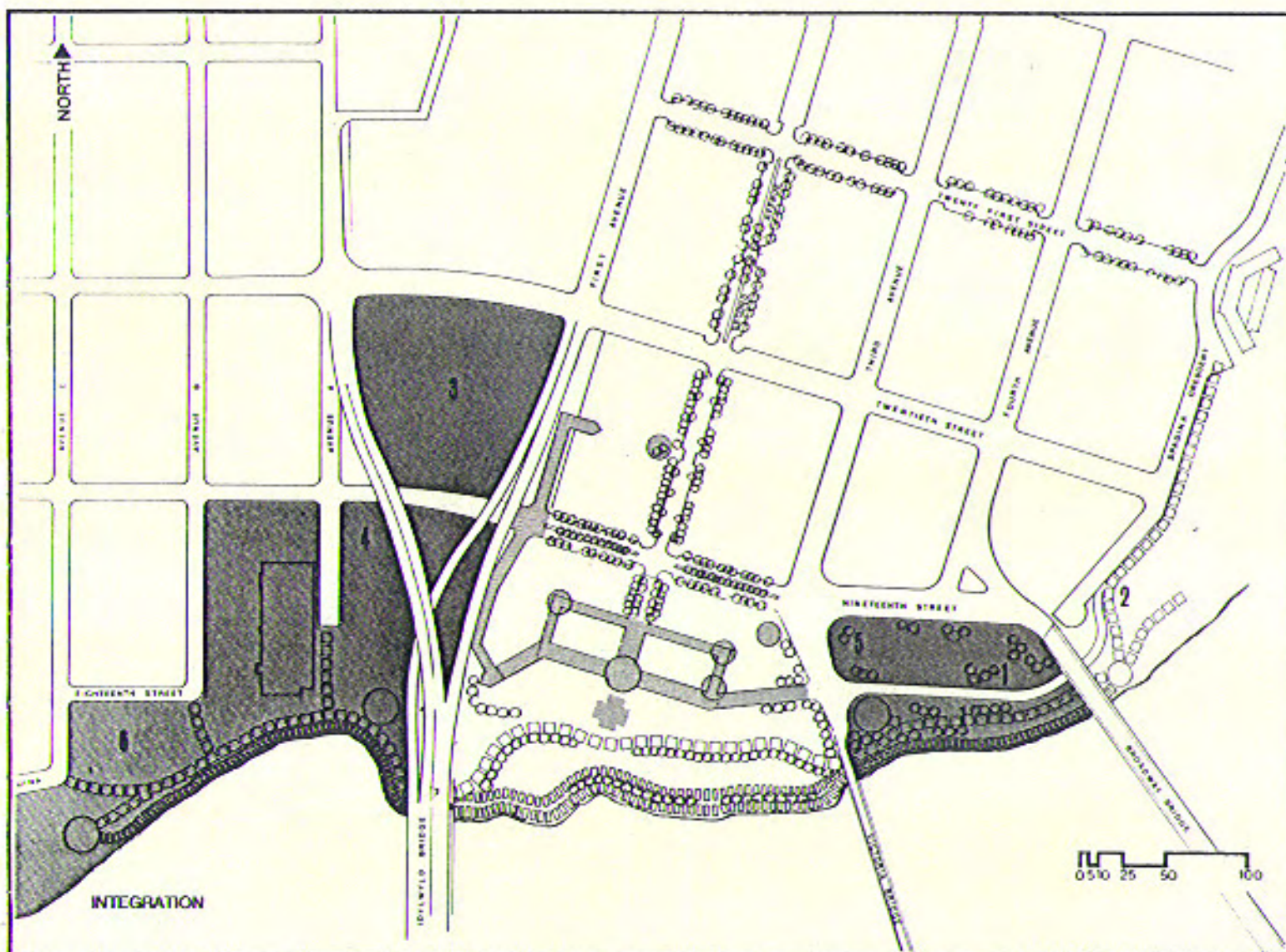
Land for Development

PLANNING

Integration and Secondary Development Areas

- Second Avenue will be reinforced as the dominant north/south pedestrian link of downtown.
- To reinforce the significance of Second Avenue, Nineteenth Street and Twentieth Street will be designed as secondary pedestrian routes.
- A diagonal access from Midtown Plaza to the South Downtown area will not be proposed because the prominence of Second Avenue would be compromised.
- Development in the Saskatoon South Downtown area will maintain the spirit of the City of Saskatoon's Direct Control District Guidelines. Although this report proposes minor modifications, it remains consistent with the overall strategy of the guidelines. Reinforcement of numerous objectives is apparent: use of area year-round for daily and evening activities; support and enhancement of existing commercial activities; highlighting the waterfront as a special feature in the context of an urban environment; integration of covered pedestrian ways; maximization of retail continuity at the street level; sensitivity to an outdoor pedestrian environment, etc.
- Planning for the South Downtown Development has incorporated many of the most recent concepts from the City Planning Department's "Downtown Plan". Objectives common to the South Downtown Development and the Downtown plan are: the importance of pedestrian corridors; consistent landscaping and street furnishings; protected walkways and street level signage.

- The City Electrical Department land and the Midtown Plaza parking lot offer opportunities for the future expansion of South Downtown's commercial aspects.
- South Downtown cannot fully accommodate all special events. Victoria Park and Friendship Park provide opportunities for staging activities related to major celebrations in South Downtown. Festival tents and the "showmobile" movable stages could be easily located in these parks. These adjacent activity areas will help to integrate South Downtown functionally with the Riversdale area and the Meewasin Valley Centre.
- Certain design elements presently used downtown will be duplicated in South Downtown to enhance visual integration. Possible examples are tree grates, street furniture, bollards or paving bricks.
- The extension of Spadina Crescent and Second Avenue will provide traffic integration with the existing downtown road network. The character of Spadina Crescent in South Downtown can be carried east under the Broadway Bridge, further integrating South Downtown with Friendship Park and creating a connection with Kiwanis Park.
- The riveredge walk constructed in South Downtown will be designed for expansion along the river's edge in both Victoria and Friendship Parks.

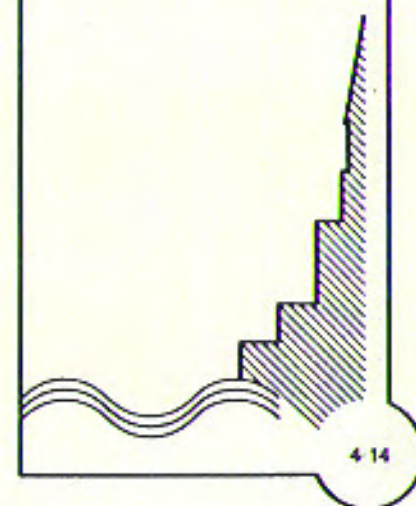


PLANNING

1. Friendship Park
2. Kiwanis Park
3. Midtown Mall Parking
4. City Electrical Lands
5. Meewasin Valley Centre
6. Victoria Park

0:1:1 Upper Promenade

0:0:0 Riveredge Promenade
7:0:0

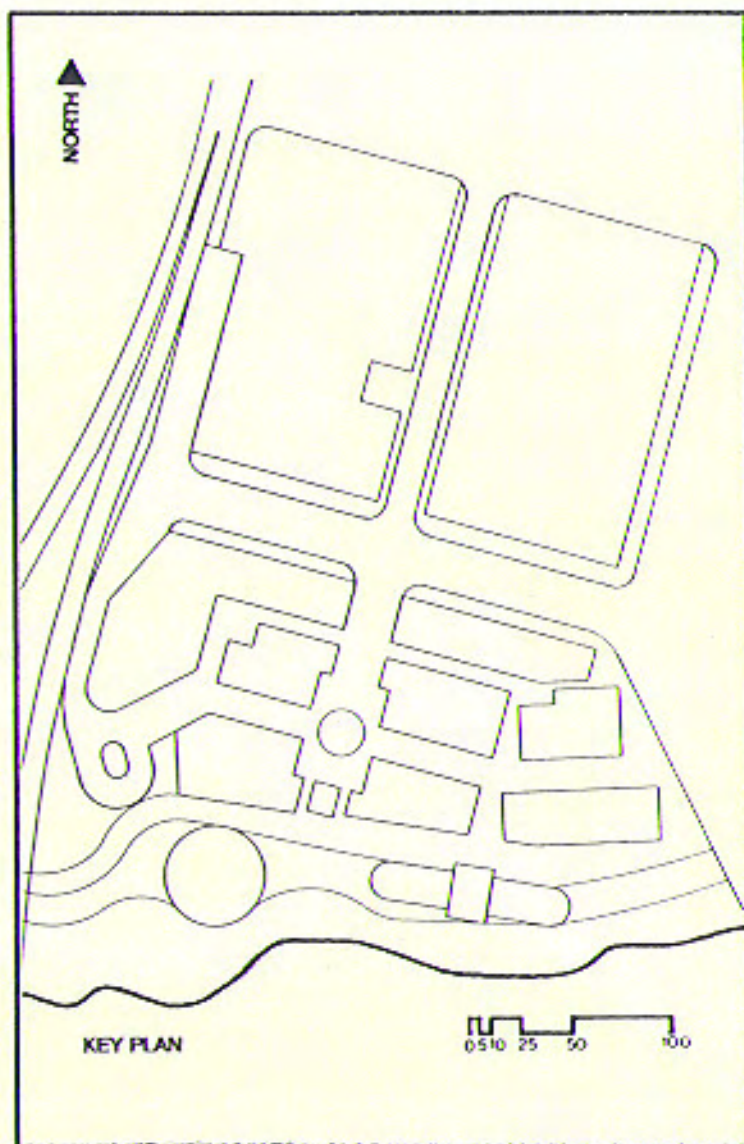


DESIGN

The following proposals complete the preliminary design for South Downtown by giving life to the planning concepts of the preceding section.

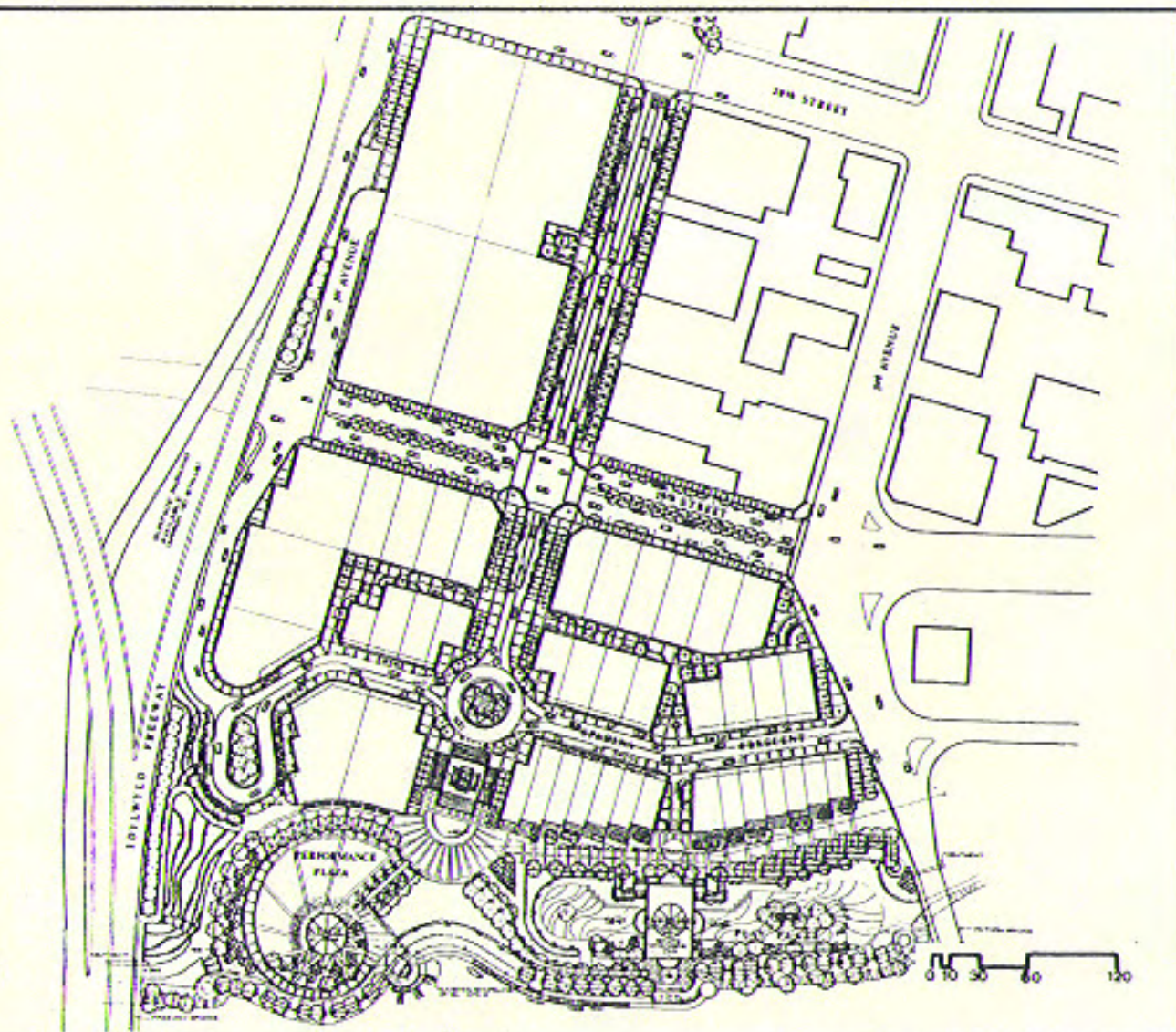
Planning deals largely with practical issues: the location of roads and services in the area; the volumes they will handle; the size and location of public spaces. Design has objectives beyond function. The area's appearance must instill pride in the residents of the City, its character must draw businesses to the building sites, and its personality must complement the many varied uses. It is to South Downtown that visitors will come for art galleries, theatres, restaurants, and festivals. It will be here that we illustrate the culture of our City, and it is imperative to make this illustration impressive and attractive.

The following text, plans, and sketches are intended to give a sense of what South Downtown can become. The detailed design of the different components will be provided in future phases of the project after the public has had a chance to react to this preliminary design.

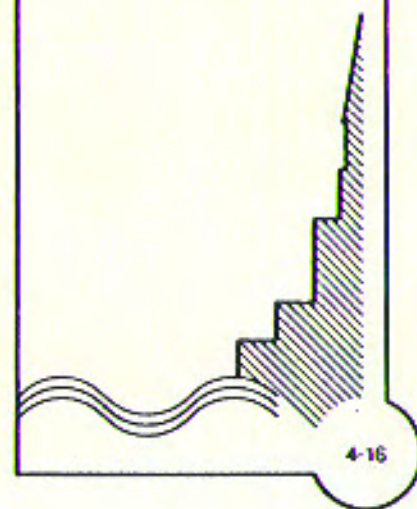


NORTH ▲

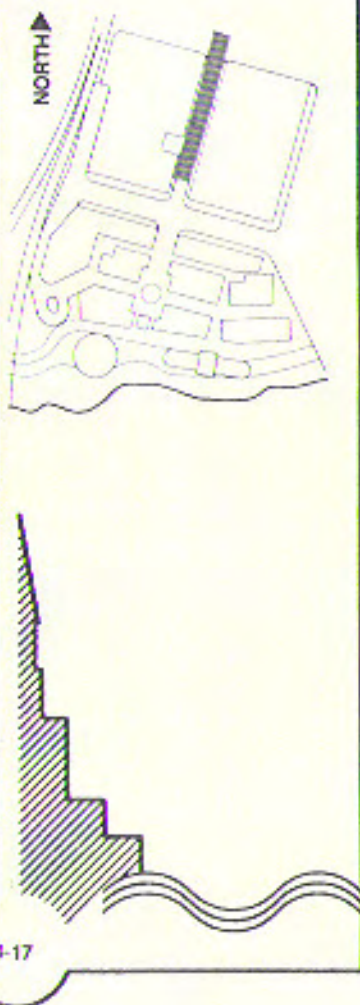
CONCEPT PLAN



DESIGN



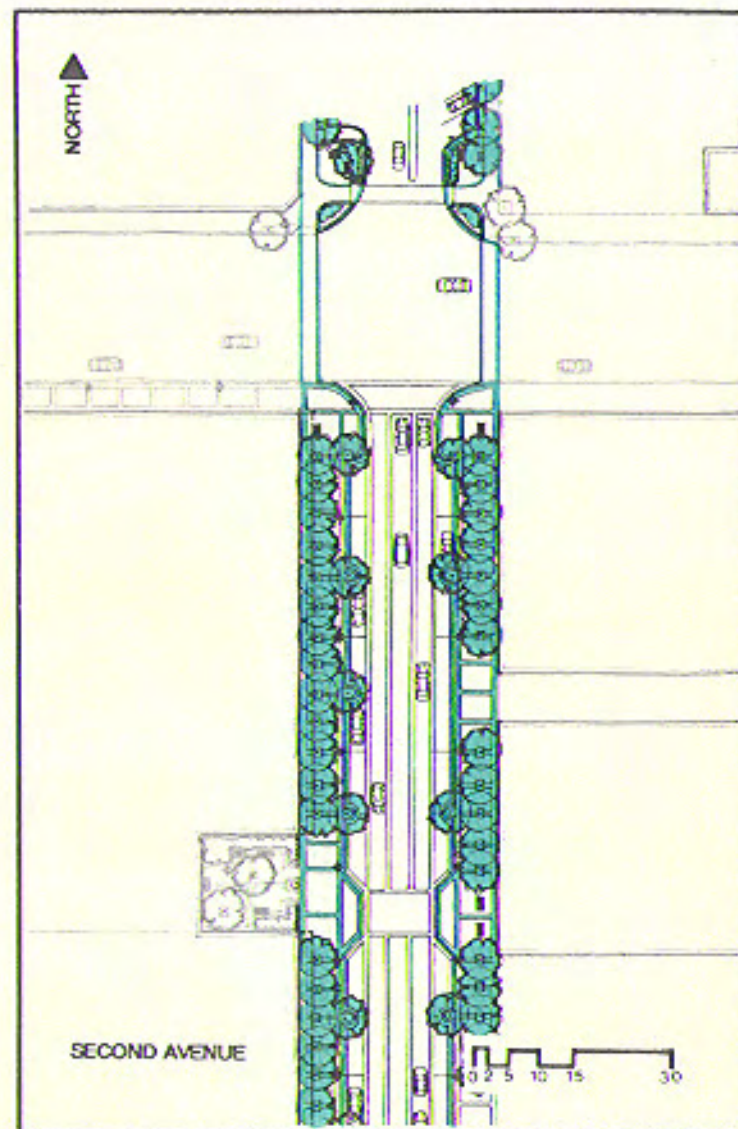
DESIGN

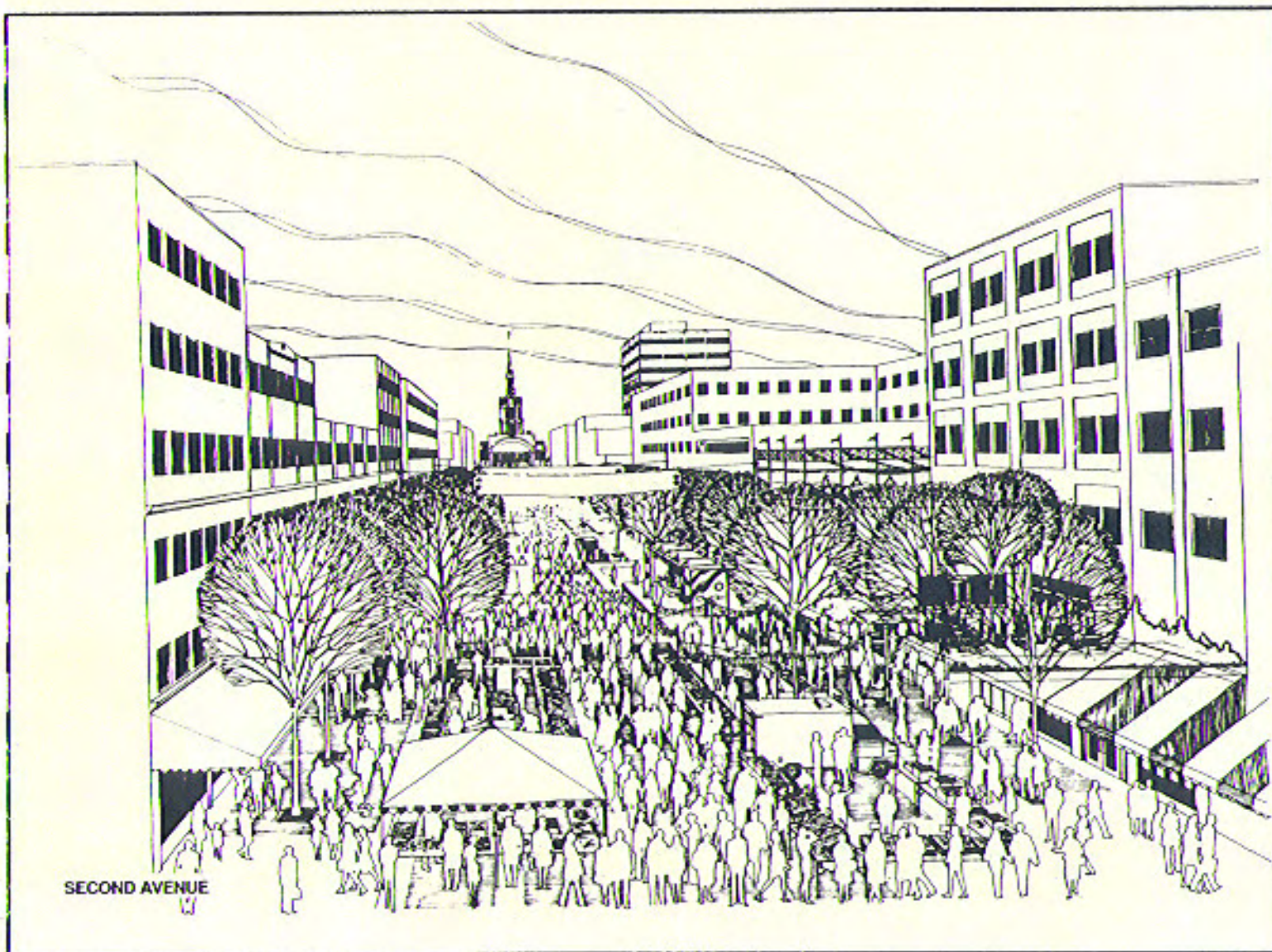


Streets and Lanes

Second Avenue

- Proceeding south on Second Avenue from the City core, a recognizable change in character will occur at Twentieth Street. The block between Twentieth Street and Nineteenth Street will introduce all of the features of the South Downtown image while retaining some of the aspects of the rest of Second Avenue. This blend will support the linkage role played by the development.
- The wide right-of-way will be maintained; however, the sidewalks will be wider, the driving surface will be narrower, and parking will be parallel to the curb.
- The South Downtown character will be created by resurfacing the road and sidewalks with special paving, increasing the amount of landscaping within the right-of-way, and pedestrian covering over part of the sidewalk.
- These features will all help to create a more hospitable environment for pedestrians.





DESIGN

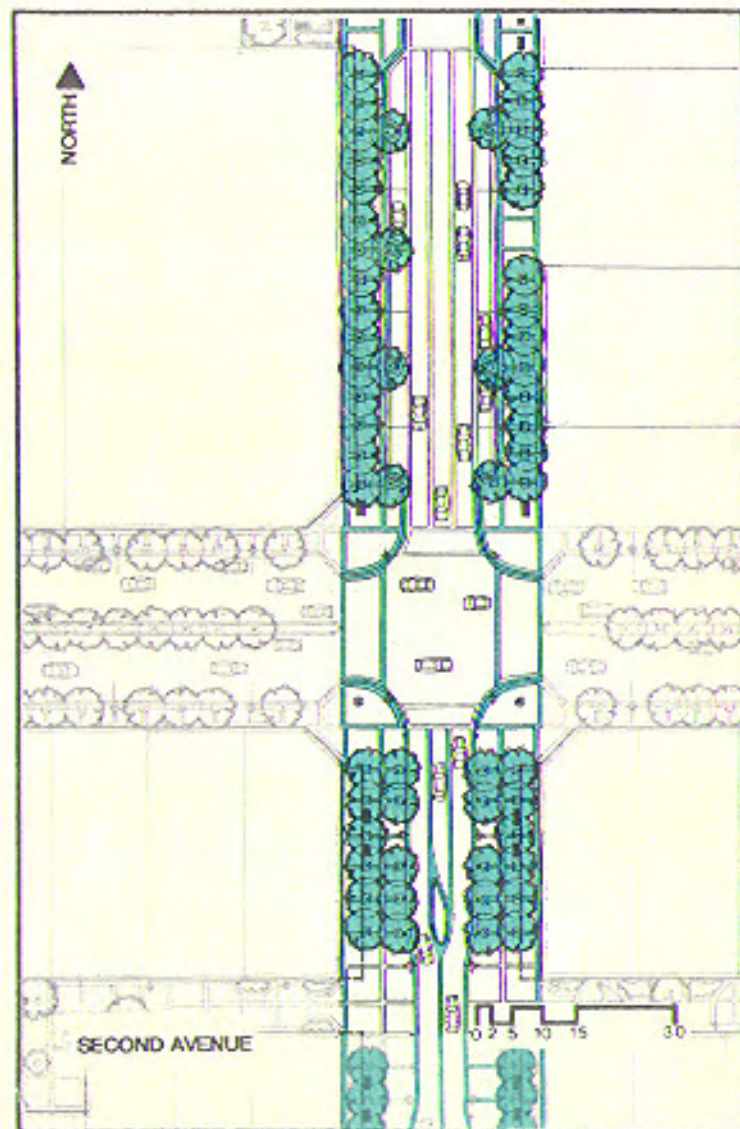


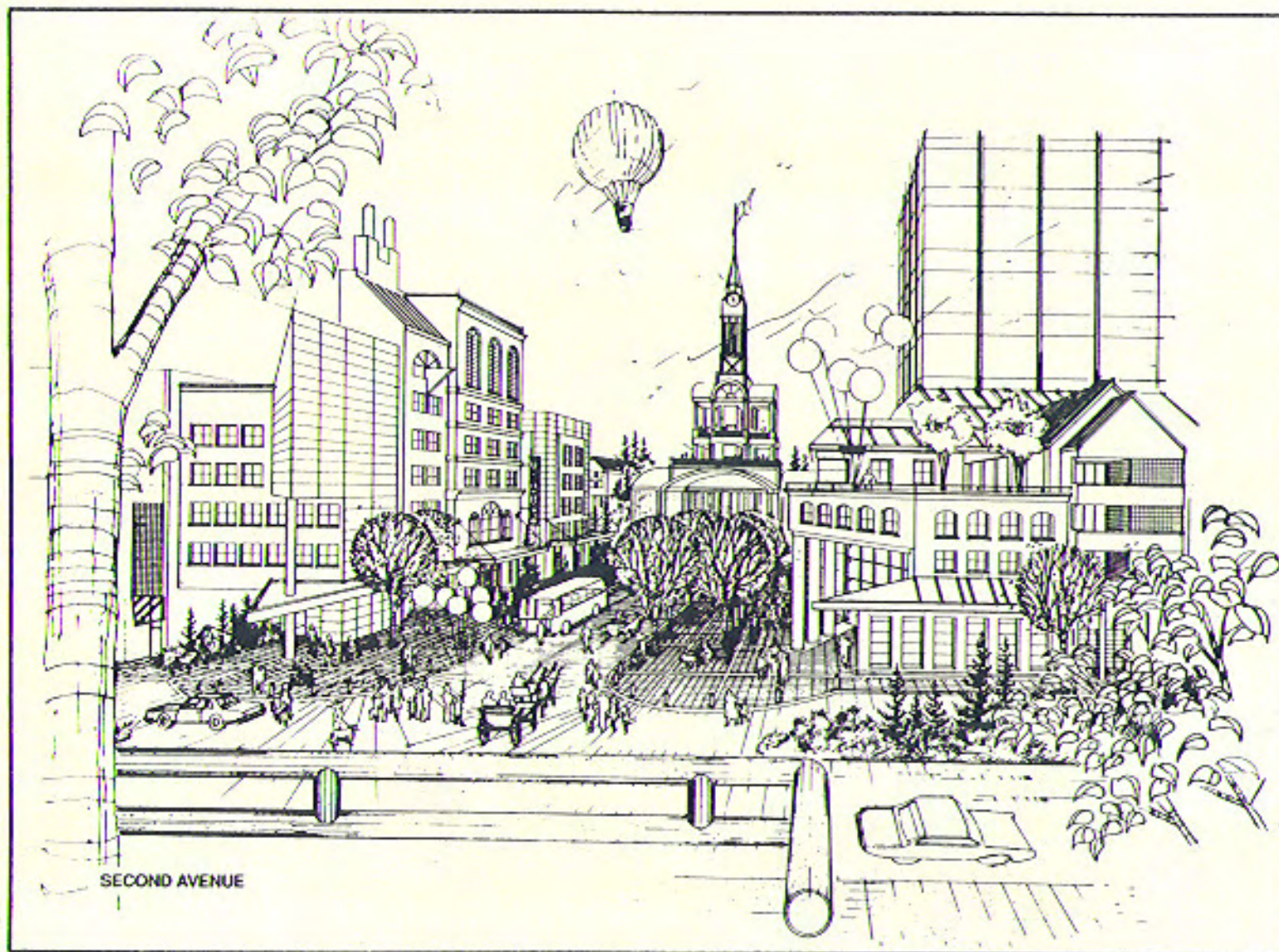
DESIGN



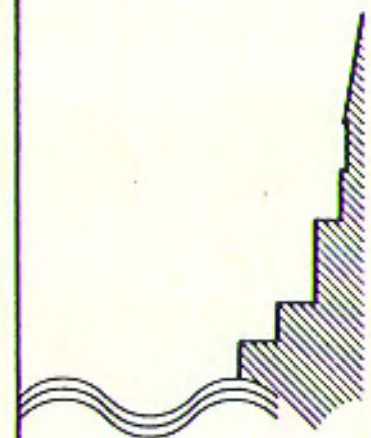
4-19

- South of Nineteenth Street, the emphasis on pedestrian comfort will increase through the removal of curbs, which will allow freer movement of pedestrians throughout the right-of-way. Such democratic roadways have proven to be a successful compromise between traditional streets and the generally unsuccessful pedestrian malls.
- The driving surface will be defined with bollards and street lights, street furniture, and with more intensive landscaping.
- Canopies or colonnades extending into the sidewalk area, on both sides of the street, will not only provide partial weather protection, but will give a human scale to the building face independent of its height.
- Trees, furniture, and fixtures are all located to accommodate special events, such as the Farmers' Market.
- During special events, portions of Second Avenue may be closed to vehicular traffic, allowing for unencumbered pedestrian use.

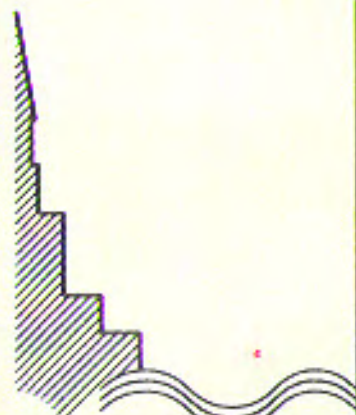




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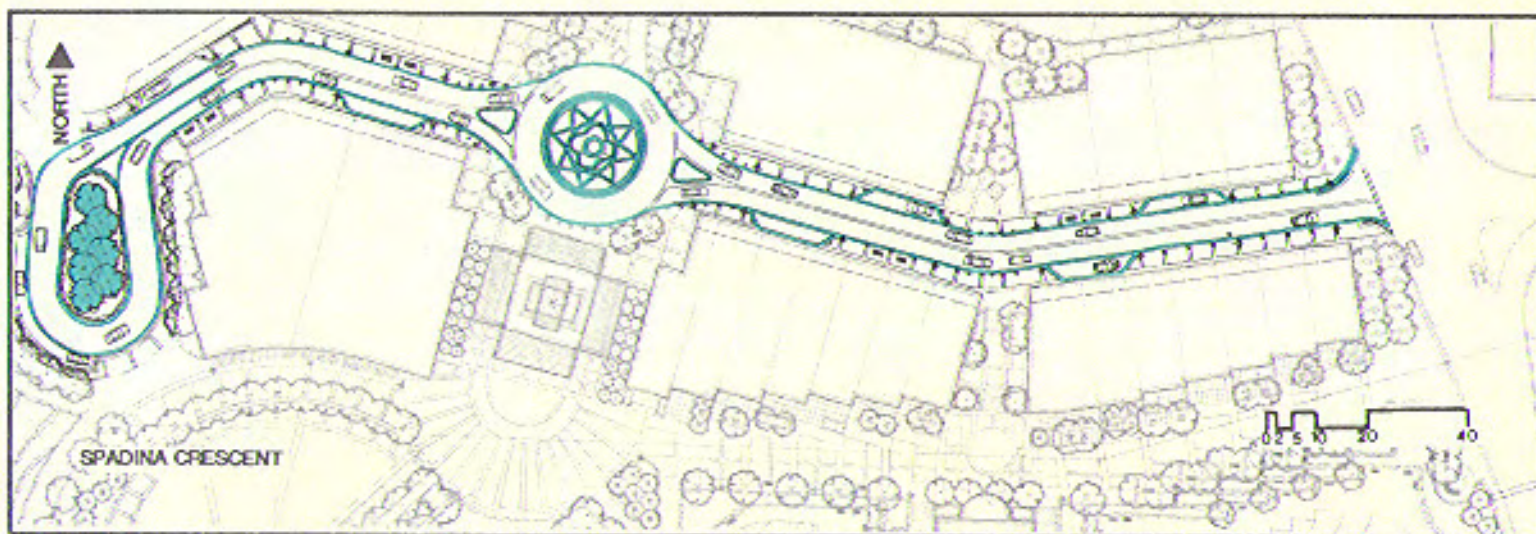
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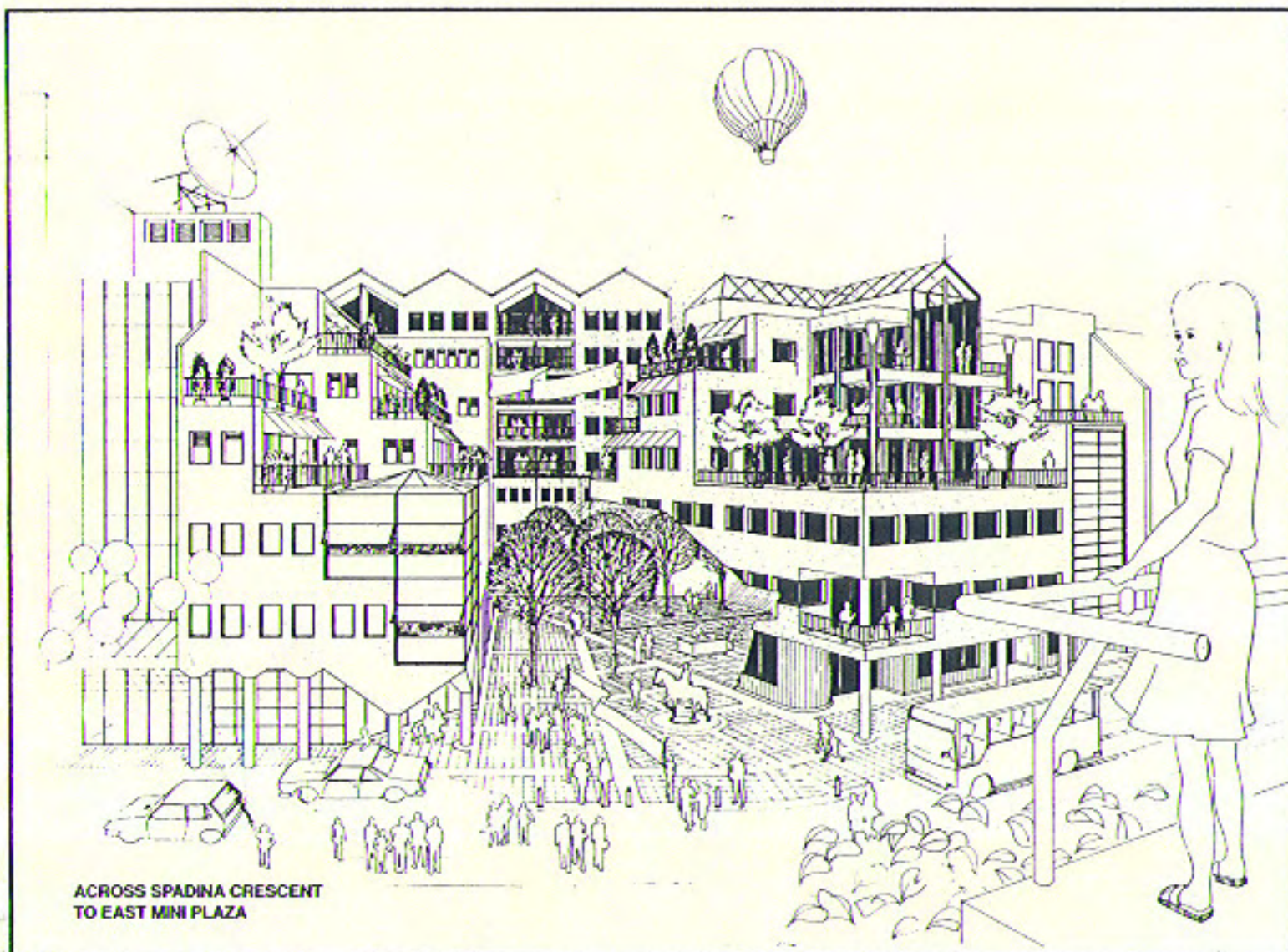


Spadina Crescent

- A much narrower right of way for Spadina Crescent will result in greater pedestrian comfort and a closer relationship between the uses on opposite street faces.
- The sidewalk areas will be located on an easement on the building lots.
- Building developers will be allowed to construct a portion of their building over the sidewalk areas giving the street a very European flavour.
- Spadina Crescent will terminate in a cul-de-sac at the west edge of the site. In addition to providing access to First Avenue and service vehicle access to the riverfront, the cul-de-sac will provide a small stopping area to allow visitors a view of the riverfront. The cul-de-sac median will be landscaped to blend with the freeway embankment planting. Both these landscaped areas will provide opportunities for public art.

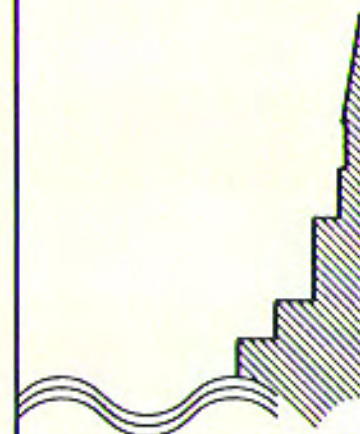
- The "S" shape of Spadina Crescent from Third Avenue to First Avenue will allow opportunities for framed views of buildings.
- Proposed underground servicing precludes the planting of street trees along Spadina Crescent. However, opportunities exist for landscaping in the form of planters, shrub beds, and/or hanging flower baskets.
- Similar to Second Avenue, portions of Spadina Crescent may be closed to vehicular traffic to facilitate special events.



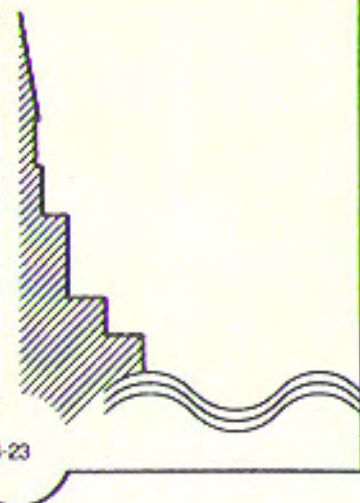


ACROSS SPADINA CRESCENT
TO EAST MINI PLAZA

DESIGN



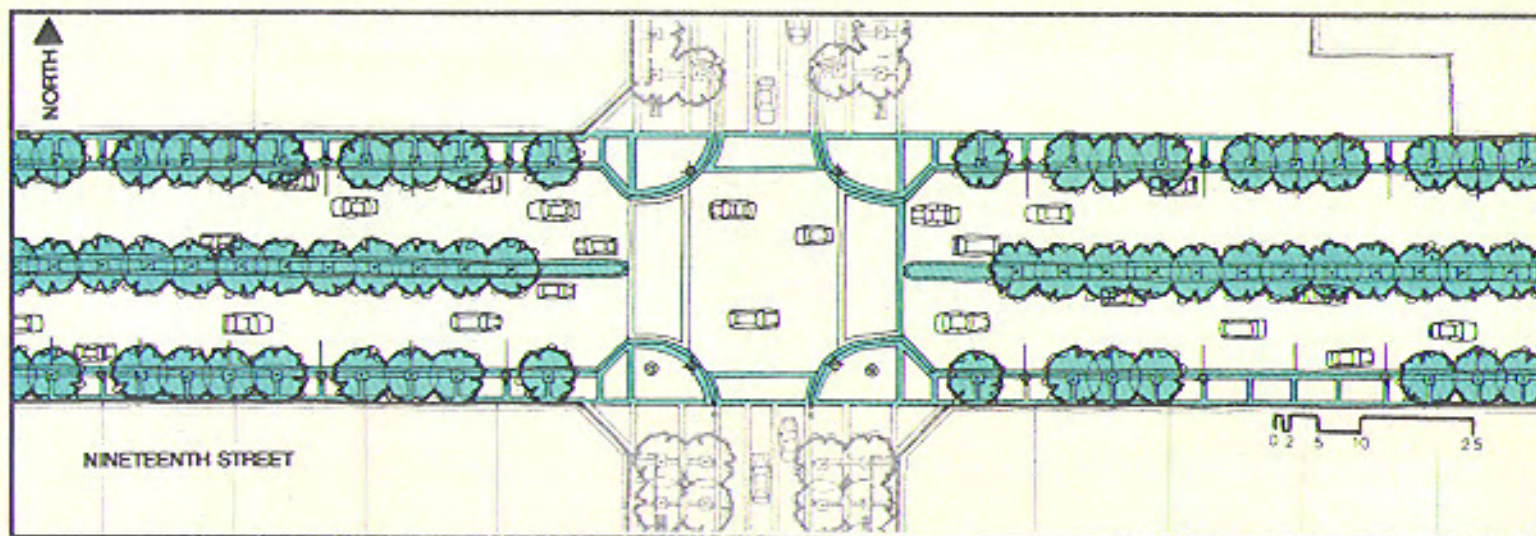
DESIGN



Nineteenth Street

- This street presently handles high volumes of traffic through the South Downtown area, and these volumes will only increase in the future. Even though there will not be a large number of pedestrians using Nineteenth Street, care will be taken to integrate its appearance into the overall development. To this end, street trees will be planted on both edges and on a possible centre median.

- Pavers and lighting used in the rest of South Downtown will be used as accents on Nineteenth Street. Through lanes will be reduced to four. Crossing distances at Second Avenue will be reduced to the minimum through the use of landscaped corner bulbs. Pavers will be used to emphasize the importance of these pedestrian crossings.
- Nineteenth Street will remain unaffected by street closures, even during special events, to maintain an effective means to handle traffic volumes and to provide uninterrupted access to parking. (Similar strategies are proposed for First Avenue and Third Avenue.



Lanes

- The lanes required within South Downtown for building service will be developed primarily as pleasant pedestrian areas that give building developers the opportunity to provide spaces for businesses facing these lanes. There is a double benefit from this approach: the building owner has the chance of earning reasonable revenue from space that is normally used only for storage; and space is made available for rent at rates less than for street space. The lanes could therefore bring businesses to the downtown that presently can only afford peripheral locations. Examples will be private art galleries, antique stores, even small theatres.
- The character of the driving surface, amenities and landscaping will be the same as those used throughout South Downtown's streets.
- The lanes will be slightly wider than those in the balance of downtown to allow for easy movement of service and emergency vehicles and to provide room for landscaping and pedestrian amenities.



Second Avenue



Spadina Crescent



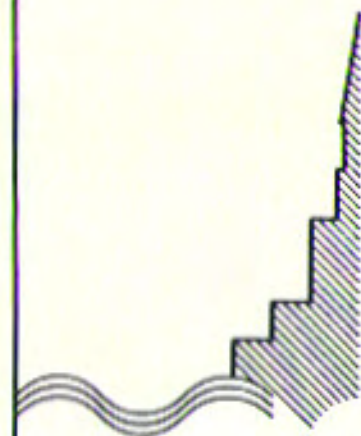
Nineteenth Street



Lanes

COMPARATIVE CROSS SECTIONS

DESIGN



DESIGN

NORTH



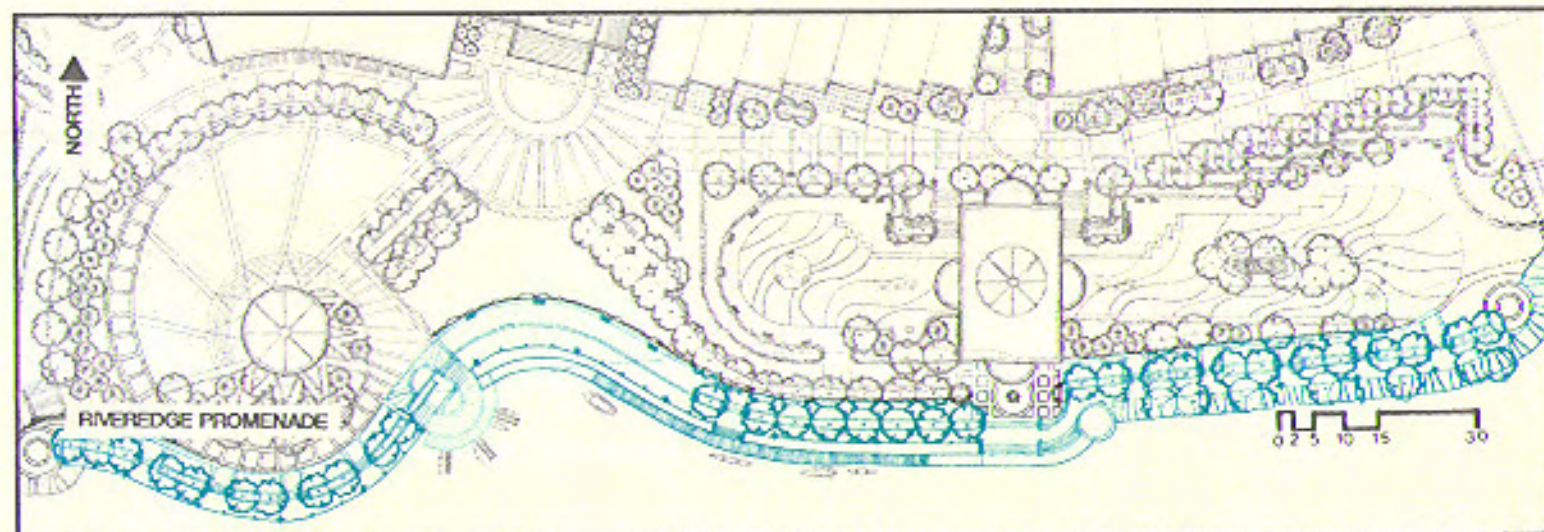
Riverbank Public Spaces

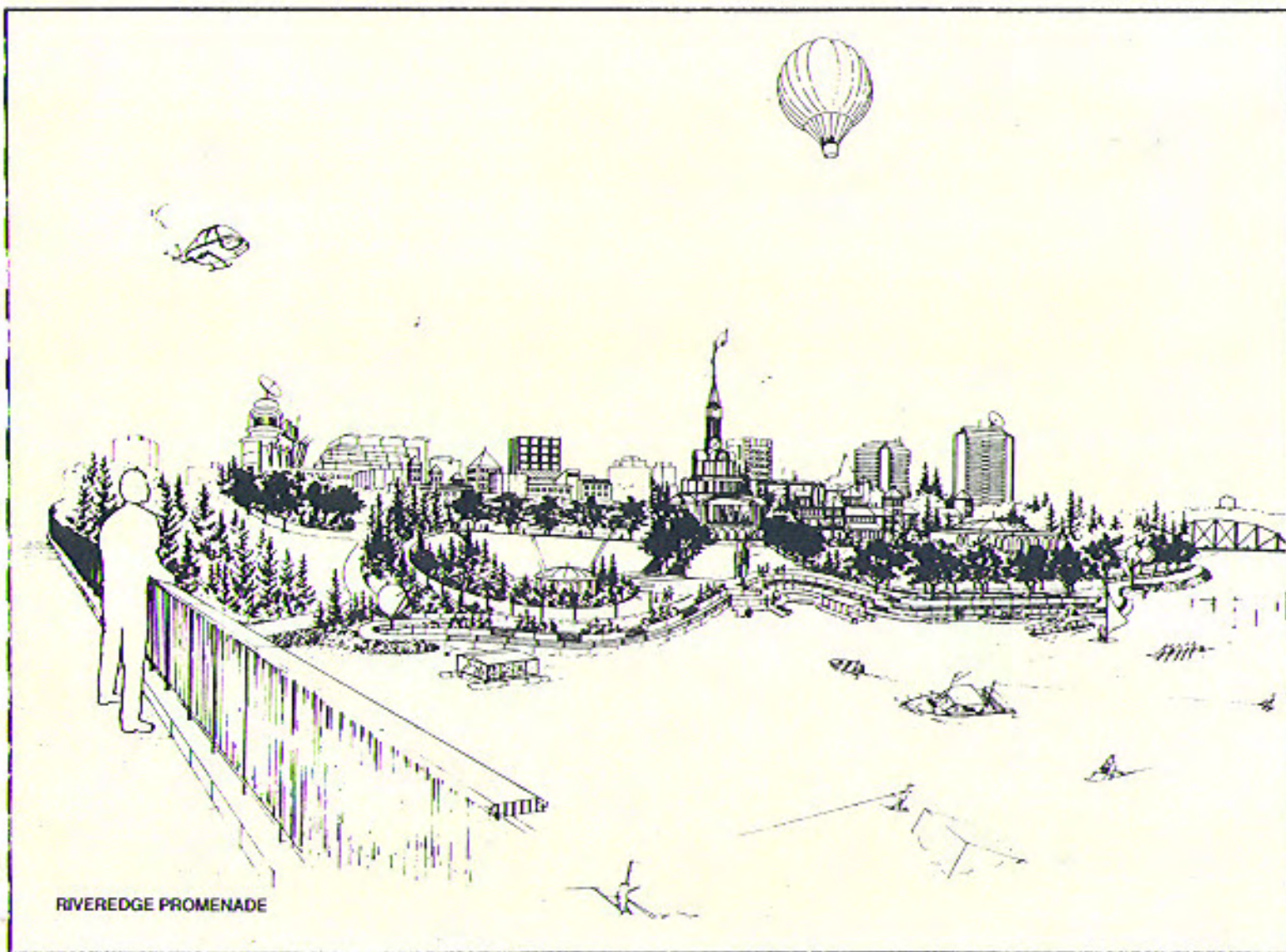
Riveredge Promenade

- There are many complex demands imposed upon the riveredge promenade. It must accommodate a variety of summer and winter uses including: walking, jogging, skiing, and cycling. Its proximity and orientation to the water also makes it a natural river lookout and water activity staging area.
- To safely accommodate the anticipated uses, the promenade will be developed on two permanent and distinct levels.
- These changes in level will allow for terraced seating adjacent to the river along the length of the promenade.
- The existing Meewasin Trail will be enhanced within the limits of the South Downtown area. Surface materials on the promenade will be distinct from the existing trail.
- Transitional orientation points will be provided as the trail passes under the bridges and widens to two levels. These

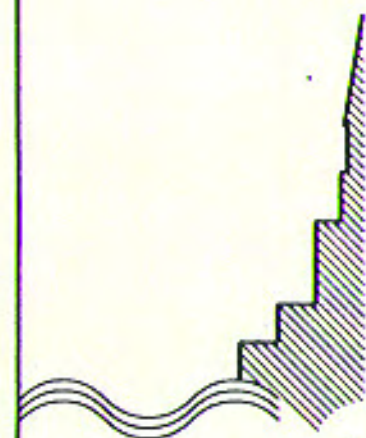
orientation points will provide passersby with an opportunity to stop and view the river.

- Sections of the riveredge will be protected from erosion through the use of sloped rock faces. Rock protection will continue from the eastern orientation point to a stairway near the summer floating dock. From this stairway westward, the river will have a vertical walled edge.
- During the summer, the floating dock will serve as an access to watercraft, and will provide a unique experience of the river.
- The dock's western terminus will provide a small gathering space for people waiting for tour boats or watching river activities. While the east and west orientation points are at the higher level of the promenade, this gathering point will be at the lower promenade level, and will be considerably larger and embellished with nautical details.
- Distinctive night lighting, varied walkway textures, colours and patterns, well-landscaped pedestrian routes, banners and public art will provide character, stimulate the senses, and identify and animate the riverfront.

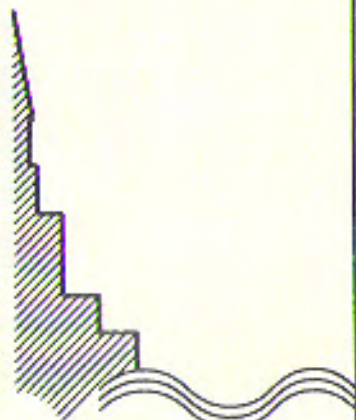
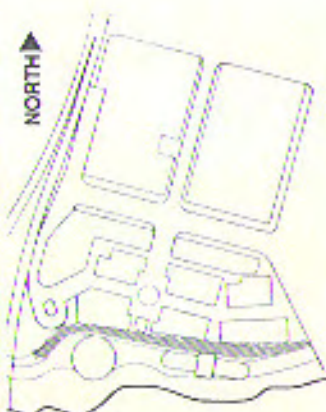




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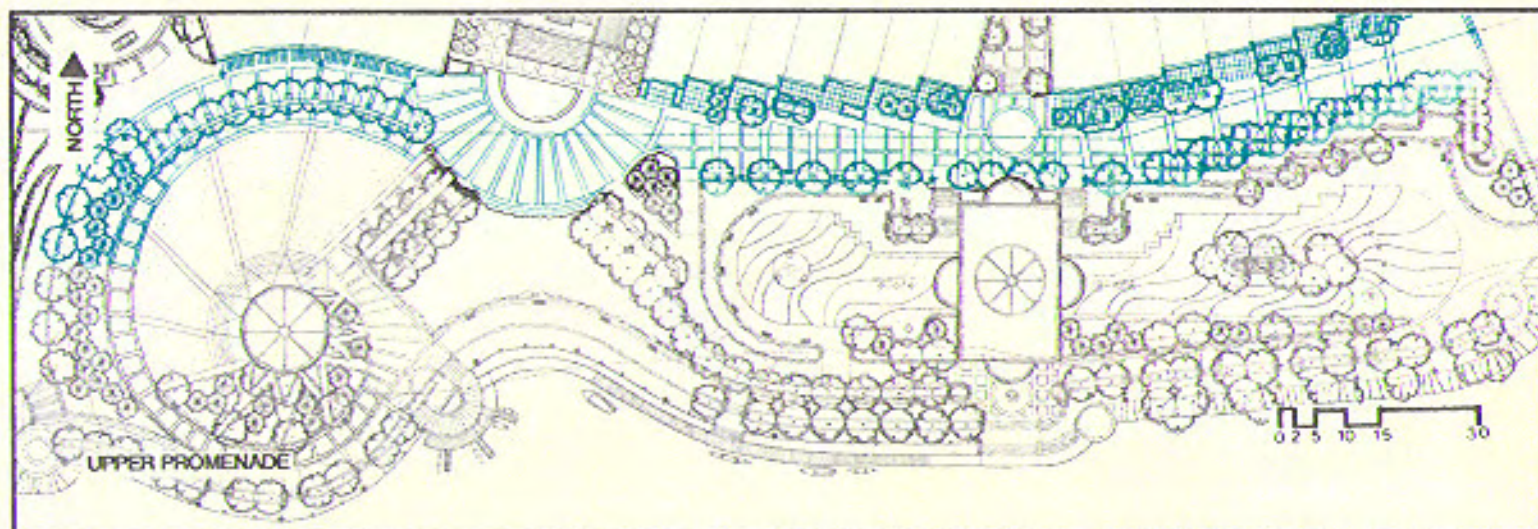


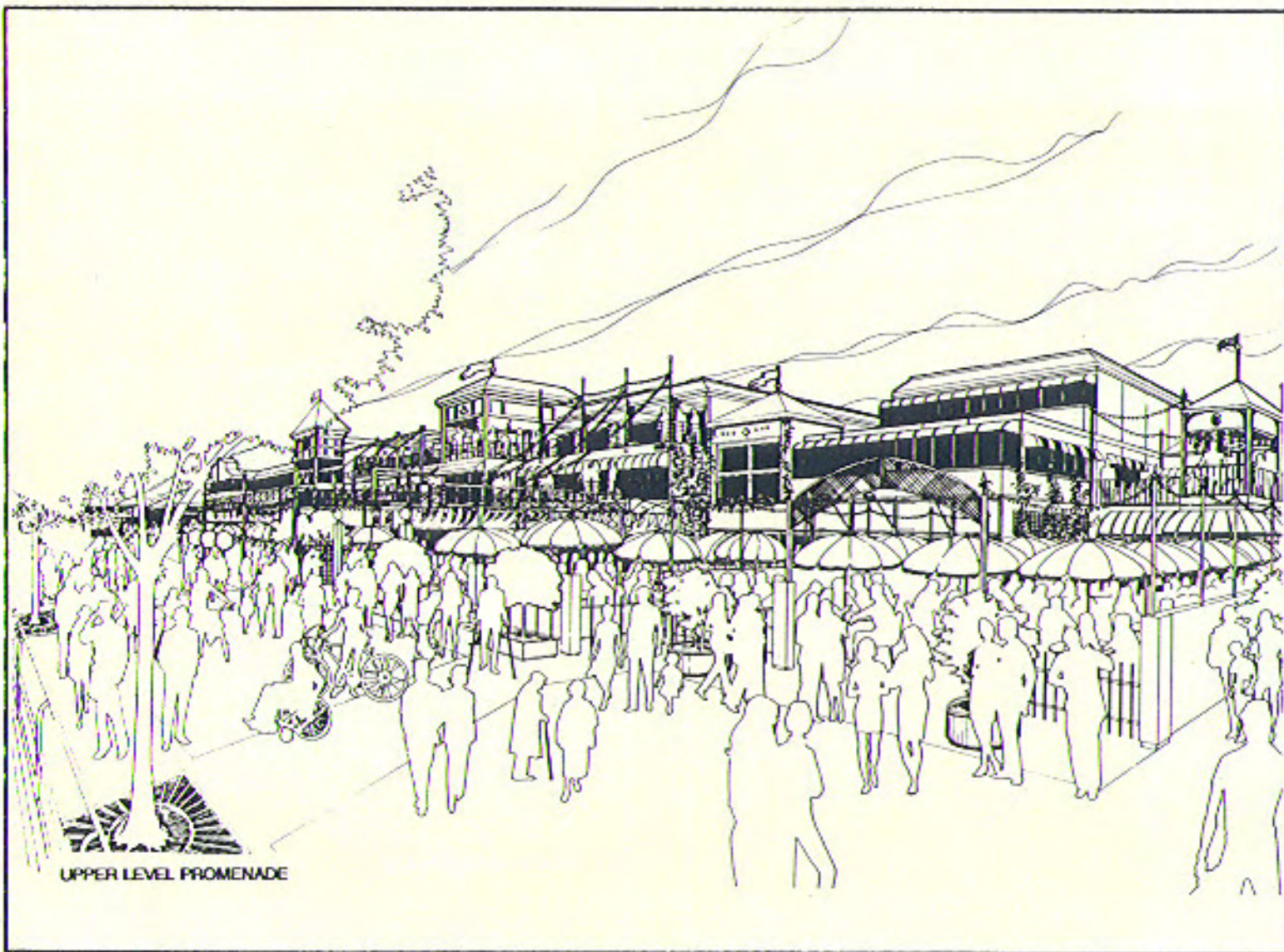
4-27

Upper Promenade

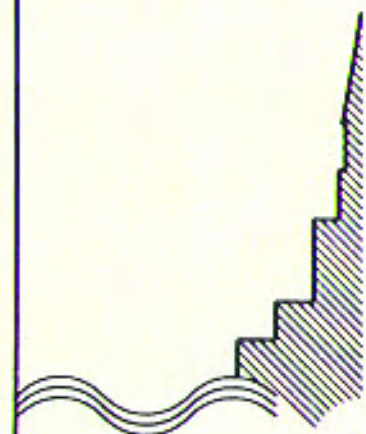
- A second major east-west link will be located on the river side of the building sites at the top of the bank. This higher promenade will offer an opportunity for building frontage directly related to the riverfront public spaces.
- An area between the promenade and the buildings will be dedicated for the building owner's use and will be accessible from the promenade.

- The number and size of these riveredge lots will stimulate a variety of opportunities for sidewalk cafe patios, forecourts to boutiques, and small gardens.
- The promenade will have pedestrian amenities such as seating and overviews of riverfront activity as well as visitor services such as street vendors.
- The promenade will be one story below Spadina Crescent; with linkages to Spadina Crescent at First, Second and Third Avenues as well as at a mid-block stairway between Second and Third Avenues.





DESIGN



DESIGN

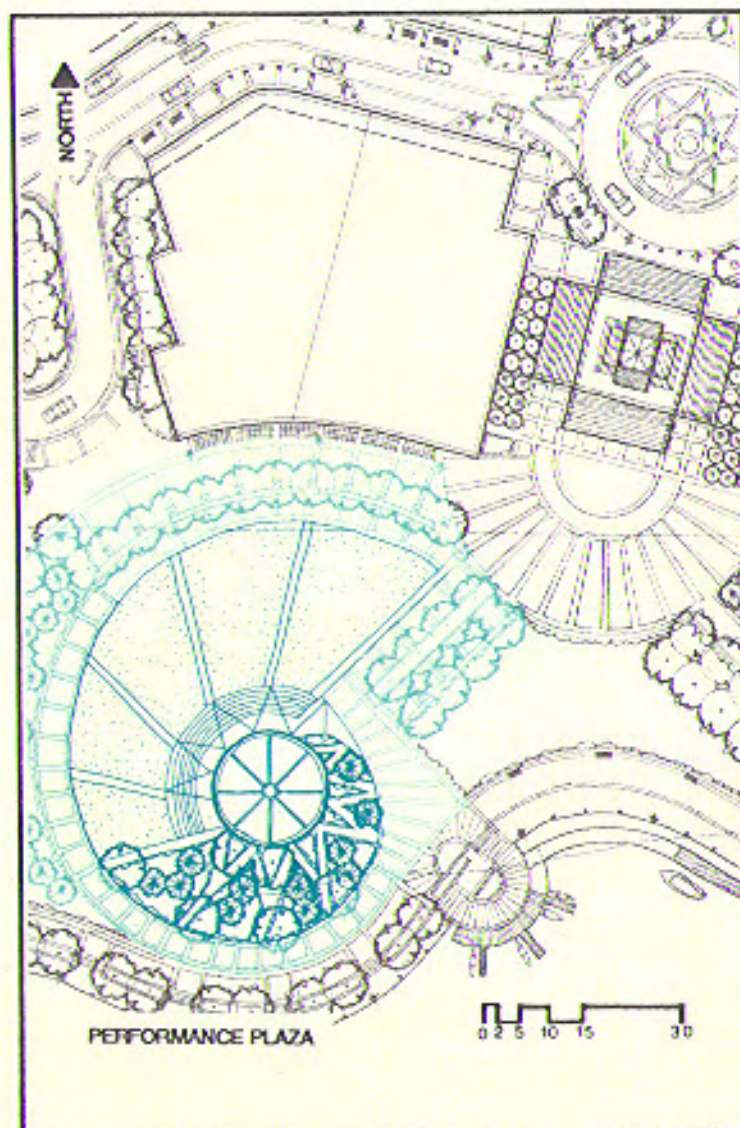
NORTH

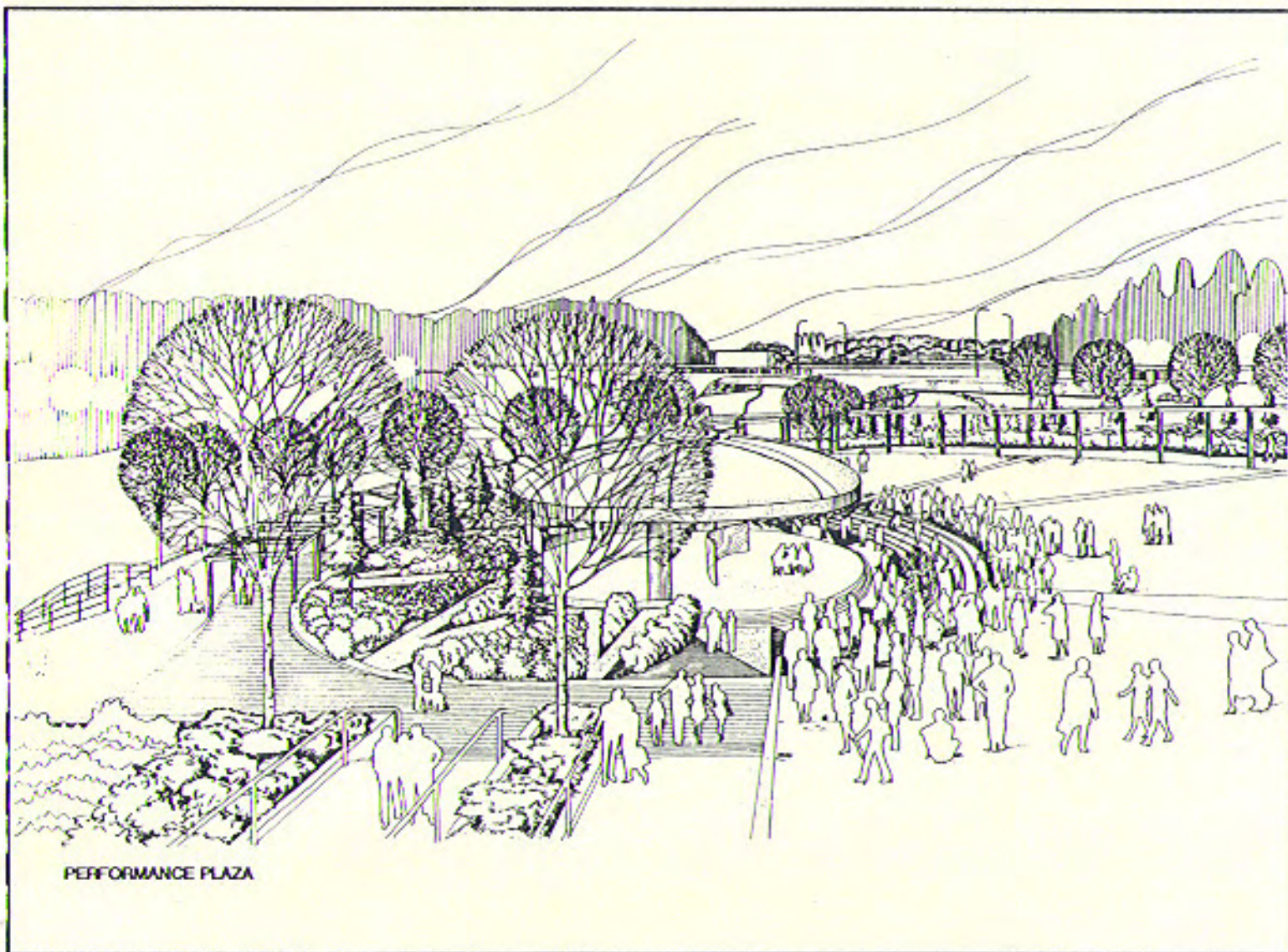


4-29

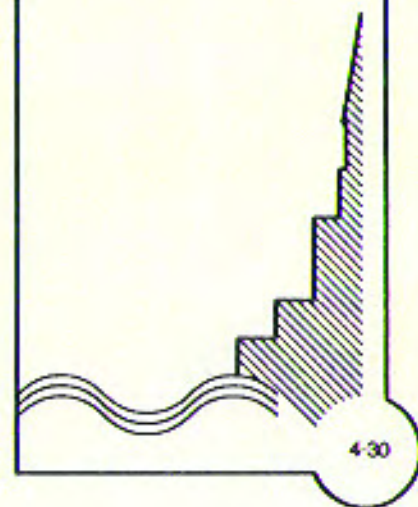
Performance Plaza

- Most special events in South Downtown require an open air performance area that can seat over 1,000 people viewing a covered stage. To be truly useable space, this area must also function effectively for very small, informal performances or in the absence of performances. The Performance Plaza will provide a large grassed area that will slope gently toward a covered stage. This grassed area will allow large numbers of people to view a staged event without limiting the area's usefulness for picnics, sunbathing or river viewing in the absence of formal events. Closer to the stage, a semicircle of stairs will provide intimate seating for viewing small or impromptu performances. The stage, when not formally in use, will act as a pleasant covered gazebo for casual use.
- When viewed from the landmark the stage will have a heavily landscaped backdrop. From the seating area, the river will form the backdrop. A colonnaded walkway will define the outer edge of the seating area while the eastern edge will be formed by a grand staircase from the upper level promenade.
- The stage area will be fully serviced with electricity, basic public address and communication systems and stage lighting to accommodate a wide range of performing groups.

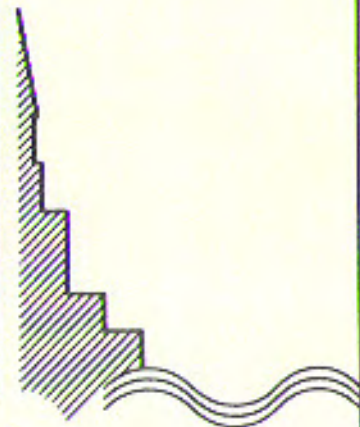




DESIGN



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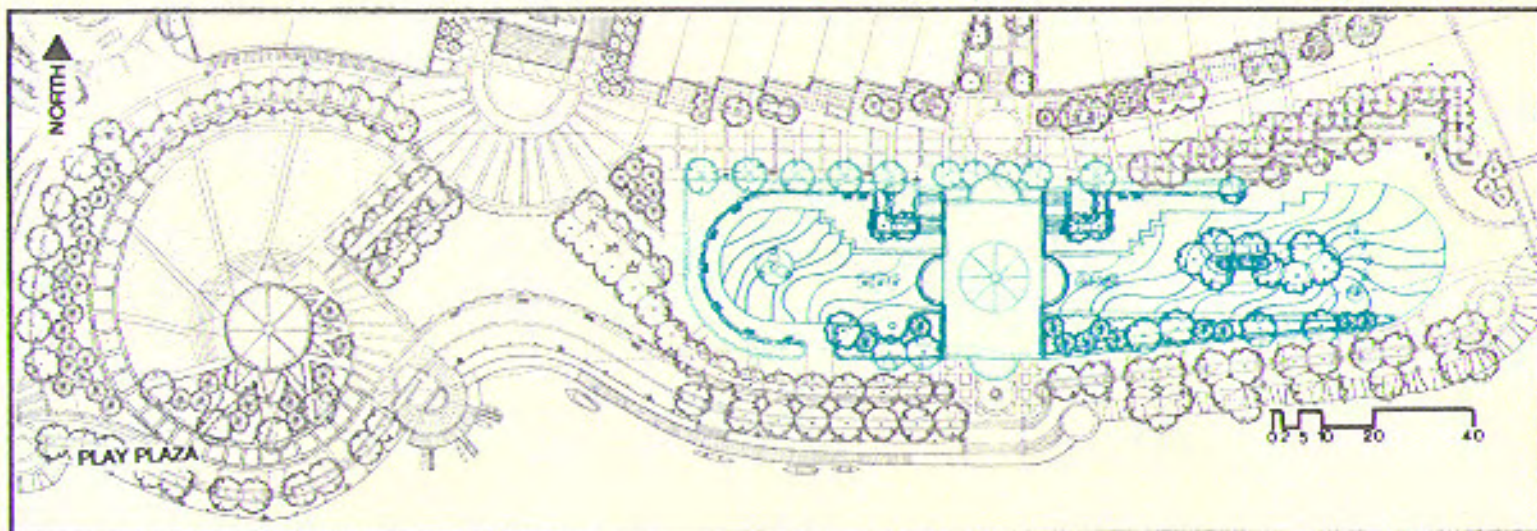


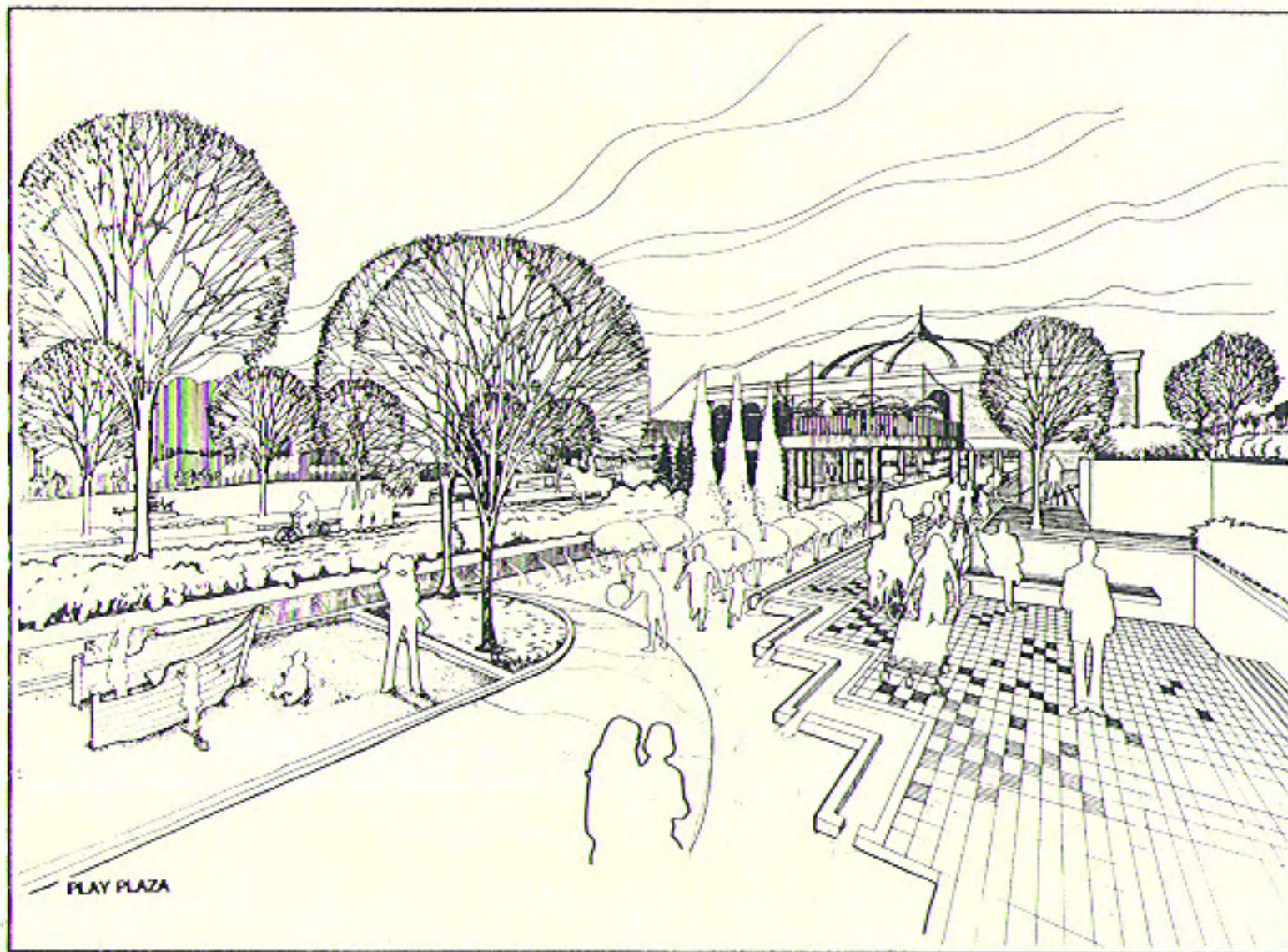
4-31

Play Plaza

- A second major riverfront activity area is proposed east of the Performance Plaza. This Play Plaza is designed to provide a wide variety of water related play opportunities for children. The use of water as a visual and auditory feature extends interest into evening hours for the enjoyment of South Downtown visitors.
- The water play area will be convertible to a performance area for use during major festivals.

- Winter use of the Play Plaza will be dominated by pleasure skating. The rink will be nestled below the higher bank, and its intensively landscaped edges and southern exposure will provide an effective microclimate for winter activity. Artificial ice will extend the skating period into spring and fall. Music, night lighting and fire pits will further enhance the atmosphere.



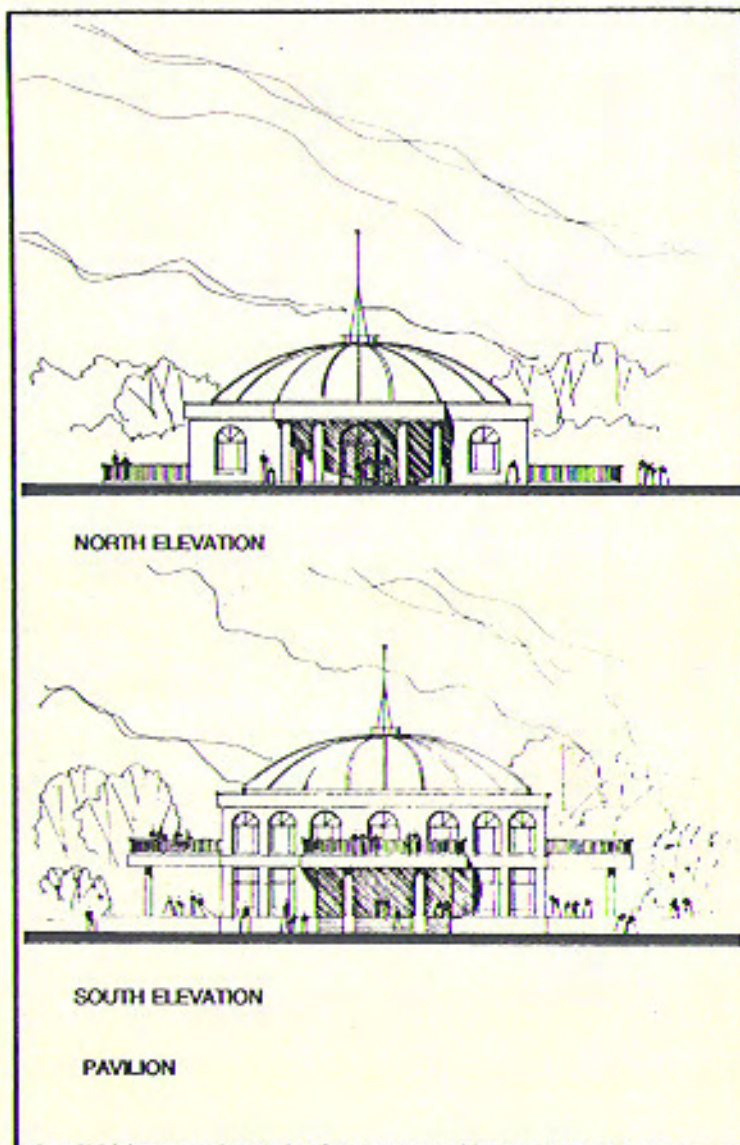


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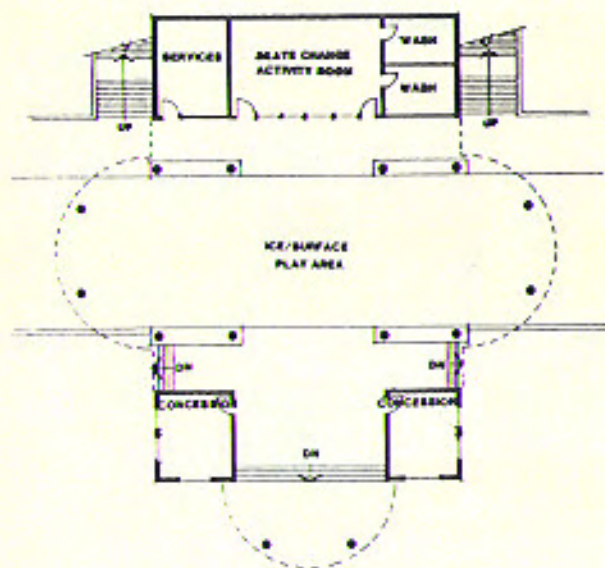
DESIGN

Pavilion

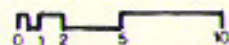
- The commitment to develop public spaces at the riveredge and the physical constraints of possible flooding and ice flows have pushed building sites some distance back from the river.
- To provide functional support for the Play Plaza and to create some commercial space near the river, a Pavilion will be constructed in the centre of the plaza.
- This location will permit the building to have two distinct public entry levels; one at the top of the bank and one near the riveredge promenade.
- The lower floor will house public washrooms, skate change area, temporary offices for special events, concessions and storage space. All of these spaces will be designed to withstand the potential flooding that could occur in this area.
- The upper level will bridge over the plaza and provide commercial space for a riverside restaurant or concession.
- Patios will provide outdoor seating and interesting views of the plaza, the river and the promenade.



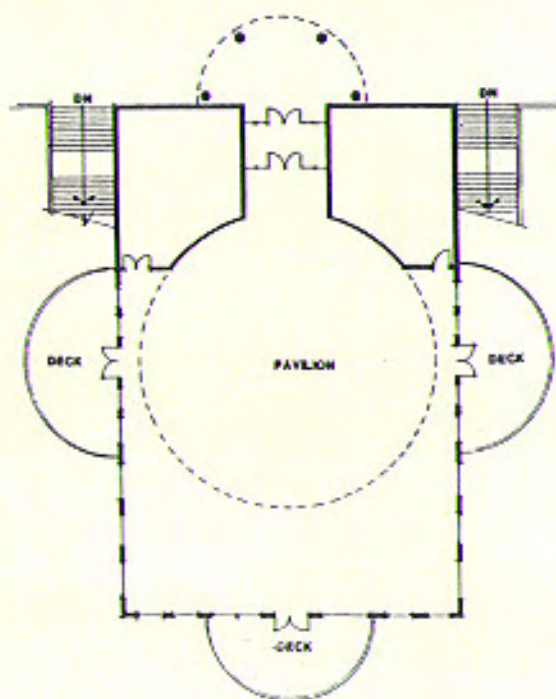
NORTH ▲



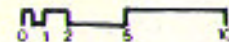
LOWER



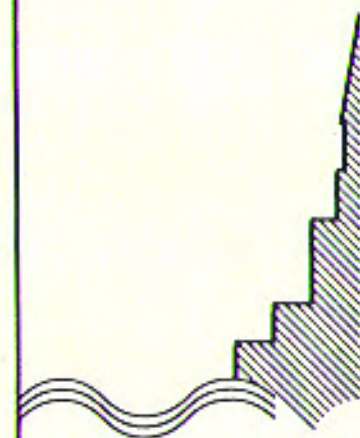
NORTH ▲



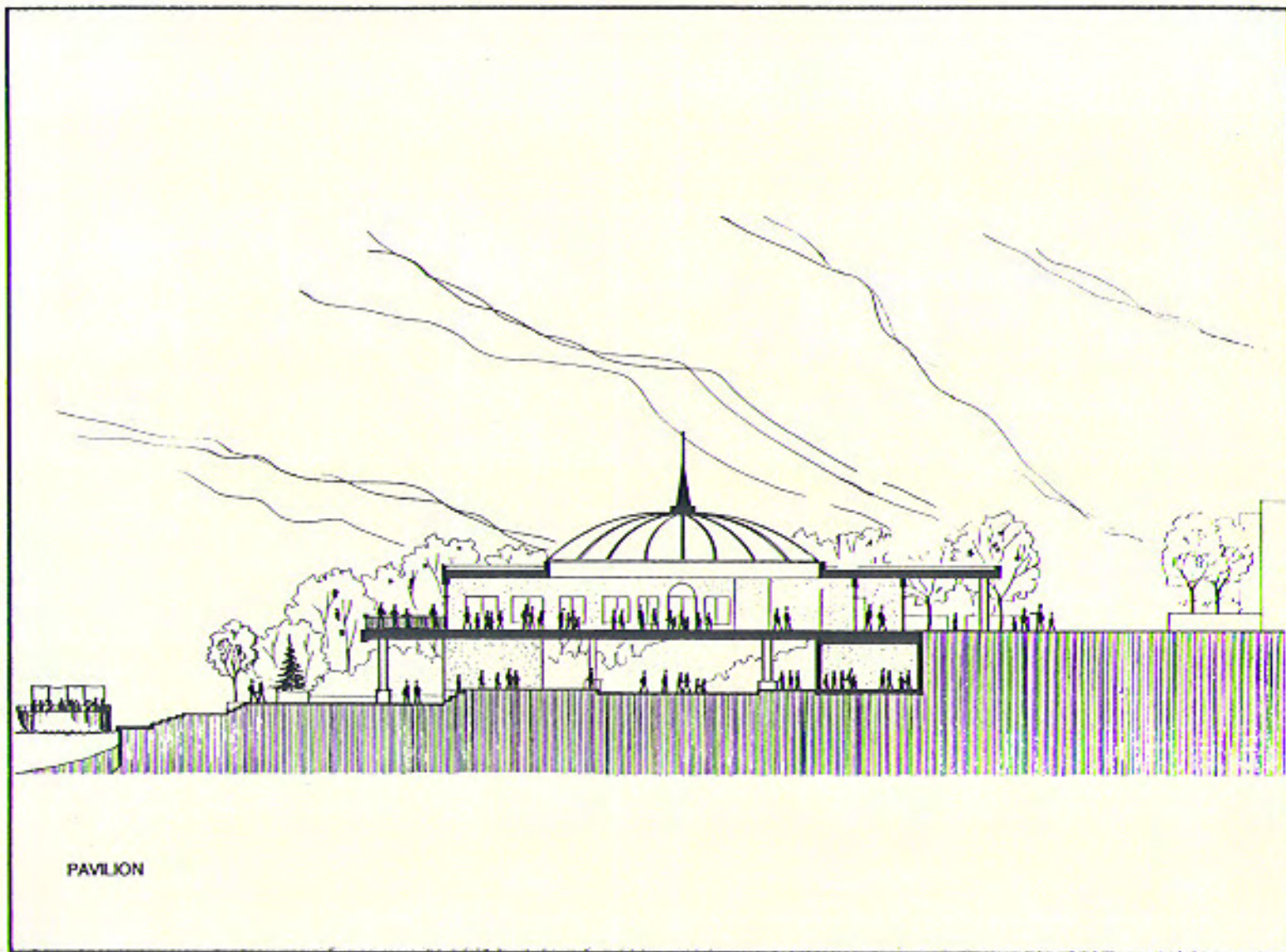
MAIN

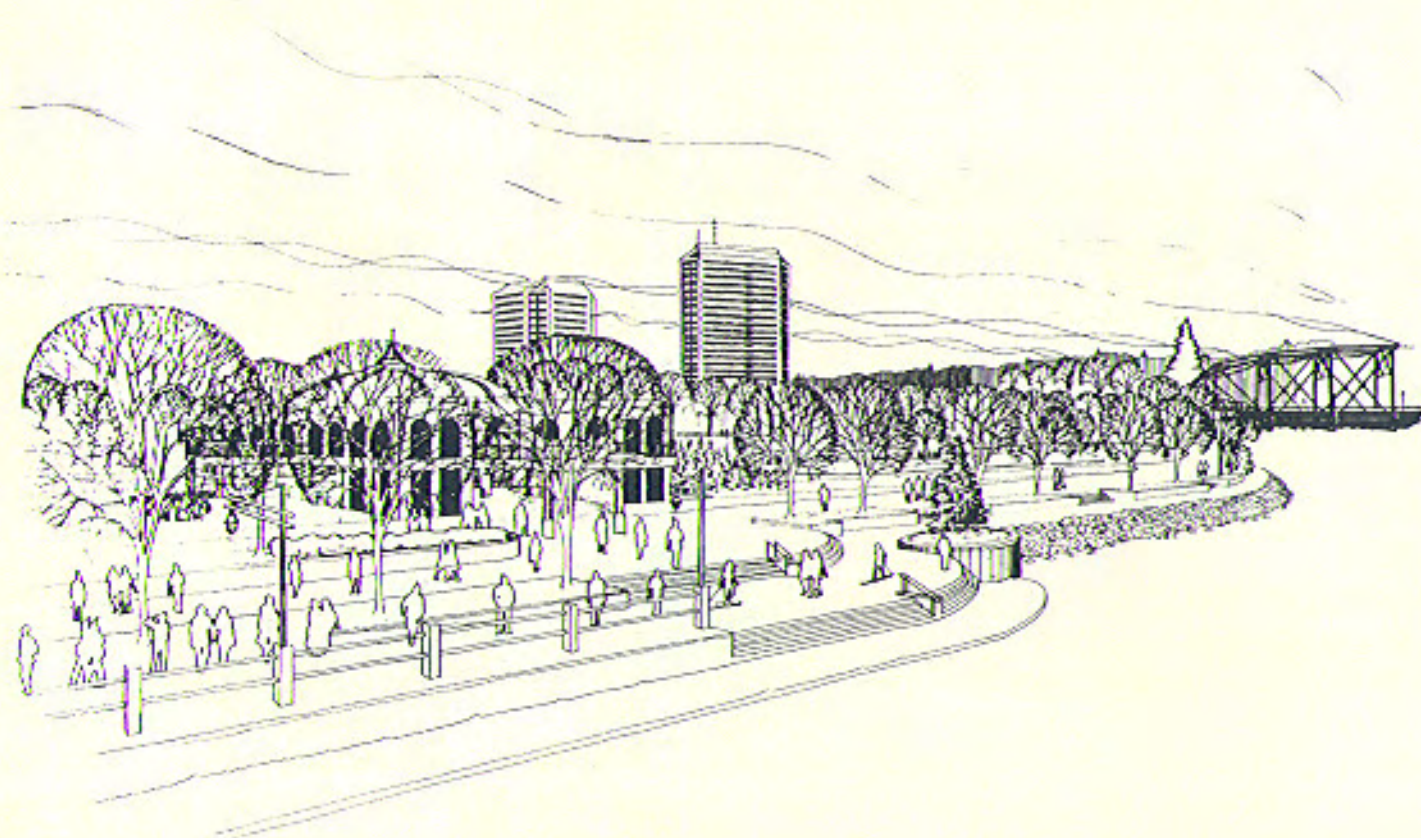


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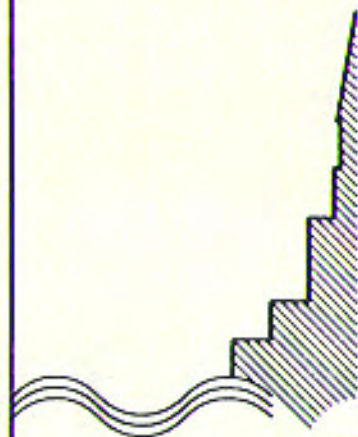
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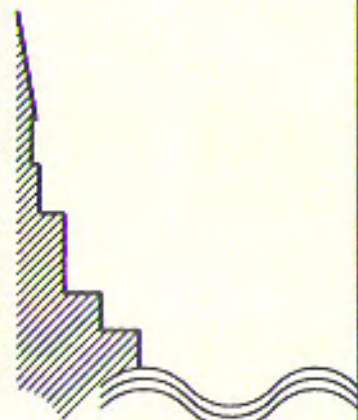


PAVILION

DESIGN



DESIGN

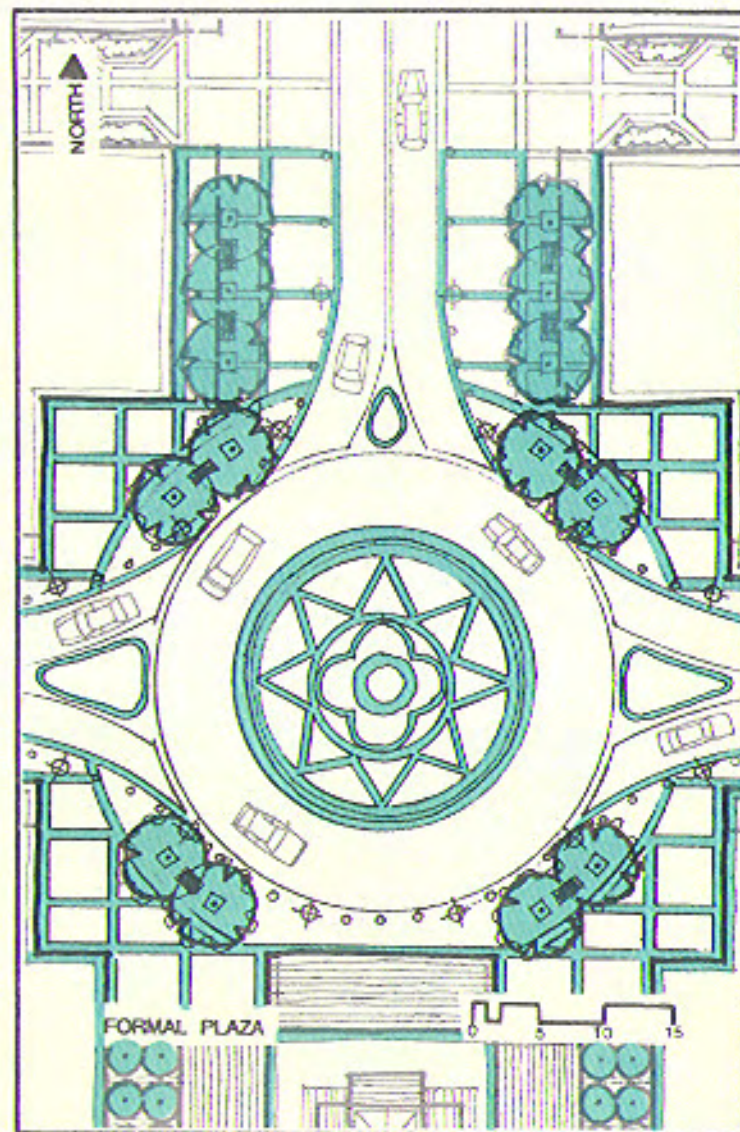


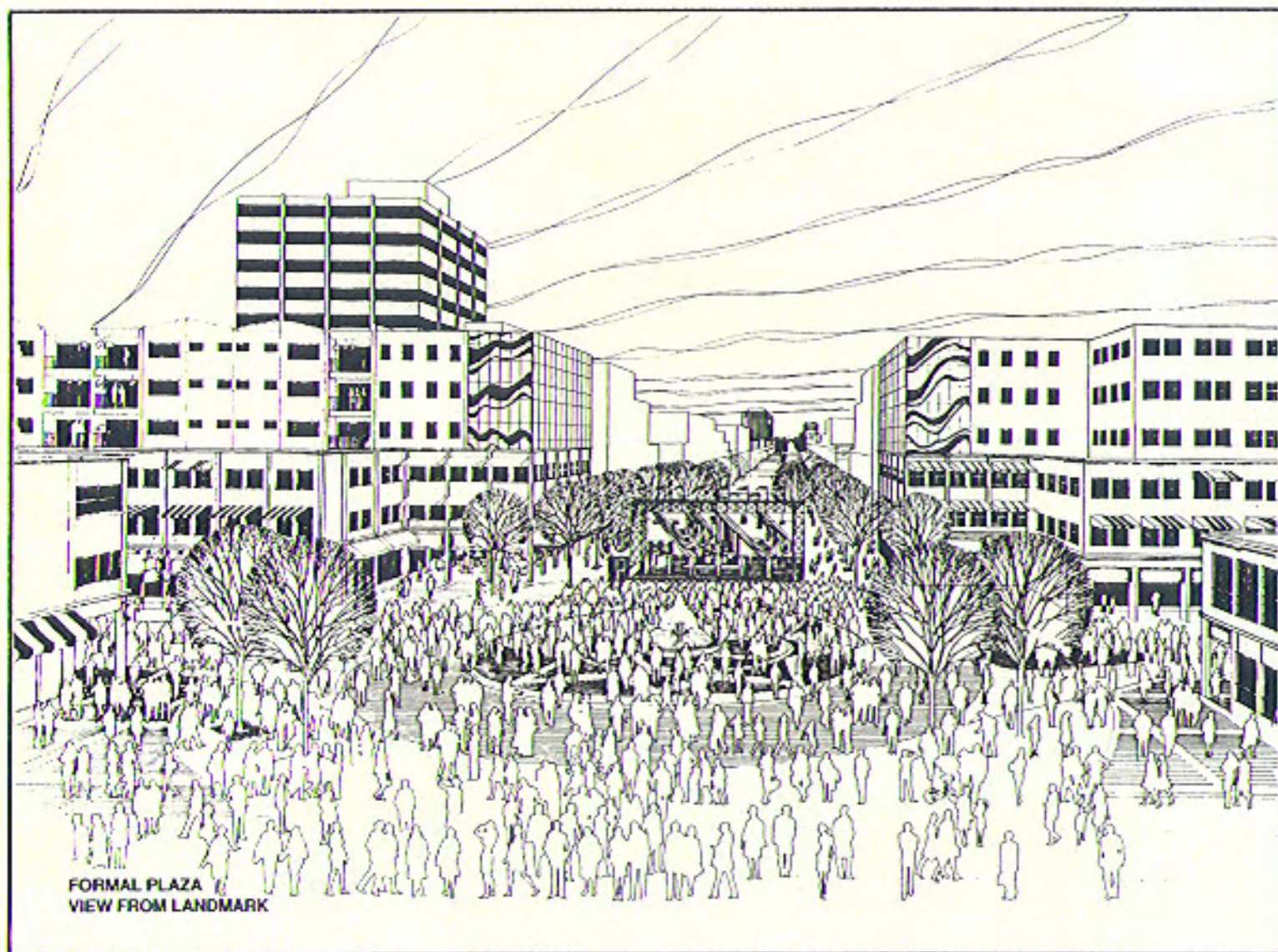
4-37

Plazas

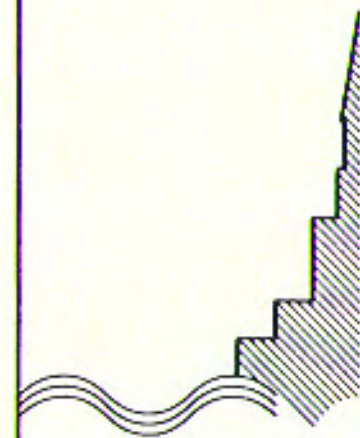
Formal Plaza

- The strategic location where Second Avenue and Spadina Crescent intersect allows for the development of a classic civic gathering place, the city square. The intersection is proposed to operate as a small one lane traffic circle around a sculptural fountain. When the streets are closed, the dimensions of the plaza will allow up to 4,000 people to assemble for special events such as performances, markets or civic celebrations.
- The paving patterns, light standards and traffic bollards will follow a circular pattern, with the surrounding buildings enclosing the space within a square. The circular form will be reinforced by flag poles and street trees that will provide shade and green relief to this large urban space. The street furniture will be on the outer edges of the circle to provide a comfortable location to view the plaza activities.
- The central inner plaza will be curbed and raised slightly. At different times the sculptural fountain will provide form, sound, movement and light, all creating a focus to the intersection.

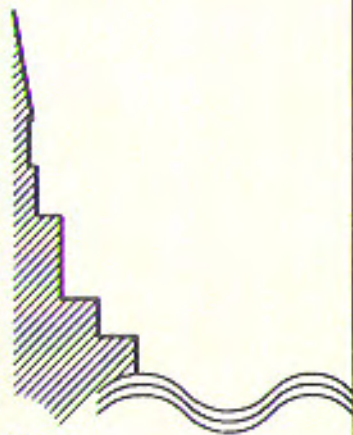




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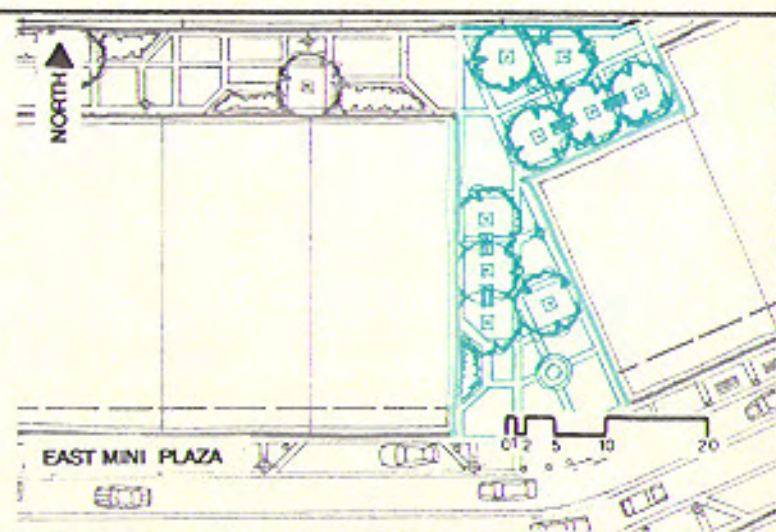
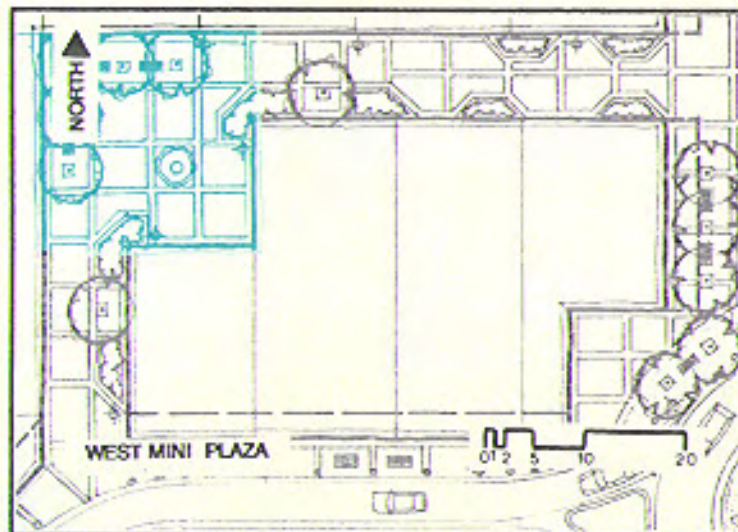


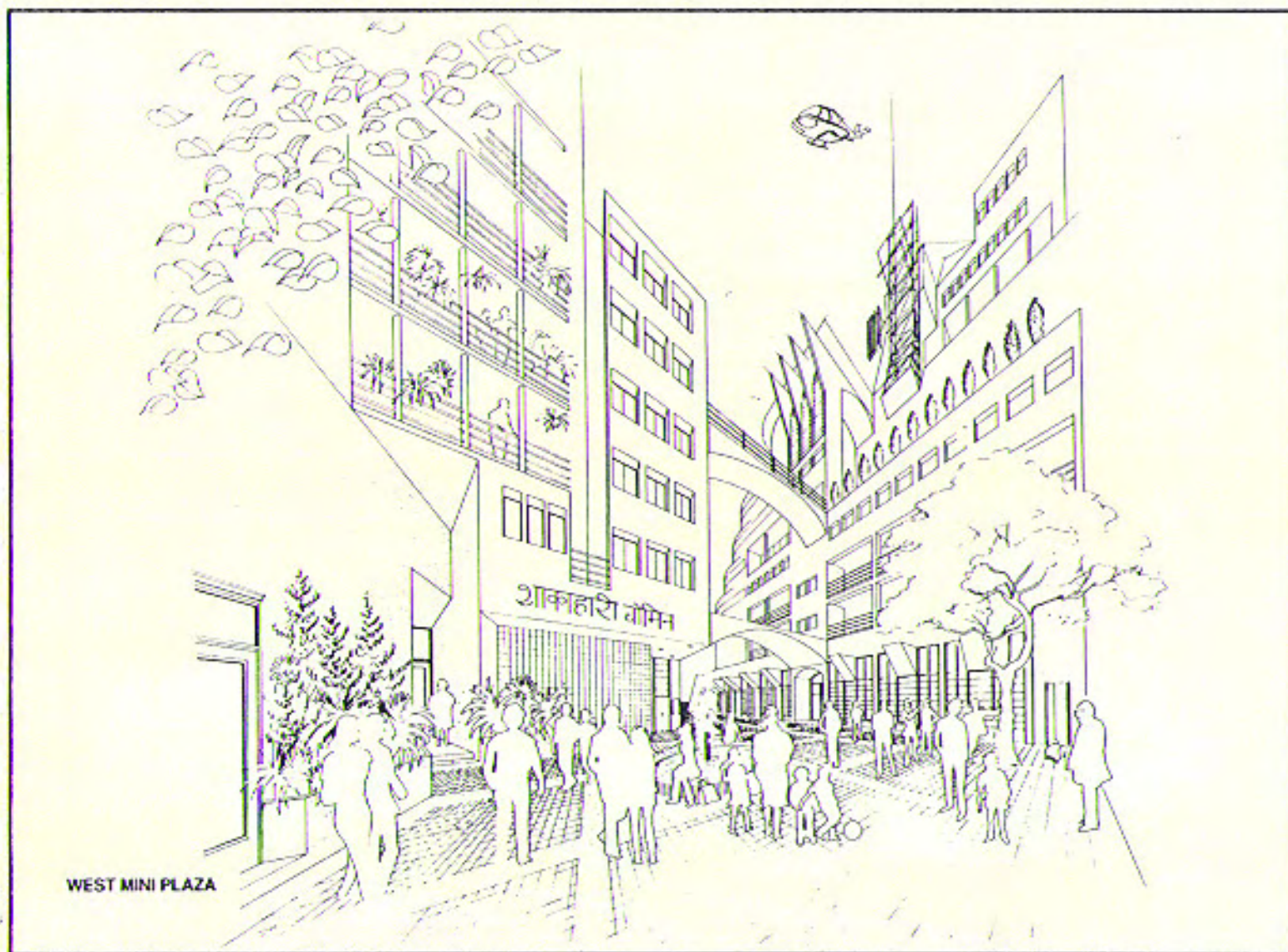
4-39

Mini Plazas

- To further enhance the quality of the pedestrian environment, a series of small parks will be developed throughout South Downtown. Such parks have proven to be a most valued category of urban space in other North American cities.
- The location of one such park has already been described as mid-block, Second Avenue, between Nineteenth Street and Twentieth Street. Others will be located as follows:
 - the southwest corner of Third Avenue and Nineteenth Street. This park will give a termination to the southern view down Third Avenue.

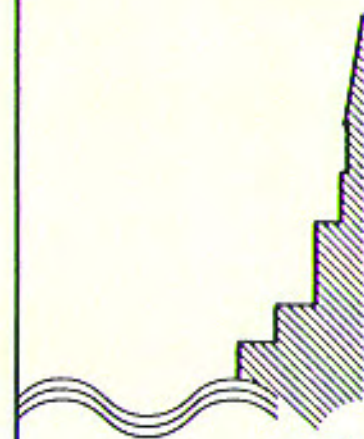
- in the elbow of each of the lanes connecting Second Avenue to Spadina Crescent. The surrounding buildings will create a sense of enclosure in these parks.
- mid-block on Spadina Crescent between Second Avenue and Third Avenue at the entrance to the lane. The park will give some relief to this narrow street and give a chance for a dramatic entrance to the lane.
- Each of these parks will have a focus: a fountain, sculpture or special garden.





WEST MINI PLAZA

DESIGN



DESIGN

Landmark

- A landmark that meets planning requirements will create a symbol for South Downtown that will become the area's most important marketing asset. The Eiffel Tower, or closer to home, Calgary's Husky Tower and Toronto's CN Tower, show the benefits to a City that result from a major orientation point.
- The landmark will be located on the south side of the formal plaza at the top of the river bank. Prominent vehicular and pedestrian paths will intersect at the landmark, making it a focus of activity.
- It will be seen from the length of Second Avenue, from both the Idylwyld and Victoria Bridges, and from across the river.
- Sound and light will supplement the structure to provide orientation over an extended range of time and distance.
- It will have a clear simple form; an open base and columns supporting a roof and tower, the two parts proportioned in a traditional manner.

- The main floor will function as a meeting place, a transition from the formal plaza to the riverfront and a stage for both. A grand staircase will lead to the upper level promenade. At this level the landmark will provide amenities such as an information kiosk and washrooms. The structure will house within its tower two observation decks providing spectacular lookouts over the City and the South Saskatchewan River. Interpretive information documenting the history and significance of selected views will be incorporated. Finally the landmark will be topped by a traditional clock tower.

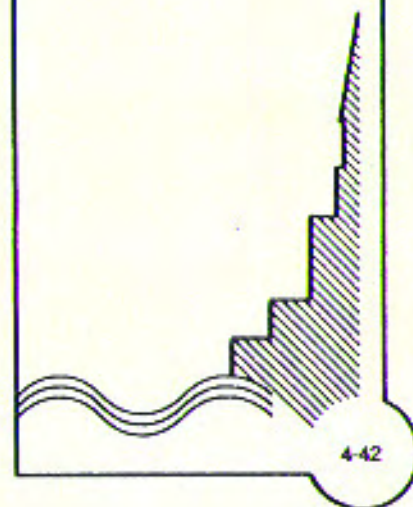


LANDMARK

- The landmark has the challenge of providing an open gateway to the riverfront while still providing enough substance to be seen both literally and figuratively.
- At the street level the open structure will contrast with the opaqueness of the surrounding buildings. The background to the tower will change depending on the vantage point. From Second Avenue the tower will be seen against the sky; from the bridges, the surrounding buildings will form the backdrop. In order to make the tower stand out against this changing background, the opaqueness of the structure is carefully conceived to be seen through and to permit images to overlap.
- Prominence of this landmark is also established through local contrast of use, which is radically different from the commercial buildings in the immediate area, and size, which will be significantly greater than any nearby building.
- The landmark's character is derived from principle characteristics of existing landmarks in downtown Saskatoon. The arches on the lower two levels are derived from the arches of the University and Broadway Bridges. The tower will reinforce the image created by the series of church spires that presently grace the downtown riverbank. The location and scale will reflect principle characteristics of Saskatoon's most important landmark, the Bessborough.



DESIGN



DESIGN

Servicing

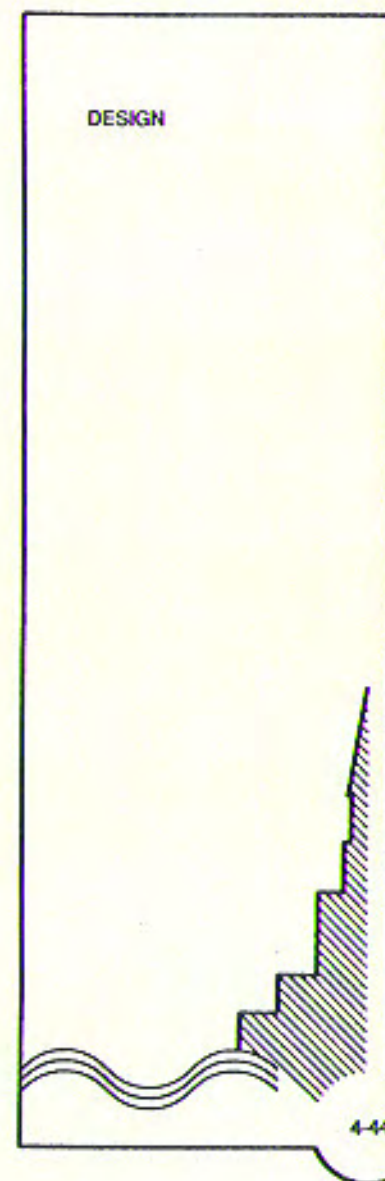
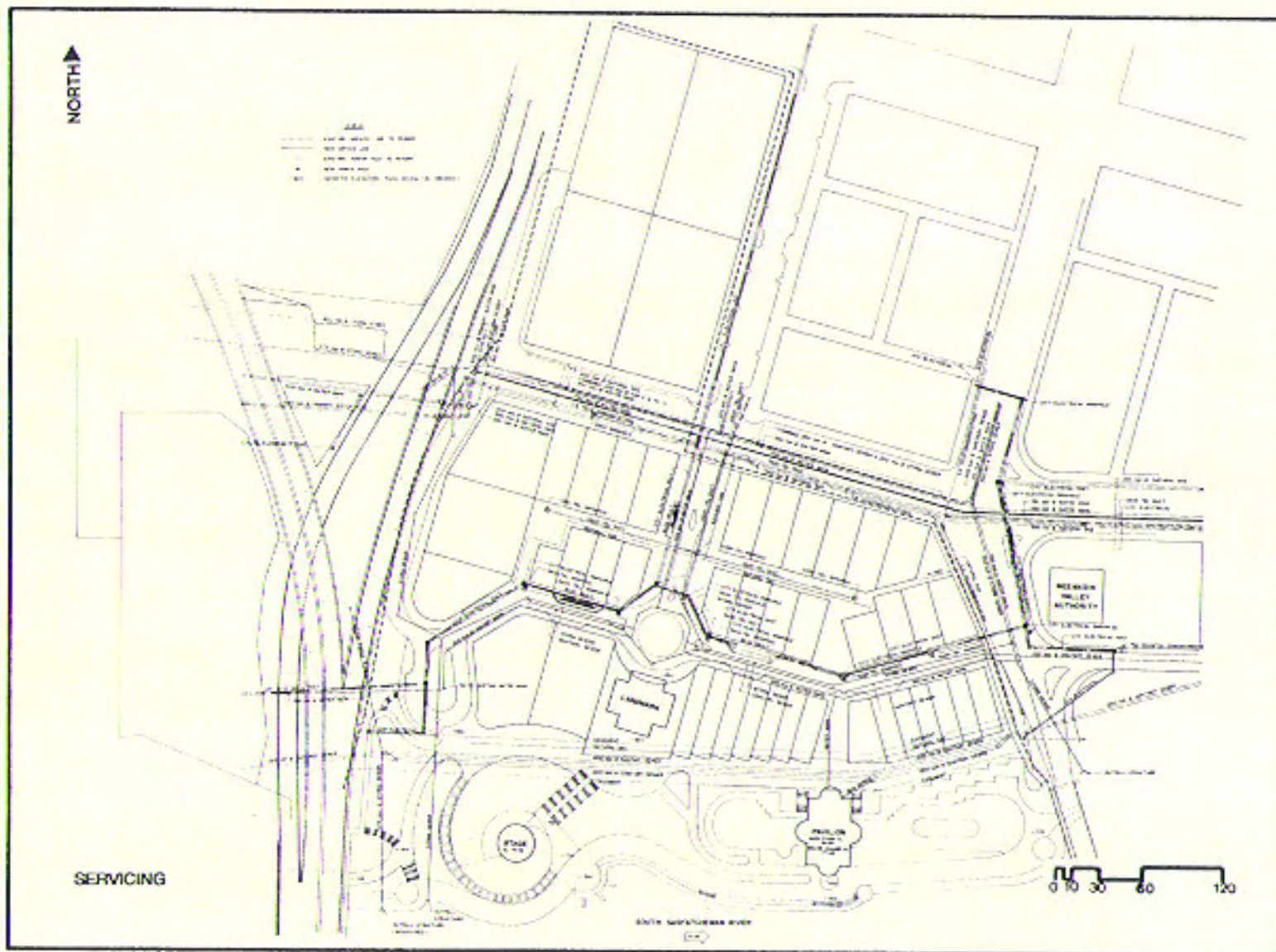
Utilities

- Redevelopment of the South Downtown area will require complete reconstruction of existing water, sanitary sewer, storm sewer, electrical, communication, and natural gas services. Locations and capacities of the new utilities will depend on subdivision layout, physical constraints and development demand loads. Existing site services will be relocated or simply removed to accommodate the new development.
- In addition to on-site services, the site is presently crossed by a sanitary sewer trunk line and a primary water main, which are crucial to the City's sewage collection and water distribution systems. The primary water main will be relocated off the site by constructing a new main along Nineteenth Street. The existing sanitary sewer trunk along the riverbank will be rehabilitated and twinned along its present route prior to development of the site.
- South of Nineteenth Street, local water, sanitary and storm services will be located along Spadina Crescent and Second Avenue. Natural gas distribution lines will be located within the lanes and the sanitary trunk easement.
- Preparation of the site for redevelopment will also involve the relocation of two underground electrical ductbanks which currently cross the site. These ductbanks will be relocated to Spadina Crescent and Second Avenue south of Nineteenth Street. Existing overhead electrical distribution lines south of Nineteenth Street will also be relocated into these new underground ductbanks. Overhead electrical distribution lines, presently located north of Nineteenth Street in the land between First Avenue and Second Avenue, will be relocated into an extension of the underground ductbank below Second Avenue.

- An underground CNCP Telecommunications ductbank, which crosses the northwest corner of the site, should be relocated to accommodate the development. Since this ductbank encroaches only slightly onto the site, it may be feasible to retain the existing easement. An overhead telephone line in the lane between First Avenue and Second Avenue provides microwave signals to CNCP Telecommunications. This line will be relocated to a new underground ductbank below Second Avenue north of Nineteenth Street.
- A new underground electrical distribution system consisting of ductbank structures, service manholes, and underground transformer vaults will be installed below the new extensions of Second Avenue and Spadina Crescent south of Nineteenth Street. Telephone and Telecable distribution systems will also be incorporated with the electrical ductbank structures.

Parking

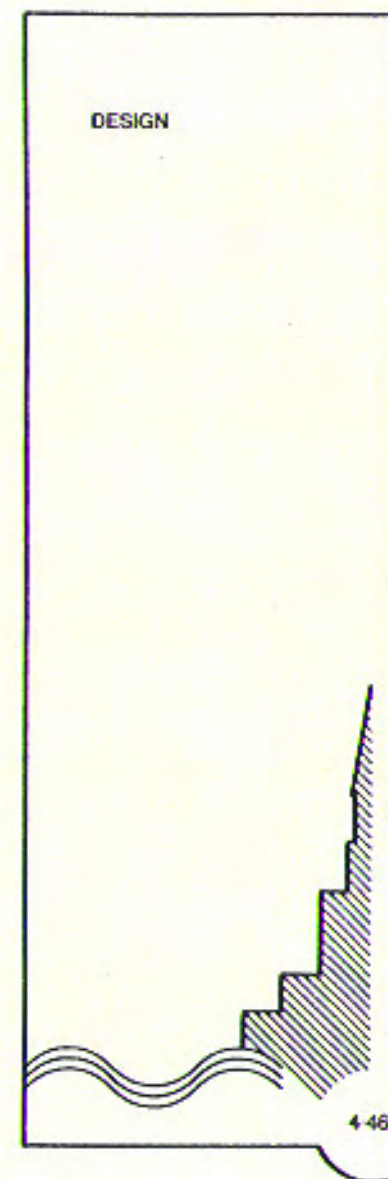
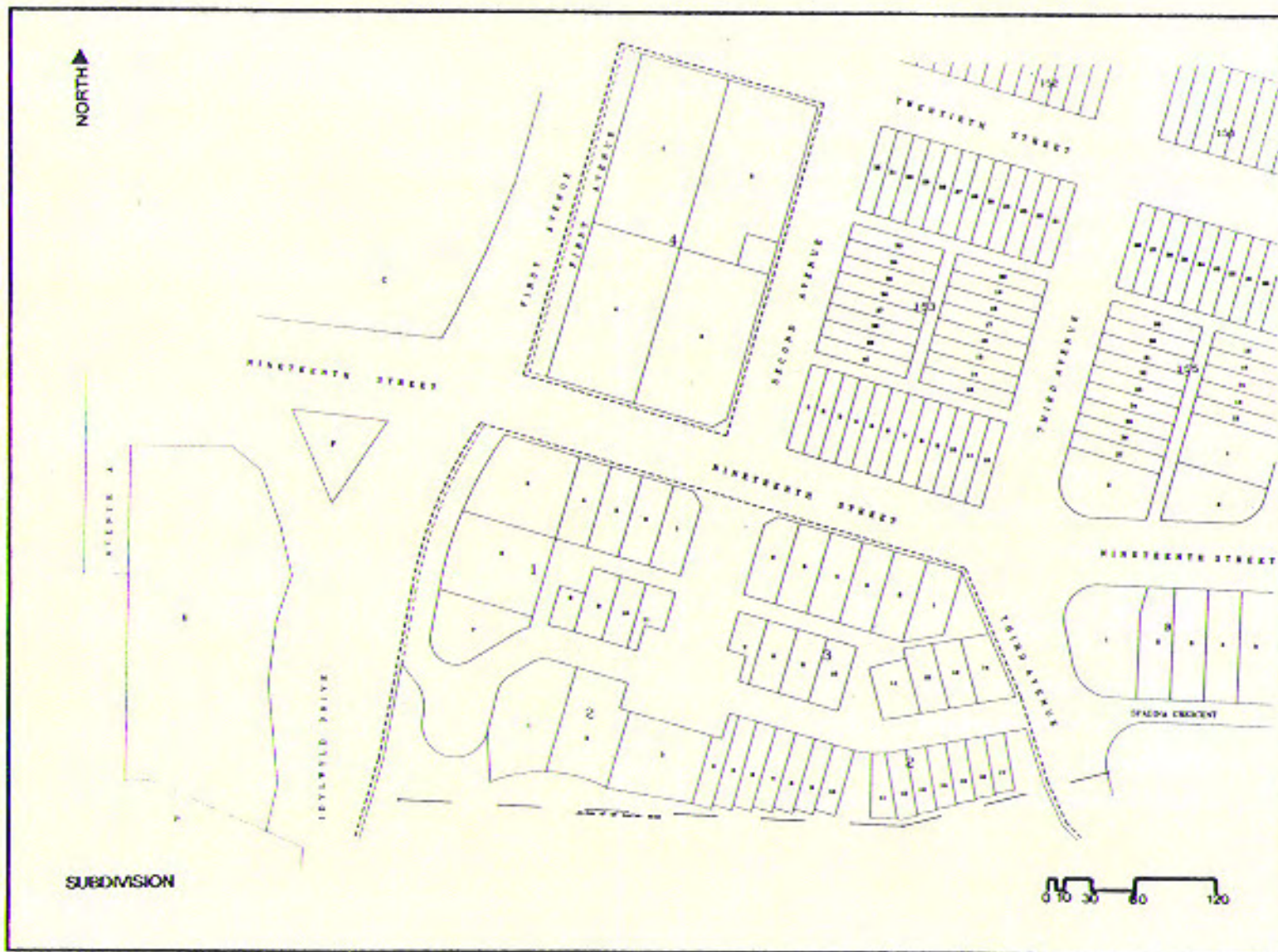
- Surface parking facilities to be built adjacent to First Avenue (either north and/or south of Nineteenth Street) will include retail frontages facing avenues, streets and lanes. This feature will maintain the development design objective of providing continuously active, pedestrian-friendly spaces throughout.
- Access to and from privately developed underground parking facilities will be permitted along Nineteenth Street provided that such access minimizes interruption to the retail street face.



DESIGN

Subdivision

- Lots along Nineteenth Street and First Avenue may accommodate buildings with underground parking; therefore, one dimension of these lots will allow for two double-loaded rows of parking and minimal circulation.
- Lots on the north side of Spadina Crescent will provide a depth that will allow for a standard building grid for either elevator apartment or office building.
- Lots south of Spadina Crescent and east of Second Avenue will have a buildable depth consistent with a retail or entertainment facility that has a single use and entrances on both north and south elevations. These lots will also be very narrow to allow for small single-tenant uses or through amalgamation, a multitenant building.
- The lots west of Second Avenue south of Spadina Crescent will be slightly larger and lend themselves more to use by a cultural institution.



DESIGN GUIDELINES

The concept for the development of South Downtown contains design objectives for construction on the private sites available.

The inclusion of Design Guidelines provides explicit direction in various areas of concern, to ensure visual and physical integration of the built environment, whether public or private.

Issues addressed by the Design Guidelines include:

Site Planning

- use of the site
- building entries
- pedestrian protection
- open space
- building massing
- pedestrian
- oriented functions

Parking and Servicing

- access and service requirements

Pedestrian Environment

- public safety
- accessories
- physical effect of buildings
- desired character

Landscape Development and Planting

- quality and maintenance requirements

Building Materials

- standards for selection, colour, permanence and character

Building Form

- silhouette, continuity
- roof plane treatment

Signage

- locations, size, type, quality

Approval Process

- submission requirements
- required approvals

NORTH ▲

MAXIMUM BUILDING MASS

0 10 30 60 120

DESIGN GUIDELINES

IMPLEMENTATION

As with any major project, South Downtown will be developed over time. Phasing is particularly important to this project considering the tight financial constraints and the need to replace existing uses on the site. By developing the project in phases, income from sales and leases can reduce the requirement for public funds at risk, and any such public funding can be spread over a number of budget periods. Development of the site must be timed to allow for the relocation of the Public Board of Education offices and the Legion Hall. Ensuring that expenditures are not duplicated or lost from phase to phase is an important component of any plan for phasing. To accomplish this efficiency, a commitment to the completion of the entire project is required. This commitment does not rule out conservative staging in step with a reasonable financial plan.

During this phased development, future building sites will be available for use on an interim basis. Parking and open space programming are both so important to the success of South Downtown that any vacant land should be used for these purposes. Care will be taken to ensure that the appearance of the sites will be in keeping with the development's objectives.

General Conditions for Implementation

Archaeology

- A professional archaeologist will be employed to prepare a strategy for reacting to any archaeological finds uncovered during construction.

Micro-climate

- A model of the open spaces and buildings will be produced to test wind effects on pedestrian comfort. This model will be used as part of the evaluation process for each new building application.
- This model will also be used to evaluate the sun and shadow effects of proposed landscaping and building mass.

Hydrology

- A full hydrological study will be a part of the final design of the riverfront development areas.

Traffic Movement

- A complete traffic study will be completed as part of the final design with particular attention to the relationship between building area, building use, and the special nature of the roadways proposed for South Downtown.
- The traffic study will include public transit issues.

Heritage

- Final design will incorporate specific recommendations for the interpretation of the rich history of this area.
- Consideration will be given to the re-use or incorporation of heritage elements into components of the new design development.

Public Involvement

- The involvement of the individuals and groups affected by the development in the planning and design process as initiated by the Task Force must continue throughout the final design and implementation stages.

Landscaping

- Where feasible, mature and healthy trees existing on site will be incorporated or relocated into the final design.

Accessibility

- The Saskatoon South Downtown Development will be designed and constructed in accordance with the Uniform Building and Accessibility Standards Act.

Phase 1

Public Area Construction

- Construct the riveredge wall.
- Construct planted rock erosion protection along the riveredge near the Idylwyld and Nineteenth Street Bridges.
- Remove any unsuitable fill soils between riveredge and top of bank.
- Rough grade the riverfront area.

Servicing

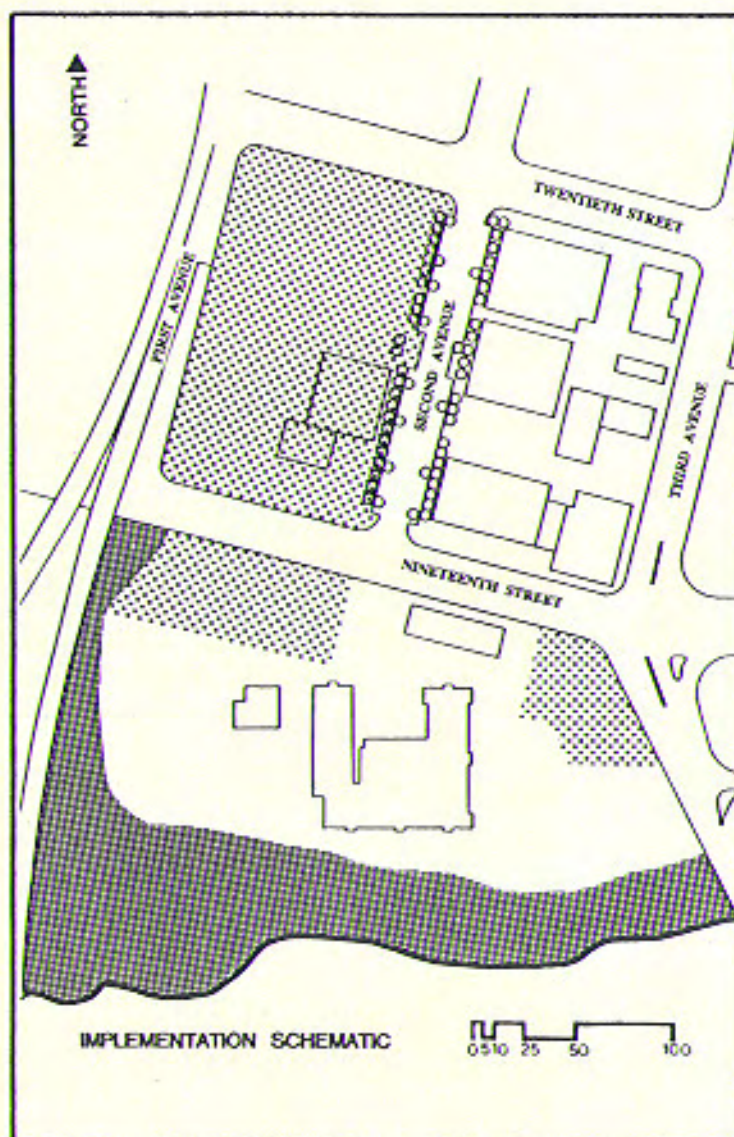
- The City of Saskatoon will twin the existing sanitary sewer trunk across site.
- The City will relocate existing services (water, sanitary sewer, and electrical) to Nineteenth Street and Second Avenue.
- The City will also reconstruct the storm sewer and river outfall south from the Nineteenth Street subway to the river.
- Develop First Avenue south of Nineteenth Street.
- Resurface Second Avenue between Nineteenth and Twentieth Streets.

Private Area Construction

- The Public Board of Education offices and the Royal Canadian Legion Building will remain in use through Phase 1.
- The entire block bounded by Nineteenth Street and Twentieth Street, First Avenue and Second Avenue will be available for private development.
- South of Nineteenth Street, sites between First Avenue and Second Avenue and at the corner of Third Avenue will be available for private development.

Land Available for Interim Use

- All land unaffected by existing developments, servicing or public and private area construction will be made available for interim use.
- Interim land use may include: surface parking, sporting activities public rallies, festivals and community events.



IMPLEMENTATION

 Public Area Construction

 Private Area Construction

IMPLEMENTATION

 Public Area Construction

 Private Area Construction

Phase 2

Public Area Construction

- Construct the upper and lower promenades along the riverfront.
- Construct the play plaza.
- Construct the pavilion.

Servicing

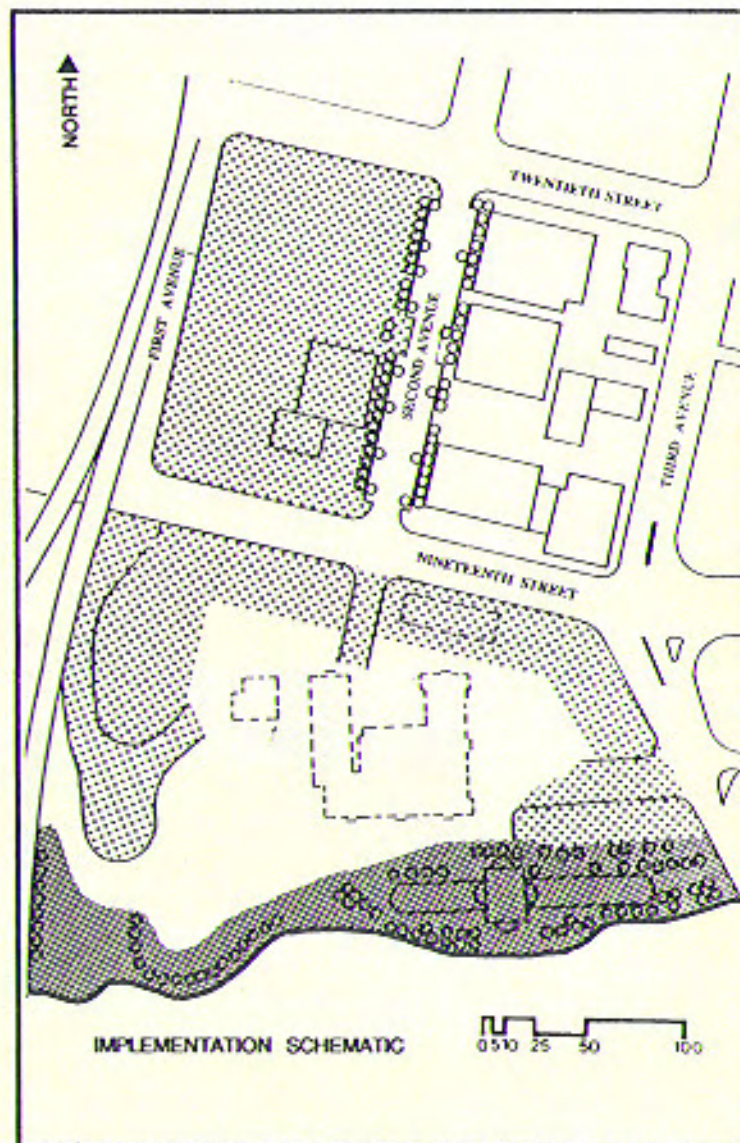
- Demolish the Public Board of Education offices.
- Install riverfront underground services (water, telephone, and natural gas).
- Develop First Avenue north of Nineteenth Street.
- Construct utilities and road base on Second Avenue and Spadina Crescent to the extent allowed by the demolition of the Public Board of Education Offices.

Private Area Construction

- New sites will become available for private development during Phase 2: south of Nineteenth Street along First Avenue, south of Spadina Crescent, Legion site if new facilities have become available.
- Existing Davies Electric and Legion Buildings could be renovated and adaptively re-used.

Land Available for Interim Use

- All land unaffected by servicing or public and private area construction will be made available for interim use.
- Unoccupied parcels of land and areas completed under Phase 1 could be utilized provided the interim use is consistent with overall development objectives.
- Second Avenue north of Nineteenth Street could be available for more permanent uses.



Phase 3

Public Area Construction

- Construct the Performance Plaza, stage, and associated circulation routes.
- Construct the foundation for the landmark.

Servicing

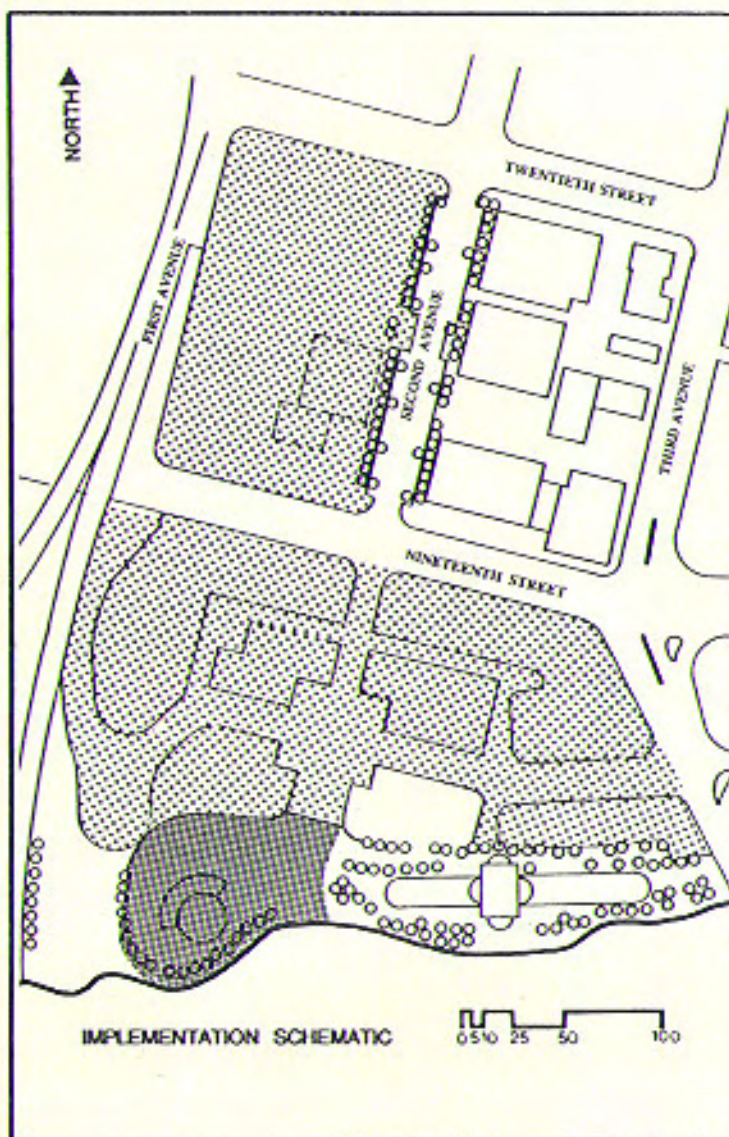
- Complete the installation of underground utilities south of Nineteenth Street.
- Start roadway construction south of Nineteenth Street.
- Construct the Formal Plaza at the intersection of Second Avenue at Spadina Crescent.

Private Area Construction

- During Phase 3, virtually all sites will be available for private development.
- Existing Davies Electric and Legion Buildings could be adaptively re-used or demolished.

Land Available for Interim Use

- All land unaffected by servicing or public and private construction will be made available for interim use.
- Unoccupied parcels of land and areas completed under Phases 1 and 2 will be available provided the interim use is consistent with overall development objectives.
- Most of the riveredge property could be available for more permanent uses.



IMPLEMENTATION



Public Area Construction



Private Area Construction

IMPLEMENTATION



Public Area Construction



Private Area Construction

Phase 4

Public Area Construction

- Complete the construction of the landmark.

Servicing

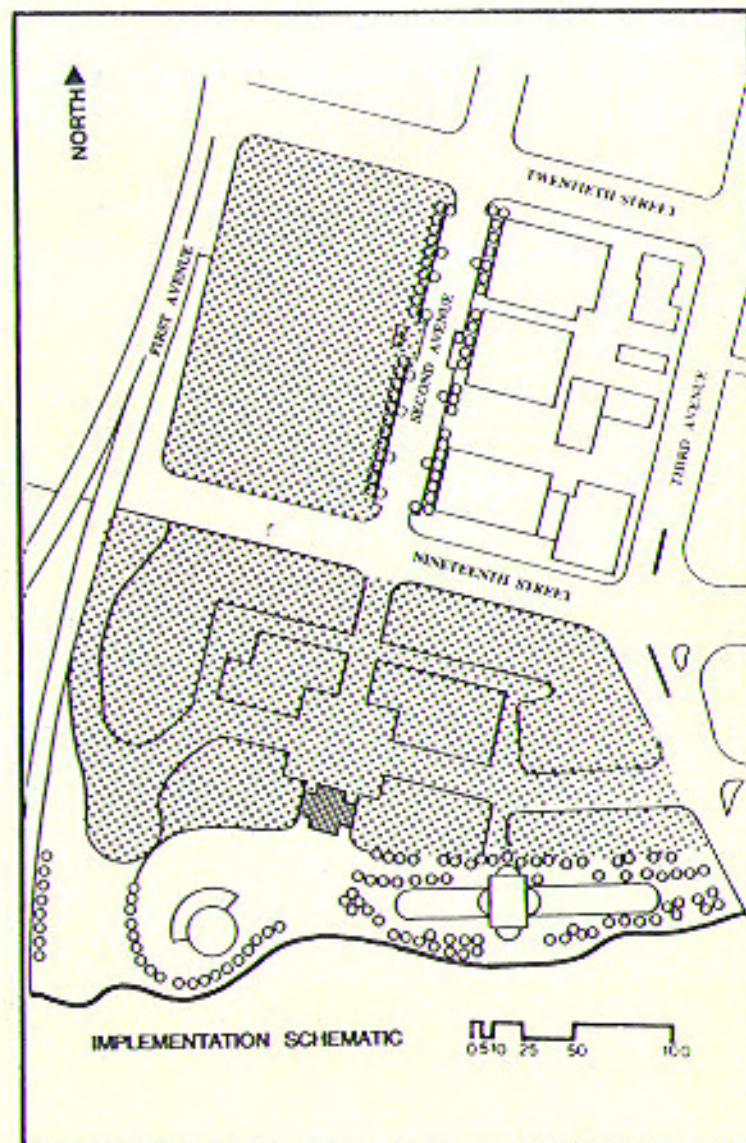
- Complete construction of the roadways south of Nineteenth Street.
- Complete construction of the lanes and mini plazas as sites are privately developed.

Private Area Construction

- As all sites will be available for private development, construction on these sites could proceed to complete the development of the South Downtown Area.

Land Available for Interim Use

- All land unaffected by servicing or public and private construction will be made available for interim use.
- Unoccupied parcels of land and areas completed during previous phases will be available.
- Most of the site's public areas will be available for more permanent use.



This Development Plan meets the objectives for South Downtown in a way that will be exciting as well as practical.

The waterfront will be available for intensive public use, bringing new facilities to Saskatoon that will greatly increase the possibilities for special events and festivals. The public skating, viewing tower, children's play area, performance plaza, and City square will draw people together in the centre of the City.

The unique roadways and lanes with their special landscaping, furniture, and finishes will create a new atmosphere for Saskatoon, one that will encourage new business ventures designed to take advantage of the views, the amenities, and the ambience.

In the final analysis, the Development Plan will be judged a success or failure on the practical matters of affordability and marketability. This plan proposes design solutions that are unique to Saskatoon but do not rely on exotic materials or construction to achieve their uniqueness. The importance of vehicle circulation and access has been incorporated into the plan as has traditional lot size and configuration.

The Task Force believes the private sector will assume a share of the costs of South Downtown through the purchase of building sites created by the plan. It also believes the plan's public amenities warrant financial support by the public sector.

The Task Force wishes to acknowledge and thank the individual designers that worked on behalf of their firms in the design consortium. Their knowledge and creativity have resulted in a design all of Saskatoon's citizens will enjoy for years to come. It is a reflection of the excellence of the Saskatoon design community that such a high quality design was created using only local designers.

Akin Olfert Dressel Harder Burnyeat Architects Ltd.
Larry Harder, Architect

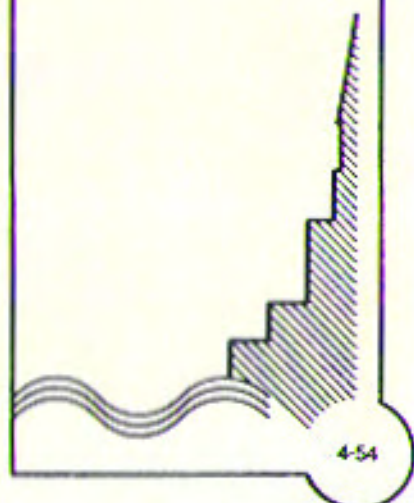
Cochrane Lavalin Inc.
Ron Ostrander, P.Eng.

Delcan Western Ltd.
Cam Patterson, Landscape Architect

Hildeman Witty Crosby Hanna & Associates
Rob Crosby, Landscape Architect
Ingrid Thiessen, Landscape Architect

Malkin Edwards Associate Architects
Mel Malkin, Architect

SUMMARY





5. APPENDICES

5.0 APPENDICES

TASK FORCE TERMS OF REFERENCE A-1

Geographic Area Under Consideration A-1

Goal of the Task Force A-1

Specific Terms of Reference A-1

Time Frame A-2

Conclusion A-2

THE VISION - SASKATOON'S SOUTH

DOWNTOWN B-1

Preamble B-1

Mission B-1

Goals B-1

Standards B-1

Conclusion B-2

PROPOSED DESIGN GUIDELINES

A. Introduction C-1

B. The Master Plan C-2

C. Building Sites C-3

D. Site Planning C-3

E. Parking and Servicing C-6

F. Pedestrian Environment C-6

G. Landscape Development and Planting C-7

H. Building Materials C-8

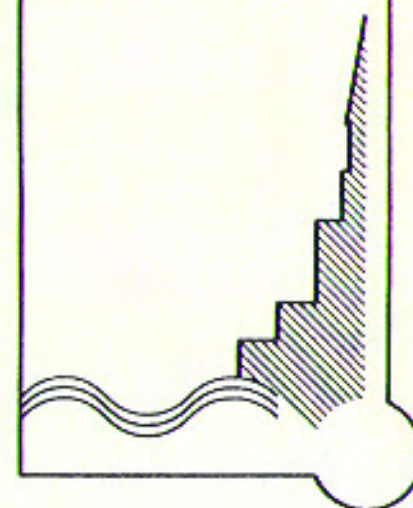
I. Building Form C-9

J. Signage C-9

K. Approval Process C-10

L. Development Agreement C-11

TABLE OF CONTENTS



TASK FORCE TERMS OF REFERENCE

GEOGRAPHIC AREA UNDER CONSIDERATION

The primary area under consideration will be the area currently covered by the Direct Control District Number 1 (D.C.D.1) in the Municipal Development Plan. This area includes the City's assembled block between 1st and 2nd Avenues and 19th and 20th Streets and the lands located south of 19th Street between the Idylwyld and Victoria bridges.

However, secondary consideration will also be given to all potential redevelopments of riverbank land between the Broadway Bridge and Victoria Park. This includes Friendship Park (i.e. integrating it within the existing riverbank park system) and the lands occupied by the City's Electrical Distribution Department. Consideration will also have to be given to the impact on any roads and bridges where traffic patterns and loads will be affected by redevelopment.

GOAL OF THE TASK FORCE

The Task Force's major goal is to establish a formal structure and strategy under which an integrated redevelopment of the South Downtown can be pursued. In this sense, the life of the Task Force will be limited and hopefully, will result in a more formal entity which can facilitate and explore opportunities of the general redevelopment strategy.

SPECIFIC TERMS OF REFERENCE

1. To develop a mechanism for the owners to participate in the joint redevelopment of all South Downtown property in the primary and secondary geographic areas under consideration.
2. To ensure that the relative financial interests of all owners are recognized in an equitable fashion in any mechanism that is established for joint redevelopment.

3. To initiate a process for the preparation of an overall redevelopment plan and strategy for the area under consideration.
4. To identify potential tenants and developers to invest in the South Downtown.

TIME FRAME

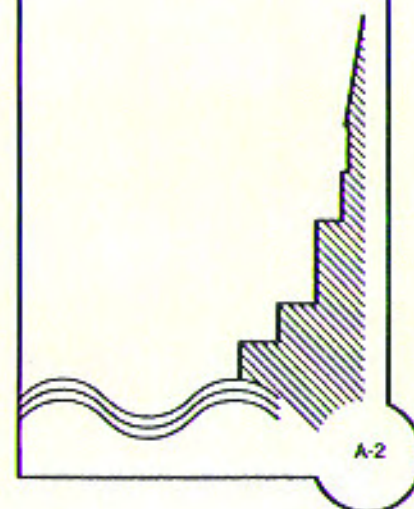
The objective of the Task Force will be to complete its work by December 31, 1989.

CONCLUSION

The Task Force is not in any way intended to replace or influence the present roles of the City, the Meewasin Valley Authority, or the Provincial Government as they review and approve specific projects within the South Downtown area.

The Task Force will serve as a forum and catalyst for the establishment of formal structures, strategies, and procedures for the long-term redevelopment of the South Downtown. The success of the Task Force will be measured not in the actual redevelopment of the properties, but rather in the speed to which the formal bodies, plans and strategies are put in place for future implementation. The actual redevelopment will occur over several years and will be affected by economic and financial conditions. However, it is important that when development opportunities present themselves, the necessary initiatives and procedures are in place to pursue and encourage them to take place in Saskatoon's South Downtown.

TASK FORCE TERMS OF REFERENCE



THE VISION

PREAMBLE

Downtown defines a City, gives it an identity and heritage which expresses the quality of life that the City offers and attracts visitors and residents alike with its varied services.

Saskatoon must continually work to strengthen its downtown, reinforcing it as the business, social, residential, and cultural centre of the City.

The South Downtown Redevelopment Project gives us a rare chance to develop a significant area of riverbank property in the centre of the City. The area under consideration consists of the block of land which the City of Saskatoon has assembled between First and Second Avenues, and Nineteenth and Twentieth Streets, as well as all land south of Nineteenth Street, to the riverbank, between the Idylwyld and Broadway Bridges.

We must not squander this unique opportunity.

Public and private sectors must work together. All approving bodies must be committed to the objectives of the project. Financial partners must demonstrate patience.

Our riverbank is a precious resource that faces many developmental pressures. The City of Saskatoon has long recognized these varied demands. In 1979, the City, Province, and University joined to form the Meewasin Valley Authority (MVA) to balance these diverse interests. The MVA will play a key role in the project, ensuring that development is in harmony with the long term aims established for our riverbank property.

The balance of this paper outlines our overall mission for the South Downtown Redevelopment Project, more specific goals and standards.

MISSION

The South Downtown Redevelopment Project will strengthen and invigorate downtown Saskatoon by creating a focus for the social and cultural activities of the City in a vibrant mixed use riverfront atmosphere.

GOALS

1. To create a transition between the commercial intensity of the downtown core and the tranquility of the riverbank parks that will encourage interaction between people, throughout the day, seven days a week, year round.
2. To provide the public direct access to the river in a uniquely urban environment, where people live, work, and play
3. To draw people to the downtown by creating an atmosphere that is new, different, and exciting.

STANDARDS

To accomplish the goals outlined above, we must set standards of excellence that apply to all development within South Downtown. Meeting these standards will be critical to the success of the undertaking. The standards are:

Use

There must be a wide range of interim and permanent land uses. This mix could include residential, institutional, commercial, and leisure uses. The mix will occur horizontally from site to site and vertically within buildings. A priority will be placed on land uses that bring life to the area in evenings and on weekends in all seasons. Encouraging the desired interaction of people will require the immediate dedication of resources to program events for open spaces.

Pedestrian Orientation

All physical development must be oriented to the pedestrian. This means the provision of amenities for pedestrians in buildings and open spaces; innovative solutions for minimizing the costs and maximizing the benefits of weather, giving buildings and open spaces a human scale to their appearance and use; ensuring that, while the importance of roads and parking is understood, they are designed to serve the pedestrian, not dominate them. The streetscape must, therefore, have an external, not internal, orientation.

Riverbank Utilization

The great benefits of the river must be fully utilized. The pedestrian links along the riverbank and into downtown must be maintained and enhanced. This will include placing importance on the access to and from the riverbank parks and maintaining the spirit of the MVA trail, including its winter uses. It will also include providing direct access to the river for more urban uses including a hard-edged major pedestrian walkway and building development oriented to the riveredge. Such development near the river must be exclusively for the use of the public, whether it be for food, entertainment, or shopping. Visual links to the river from the centre of downtown must be developed through the creation of riveredge landmarks and the maintenance of views of these landmarks throughout downtown.

Design Continuity

There must be continuity of design, loyal to a theme, creating a recognizable image. Design must be consistent in its high quality throughout the development of both buildings and open spaces. The objective of each design project should be international recognition. Design must be consistent with the general aims of the appropriate regulatory bodies, especially the City of Saskatoon and the Meewasin Valley Authority.

Public/Private Co-operation

The successful completion of this project requires co-operation between the public and private sectors. The public sector must assume a portion of the economic risk equal to the public benefits that will accrue from the development. All approving and regulatory bodies of the Province and the City must be persuaded to give their full support to the objectives of the project. The private sector must be allowed to provide its entrepreneurial spirit, knowledge of the market place and business judgement to ensure that the commercial components of the development are justified by true potential. The financial structure of the development must allow for the broad goals of the project, but be governed by good business practice.

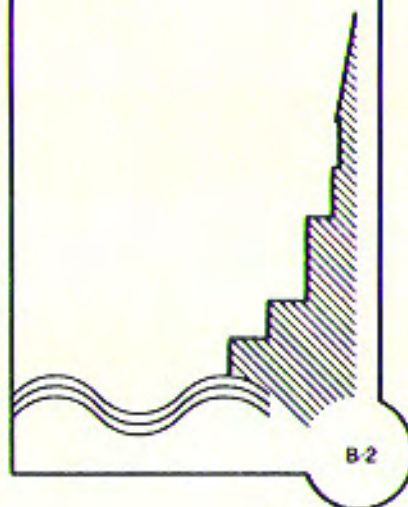
CONCLUSION

As the South Downtown Redevelopment Project fulfills its mission, Saskatoon will benefit for decades to come. The improved quality of life resulting from a vibrant, active downtown has direct implications for economic development. Relocation and expansion decisions and the ability to successfully recruit staff are often affected by community quality of life assessments. The strength of the tourist and convention industry is tightly tied to the image of the social, commercial, and cultural health of the City.

The redevelopment of South Downtown will play a major part in the continuing success of Saskatoon.

Henry Dayday
Mayor

THE VISION



PROPOSED DESIGN GUIDELINES

C-1

A. INTRODUCTION

A1. The South Downtown

The South Downtown Development offers great potential for the enhancement of Saskatoon's civic core to satisfy present and future desires for quality residential and commercial space, social and recreational areas and a distinctive civic focus.

The location of this land assembly on the river's edge offers a unique opportunity for connection of the business core to our most attractive natural resource, one which is most significant in establishing the character of Saskatoon.

A2. Objectives

The broad aims for South Downtown Development are to provide:

- 1 a continuation of the riverbank pedestrian development
- 2 a transition between the commercial core and the river.
- 3 a mixed use development, combining residential, commercial, social, recreational and cultural functions.
- 4 a 'destination' and civic focus drawing people to the core, thereby supporting year round public activity.

To achieve these aims a Master Plan has been designed establishing pedestrian and vehicular paths, public spaces, the waterfront development and the building sites.

A3. Requirements

All proposed development must secure approval of:

The South Downtown Development Board
The City of Saskatoon
The Meewasin Valley Authority

The total site area designated on the subdivision plan will be treated as one site under the control of the Board.

A4. Definitions

Height of Building:

"height of a building" means the vertical distance from grade level to the highest point of the parapet walls if a 'flat' roof, to the deck line of a mansard roof; and to the mean height level between eaves and ridge for a gable, hip or gambrel roof.

Building Permit:

"building permit" means a permit, issued under the Building Bylaw of the City of Saskatoon, authorizing the construction of a building.

Canopy:

"canopy" means a roof like structure which projects from the wall of a building and is attached to it.

Garage Storage

"storage garage" means a garage exclusively used for the storage of self-propelled vehicles and where no repair facilities are maintained.

Grade Level:

"grade level" means an average level of the finished surface of the ground adjacent to the exterior walls of the building or structure.

Landscaping:

"landscaping" means any combination of trees, shrubs, flowers, grass or other horticultural elements and may also include decorative stonework or paving, screening, berming, and other site design elements; all of which are designed to enhance the visual amenity of a site.

Loading Space:

"loading space" means that part of a site or structure on which a single vehicle may be loaded or unloaded.

Lot:

"lot" means a parcel of land of a subdivision, the plan of which has been filed or registered in the Land Titles Office for the Saskatoon Land Registration District.

Sign:

"sign" means any device, letter, figure, symbol, emblem or picture which is affixed to or represented directly or indirectly upon a building, structure or a piece of land and which identifies or advertises any object, product, place, activity, person, organization or business in such a way as to be visible to the public on any street or thoroughfare.

Sign Permit:

"sign permit" means a sign permit issued under the provisions of Bylaw No. 5138 of the City of Saskatoon.

Site:

"site" means an area of land under one ownership considered as a unit, having its principal frontage upon a public street or place.

Storey:

"storey" means a road, parkway, driveway, square, road allowance or public highway vested in Her Majesty or set aside for such purposes and includes a bridge or other public improvement erected upon or in connection with such public highway.

B. THE MASTER PLAN

B1. Concept

The concept demonstrated by the master plan for the South Downtown Development includes the following:

- .1 extension of Spadina Crescent and of Second Avenue as "democratic" or shared vehicular/pedestrian routes.
- .2 the establishment of major public spaces on the river's edge and at internal points within the site area.
- .3 the establishment of pedestrian, vehicular and parking access points.
- .4 definition of the physical sites available for private development.

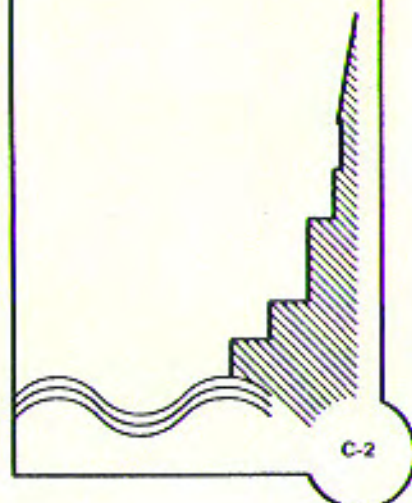
B2. The Board

These public spaces and service routes will be completed in their entirety by the Board responsible for this development. In so doing, the Board has established standards of design quality and character for materials, accessories, landscaping, finishes and detail. These design standards must be retained and continued in the private construction on the available sites. The private development must demonstrate support of the objectives and seek international standards of design excellence. Proposed developments are subject to the approval of the Board.

B3. The Private Developer

Building sites available to private developers have been established in the Master Plan. Each has mandatory restrictions which will affect the building design, construction and materials, as outlined in these guidelines. The desired result is to maximize the focus on the pedestrian, the relation to the downtown core, and the advantage of the riverfrontage.

PROPOSED DESIGN GUIDELINES



PROPOSED DESIGN GUIDELINES

B4. The Design Guidelines

These guidelines are established to assist the private sector's support of the desired objectives. The specific requirements seek to ensure required standards and consistency without limiting imaginative solutions.

Developers are encouraged to present alternatives of quality which will enhance and expand the aims for this area of Saskatoon. Each will be evaluated for their merit.

Consideration will be given to solutions which demonstrate design quality within the intent and spirit of the guidelines.

C. BUILDING SITES

C1. Extent

All building sites are outlined on the Master Plan.

Each has its own requirements with respect to design limitations, contained in these guidelines, which establish the intent for overall land use and building design quality.

C2. Combined Sites

Sites may be combined to form larger parcels or subdivided to form smaller parcels subject to the approval of the Board.

C3. Building Services

Services have been established in relation to all sites. The private developer is responsible for servicing from the trunk lines to the building site.

C4. Parking Access

Access to underground parking is restricted to Nineteenth Street. No access will be permitted from Second Avenue or Spadina Crescent, south of Nineteenth Street. Requirements for parking are outlined in Section E, PARKING AND SERVICING of these guidelines.

D. SITE PLANNING

D1. Entry Requirements

All entries to retail spaces or building lobbies shall be recessed a minimum 1.2 metres deep by 2.4 metres wide. The entry recess size should be appropriate to the traffic flow and expected pedestrian traffic.

Materials at grade in entry recesses must include those used in the adjacent public pedestrian route. These may be combined with other compatible selections. Scale, size, colour, texture, safety and permanence will be considered in the material evaluation.

D2. Building Line

Building is permitted to the property line, except where easements exist, providing allowable building heights are not exceeded.

Specific sites require pedestrian protection to be included within the property. Others require pedestrian protection which will occur in the street right of way.

Allowable building heights increase if a setback from the property lines is used, for sites where specifically allowed.

See Article D5 for specific site restrictions.

D3. Retail Functions

Retail functions should occur at street level at all locations bordering pedestrian routes. Retail is considered any function to which the public has access. The street level face of all development should be sympathetic to the pedestrian and maximize transparency and views to internal activity or display. Solid building walls should be avoided as much as possible at the street level.

D4. Pedestrian Protection

- D4.1
- 1 Where a covered pedestrian route is required, the protection provided must be 3 metres wide and the underside a minimum 3.5 metres above grade, fully roofed.
 - 2 The protection must provide a continuous level fascia along the property line a minimum of 3.5 metres above grade. The fascia may be interrupted for columns supporting the pedestrian protection at the property line, for a maximum width of 600 millimetres in each instance.
 - 3 Required structural elements must occur within the property line.
 - 4 The form, shape, materials, details and general design must be compatible with that used on adjacent sites.
 - 5 Materials for the roofed covering projecting from the building face may not be wood or asphalt shingles.
 - 6 Signage may be included in the canopy design. See Section J - SIGNAGE.
 - 7 Solid soffits must maintain the minimum 3.5 metre height clearance from grade over the 3.0 metre depth.
 - 8 The canopy need not be flat on the underside.
 - 9 Pedestrian protection must be continuous at the property line regardless of building setbacks used.
 - 10 At locations where noted, the protective pedestrian route may be provided within the building mass at the street grade. At grade, the facade must remain open on the street side and all structural elements must be inside the property line.

Returns of the building mass at the side property lines where the covered pedestrian route forms a part of the building, must be finished in the same materials as the front facade, if exposed.

- 11 Minimum light level of 10 ft. candles measured at grade must be provided under all pedestrian protection canopies or structures.

D5. Site Restrictions

D5.1 All sites allow development to the side property lines of any parcel. Any open side yards must be fully developed and completed in accordance with Article D6 -Open Space.

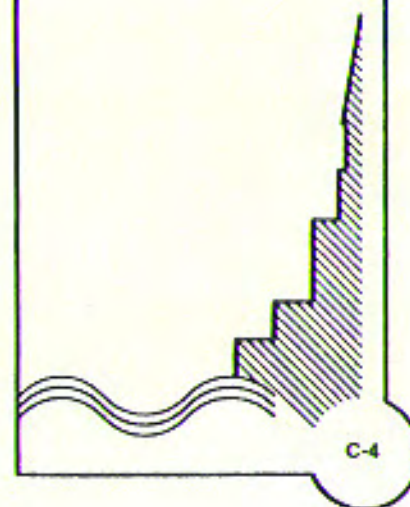
D5.2 Block 2 Lots 1 - 17 inclusive.

- 1 Maximum height: on Spadina Crescent, 12 meters, 3 stories from grade of Spadina Crescent. Minimum height: on Spadina Crescent, 8 meters, 2 stories from grade of Spadina Crescent. Maximum height at south (river) side of the property: approximately 15 meters, 4 stories above Spadina Crescent grade. Building height across lot from Spadina Crescent to south side access route may be the same. Minimum height requirement shall not apply to the south side of the property, i.e. a one-story building is permitted.

It should be noted the grade on the south side of these lots is approximately 3 meters lower than on the north side and varies.

- 2 Pedestrian protection: required minimum 3 metres wide, 3.5 metres clear above grade on the north side of the property.
- 3 Setbacks: none required for structures above grade. Building structure below grade on Spadina Crescent shall be set back a minimum of 3 metres from the property line.

PROPOSED DESIGN GUIDELINES



PROPOSED DESIGN GUIDELINES

- 4 Easements: a utility easement shall apply extending north of the south property line, as indicated on the subdivision plan. The depth of the easement varies. No permanent structures or construction shall be allowed in this area. However, temporary shelters, patios, or landscape development is permitted in this area. Any proposed construction in the easement must receive approval of the City of Saskatoon and structural elements must avoid below grade utilities. Construction located in the easement is subject to removal and replacement at the owner's expense for repair or construction of utilities below grade within the easement.
- 5 Entry recesses are required at all locations.

D5.3 Block 1, Lots 8 - 11 inclusive; Block 3, Lots 7 - 14 inclusive.

- 1 Maximum height on south side of property; 16 metres, 4 stories, without setback.
With setback of 3 metres, maximum height allowable 24 metres, 6 stories.
- 2 Pedestrian Protection: required minimum 3 metres wide and a minimum 3.5 metres above grade on south side. The west side of lot 7, Block 3 and east side of Lot 11, Block 1; requires 2 metre extension of canopy into street right of way on Second Avenue.
- 3 Setback, front or rear:
For 16 meter building height on south property line, setback of 3 metres is required. For 24 metre building height on all other property lines no setback is required. For construction below grade on south property line a setback of 3 metres is required.

D5.4 Block 3, Lots 1 - 6 inclusive.

- 1 Maximum height: 32 metres, 8 stories without setback.
- 2 Pedestrian protection: required 2 metres wide and a minimum 3.5 metres above grade projecting into street right of way on Second Avenue.
- 3 Setbacks:
None required.

D5.5 Block 1, Lots 1 - 7 inclusive.

- 1 Maximum height allowable 48 metres, 12 stories at property lines.
- 2 Pedestrian protection: required 2 metres wide and a minimum 3.5 metres above grade projecting into street right of way to Second Avenue.
Pedestrian protection is not required adjacent to lane. Covered pedestrian route may project from the building face or be free standing where the building face is recessed. All must occur within the property line.
- 3 Setbacks: none required.

D5.6 All of Block 146

- 1 Maximum height: 60 metres, 15 stories.
- 2 Pedestrian Protection: required on east side of block 2 metres wide, minimum 3.5 metres above grade, projecting into street right of way on Second Avenue.
- 3 Setbacks: none required.

D6. Open Space

- D6.1 Open space requirements for this development have been met in the Master Plan without additional open space on the parcels available for private development.
- D6.2 Requirements for entry recesses are not considered open space, and are mandatory wherever entries occur.

Open space may be provided within the design of privately developed structures, in combination with the required entry recesses or separate from the entry recesses. Such open space must recognize the quality and character of the adjacent street materials and accessories and be treated in a complementary manner as an extension of the public area.

D6.3 If such open space is provided along a route with pedestrian protection, the pedestrian protection must be continuous along the public street as part of the open space design and construction. All such open space must be landscaped to a standard equivalent and complementary to that of the public street.

D6.4 All open space must be completely developed.

E. PARKING AND SERVICING

E1. Access to Parking

No access to underground parking will be allowed along Spadina Crescent or Second Avenue, south of Nineteenth Street.

Access to the underground parking, where permitted must occur on the private property and be designed with due attention to public safety, climatic conditions, and the restrictions of the vehicular system set out by the Master Plan.

E2. Parking Above Grade

Parking structures above grade will be permitted only in areas so designated on the Master Plan.

E3. Servicing

Each development proposal must demonstrate a satisfactory solution to garbage storage and collection. Storage must occur within the building and allow pick-up from the established street and lane routes. Exposed garbage containers and service areas will not be allowed. Service areas in side yards are not permitted.

E4. Loading

Drop off and loading zone provisions on the street system are established in the Master Plan street layout.

F. PEDESTRIAN ENVIRONMENT

F1. Public Safety

The design of all open spaces adjacent to public areas must demonstrate the consideration given to public safety and accessibility.

This is to include:

- Walkway material.
- Protection from rain, water, snow, or ice from overhead projections, building face, details and building roof.
- Lighting.
- Door swings.
- Sign mountings and positions.

F2. Pedestrian Protection

Pedestrian protection is mandatory in some areas. See Article D4 for requirements.

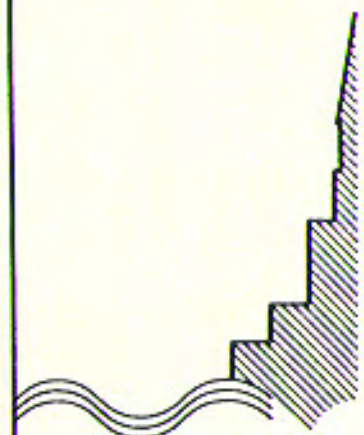
F3. Accessories

Accessory selection will be made by the Board for such items as light standards, garbage stands, benches, signage (information, interpretation, direction).

Accessories used in private areas forming extensions to public space for entries, patios, etc. must be compatible with the building development and compatible with the Board standards of such items.

Provide site furnishings at appropriate locations for the comfort and convenience of visitors/patrons.

PROPOSED DESIGN GUIDELINES



PROPOSED DESIGN GUIDELINES

F4. Wind Tunnel Model

The proposed massing demonstrated in the Master Plan and the design guidelines will be tested for pedestrian comfort.

The Board reserves the right to model all accepted designs, and test same.

The Board reserves the right to require change to a building design if the microclimate conditions of the pedestrian environment are made worse than the original conditions by the proposed design. Design approval of any proposed development will depend on tests demonstrating no significant change in the results from the original tests.

F5. Linkage

Interior linkage or retail concourses within buildings is discouraged. The emphasis of this development is the pedestrian oriented street face set out in the Master Plan.

F6. Lighting

Street lighting is included in the Master Plan scheme. Proposals for development must include the lighting system for areas of entry, display, signage, patios, pedestrian protection, etc. The quality, functional and aesthetic character of the fixtures and of the total lighting design will be subject to evaluation for their compatibility with the total development.

Fluorescent lighting is not acceptable in any exterior application.

F7. Display

Grade level development adjacent to all thoroughfares is to focus on pedestrians.

Functions occurring at grade should be those emphasizing display directed to the pedestrian or transparent view to interior business activity.

Such display and/or interior lighting should also be visible in off hours.

G. LANDSCAPE DEVELOPMENT AND PLANTING

G1. Open Space

Open space(s) on private property must contain landscaping appropriate to the function, location and size of the space.

G2. Design

Landscape design must be prepared by a Landscape Architect registered in the Province of Saskatchewan 2.

Provide open space development including planting character/massing consistent with function, activities, uses and appropriate for climatic, visual and growing conditions.

G3. Plant Material

Use, as appropriate, the full range of plant types (deciduous and coniferous trees and shrubs, vines, perennials, annuals and bulbs) for seasonal variety and visual interest. Complement planting in public open spaces.

Planting material shall be B & B or container grown at the following minimum sizes at the time of installation

- small deciduous shrubs - 300 millimetres high.
- medium deciduous shrubs - 600 millimetres high.
- coniferous shrubs - 450 millimetre diameter.
- small coniferous trees - 1000 millimetres high.
- large coniferous trees - 1.8 metres high.
- small deciduous trees - 1.8 metres high.
- large deciduous trees - 3.0 metres high.
- vines - two year transplants.
- perennials - 1 litre pots.
- bulbs - top size.

All plant material shall be acclimatized and hardy for local and site specific conditions and shall be grown and handled in accordance with the practices defined by the Canadian Nursery Trades Association. Artificial plant material is unacceptable.

Ground water conditions indicate that plant material with moderate watering requirements should be selected.

G4. Beds

Plant in defined planting beds; provide mulch to inhibit weed growth and conserve moisture.

G5. Watering

All planting will require watering for an initial 2 - 3 year establishment period. Most planting will require a permanent, on-going watering program. An automated, low precipitation rate irrigation system is recommended.

G6. Maintenance

All planting shall be maintained in accordance with accepted horticultural practices to establish and maintain high quality. Plant material shall be watered regularly, pruned and kept free of disease. Plant material that dies shall be promptly replaced with plant material of similar characteristics.

H. BUILDING MATERIALS

H1. Objectives

The objectives in building material selection for the South Downtown Development are variety, integration, harmony and delight. Most building materials are acceptable, however, their particular use and combination must demonstrate the highest standards of architectural design.

Building materials selected shall demonstrate permanence, low maintenance, and a life cycle expectancy of at least 30 years.

H2. Integral Colour

Building materials used must have integral colour.

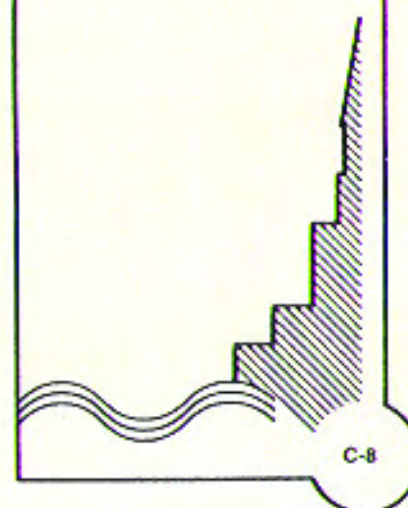
The desire is to increase the colour content of the structures in this area. Concrete, either cast in place or precast in its natural colour should be limited to elements of structural framing and avoided as the major finish of extensive areas. Precast concrete with finishes other than those of plain surface and natural concrete colour are acceptable.

H3. Exclusions

Ribbed metal siding is not acceptable as a major wall finish unless remote from public view and access. It is acceptable as a roof finish, within the building complex.

Wood is not acceptable as a structural element nor as an exterior finish material in any building or site development.

PROPOSED DESIGN GUIDELINES



PROPOSED DESIGN GUIDELINES

Wood is acceptable for limited and particular detail, fully protected from the elements.

Reflective glass is discouraged at grade in any development.

I. BUILDING FORM

11. Building Heights

The height limitations placed on the sites are designed to provide a gradual increase from the riveredge to the commercial core.

12. Silhouette

Silhouette of the building mass is a strong design feature in any City skyline. The use of forms other than rectangles is encouraged in the building mass, as a contributor to an interesting skyline.

13. Street Continuity

To ensure continuity of the building mass at the street level, the first floor height must be four metres above grade. Exceptions can occur at entry points. Glazed openings at grade must have a minimum head height of 2.4 metres above grade. These restrictions apply to the building face located on the public street or lane.

14. Roof Plane

Because of the stepped building mass implicit in the height limitations, lower roofs become a visible element in the overall design. Particular attention must be paid to projections, finish and details of the low roof areas. Use of these areas for developed decks is encouraged.

Attention to design detail of the roof area must be demonstrated for the low rise buildings. All mechanical or other equipment located on the roof must be consolidated to minimal areas and enclosed in a manner compatible with the building design in form and material.

J. SIGNAGE

J1. Design

All signs must be designed by a graphics professional and be executed to the highest standards of the trade.

Signage may contain only the building or firm name and the services offered.

J2. Location

Identification signage, outside the pedestrian protection area, must be mounted on the building face. The extent should be coordinated to adjacent design elements in the building design such as the structural grid.

Major building identification may occur over the full wall height of the main floor level. The format must relate to design elements adjacent. Signage may be included in the pedestrian protection elements.

Identification signage is acceptable under pedestrian protection elements perpendicular to the building face.

J3. Type

Allowable types include:

- Metal container including interior lighting and plastic face.
- Individual letters, lit internally or externally.
- Script mounted to windows or building face, lit internally or externally.
- Free standing structure or element containing any of the above, providing it occurs within the property line and is coordinated with the building and site/landscape design.

Signage containing integral lighting is preferred. However, use of external light source is permitted if located above 3 metres above grade.

J4. Size Limits

All building mounted signage must be 600 millimetres high if contained in a metal container. Width is limited to one structural bay or the width of the frontage for the firm, if less than one structural bay.

Signage shall be limited to a maximum projection of 200 millimetres from the building face.

The surface for individual letters or script is limited to 600 millimetres high.

Signage included in the pedestrian protection elements is limited to a maximum height of 600 millimetres and must be enclosed in an element specially designed for the purpose.

Identification signage perpendicular to the building face occurring under pedestrian protection canopies or structures is limited to 500 millimetres high and must provide a minimum clearance of 3 metres wide.

J5. Free Standing Signs

Free standing elements for signage are limited to 3 metres high and 3 metres wide.

Free standing signs must occur within the property line and are limited to one for each building on a site.

Such elements must demonstrate a design quality compatible with the building and site design and use related materials and detail.

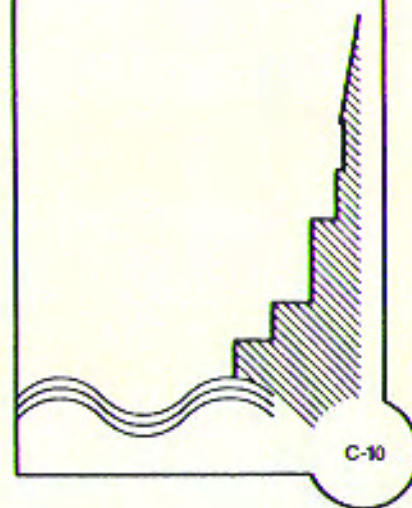
K. APPROVAL PROCESS

K1. Submission Requirements

1. Site plan(s) showing dimensions; the extent of building; utility connections; service facilities for garbage and loading; open space on site and its development detail; relationship to adjacent public street system; entry recesses; pedestrian protection.
2. Plans for all floors.
3. Roof plan.
4. Exterior elevations identifying all materials.
5. Building cross section(s) identifying all floor to floor heights and construction materials. Sections to be sufficient in number to show all variations in building massing.
6. Identify location, size and materials of all signage.
7. All drawings are to be prepared at a scale appropriate to the size of the development, but sufficient to show detail of material use and construction, and not greater than 1:100. All drawings are to be metric.
8. A written description of the proposed development including building functions and materials.
9. A complete set of working drawings and specifications are required for any approved proposed project prior to construction beginning.

It is recommended that preliminary design proposals be discussed with the Board during design development prior to submission of applications.

PROPOSED DESIGN GUIDELINES



PROPOSED DESIGN GUIDELINES

K2. Evaluation

All projects must comply with the requirements of the City of Saskatoon and secure a building permit.

Projects will also be subject to evaluation by the design authority of the South Downtown Development Board and any Board of review established by this Board for this purpose. Such review will entail compliance with the design guidelines in their specifics and in their implied intent.

Land areas south of Nineteenth Street lie within the Meewasin Valley Authority Conservation Zone and proposals are subject to development review and approval by the MVA.

It is the intent of the Board to assist developers to secure full approval of other authorities, following acceptance of any design proposal by the Board.

K3. Fees

A fee for review will be established by the Board and will be due with the proposal submission. This fee is non-refundable.

K4. Review Body

The design review body established by the Board will include members of the agencies having a vested interest in the development, professionals of various design disciplines, and members of the general public.

K5. Time Limit

The Board shall decide to approve or deny any preliminary application within 60 days of the date on which a complete application has been received.

Approval of changes requested to the proposed development shall be approved or denied within 30 days of receipt of the completed changes.

The time limits set out in this clause may be extended by mutual agreement of the parties involved.

Review of the working drawings and specifications will be carried out by the Board within 30 days. Changes to the proposed preliminary design which affect intent or character may result in denial or approval.

K6. Conditions

Any project receiving approval must be built in its entirety in accordance with the approved application. Changes to the design are not acceptable without prior approval by all authorities.

A time limit will be imposed for the start of construction following approval of design and for the completion of construction following the start of construction.

Approval of projects will be withdrawn if the construction start time limit is not met.

L. DEVELOPMENT AGREEMENT

A Development Agreement document will be established by the Board. Completion of the agreement will be mandatory prior to the start of any construction in the South Downtown land area.