

Business Profile

Fall 2007

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City of
Saskatoon

Newsletter of the City of Saskatoon Business License Program




Creating Opportunities for Business

Development programs and initiatives play an important role in creating opportunities for businesses, highlighting their attributes, and ensuring their success. The City of Saskatoon's Business License Program is dedicating this edition of *Business Profile* to two development initiatives that encourage and promote business prosperity and economic progress in targeted areas—the Enterprise Zone and the Crescent.

The Enterprise Zone is an initiative developed by community associations, local business groups, and other community stakeholders. It consists of six neighbourhoods—Westmount, Caswell Hill, King George, Riversdale, Pleasant Hill, Mayfair, Kelsey / Woodlawn, and the West Industrial Area—that are at risk of falling further behind the rest of the city in terms of income, job creation, economic opportunity, property value, and some essential commercial services.

Programs offered in the Enterprise Zone are designed to encourage new construction, renovation, or expansion of business properties to create more economic activity and increase consumer and investor confidence. The businesses featured in this *Business Profile* have taken advantage of the incentives offered in the Enterprise Zone to assist in the success of their operations. In return, these businesses have helped breathe economic life and vitality back into the communities in which they are located.

The Crescent is a development initiative involving three business improvement districts: the Partnership (downtown), Riversdale, and Broadway. In this issue, we will explore this new and exciting project that aims to promote the cultural and heritage amenities in Saskatoon's three historic commercial districts. 

Incentives to Renovate in the Zone



Russell Food Equipment started in 1944 selling a new brand of potato peeler in Vancouver.

With 14 branches across the country, Russell Food Equipment is a national leader in food service equipment and supplies.

The Enterprise Zone program began in May 2002.

Located at the corner of Quebec Avenue and 33rd Street East, Russell Food Equipment provides a full complement of kitchen hardware and equipment to institutional, commercial, and industrial clients. Russell Food designs kitchens, sells a vast selection of kitchen products, and provides installation and service of kitchen equipment. They serve a variety of commercial and institutional clients, including restaurants, hospitals, and hotels.

Russell Food expanded to Saskatoon in 1967. They moved into their present location at 1202 Quebec Avenue in 2005. This location was once the home of distribution company Acklands-Grainger, Georgia Mills furniture store, and a nightclub. Located close to Saskatoon's core, the building was exactly what Russell Food had been searching for. Once the building was purchased, extensive renovation was initiated to customize the space to meet Russell Food's needs. Peter Kozakavich, Russell Food's Saskatoon branch manager, became aware of the Enterprise Zone program through a newspaper article discussing a grant received by a similar business for renovations.

With the help of a building permit rebate, tax rebates, and grants, Russell Food was able to improve features like their building's brick façade. Kozakavich says the Enterprise Zone program was an excellent incentive to do renovations: "It certainly encouraged us further and helped to build up the 33rd Street area." Clients have been quite impressed with the renovations, commenting on how bright and appealing the new store is. Peter says Russell Food Equipment was "quite delighted to have the opportunity" to participate in the Enterprise Zone program. 🍀

Programs and Incentives Available in the Enterprise Zone

- building and plumbing permit fee rebates
- property tax abatements
- off-site development charge rebates
- relocation assistance / land swap exchange
- environmental screening charge rebates
- land assembly
- development plan amendment fee rebates
- rezoning fee rebates
- discretionary use fee rebates
- subdivision fee rebates
- sign permit rebates
- façade grants

Enterprise Zone Eligibility

The following facilities are eligible for some, or all, of the Enterprise Zone incentives and programs:

- existing or proposed residential properties
- retail use in a commercial zone
- retail / wholesale grocery stores
- warehouses
- manufacturing facilities
- public recreation facilities
- tourism and cultural facilities
- transportation facilities

Feeding New Life into a Landmark Café

The Park Café and Diner, located at 515 20th Street West, recently received a façade grant from the City of Saskatoon's Enterprise Zone program. Formerly a chop suey restaurant under the same name, the Park Café reopened in December 2005 with a renovated façade, upgraded washrooms, new flooring, and new paint in the dining room. The dining room renovations enhance the interior of the diner while maintaining the unique atmosphere of the original restaurant.

As part of the façade renovations, the original Park Café sign, which had been in place since 1961, was repainted. While the owners wanted to enhance their building and the streetscape on 20th Street, they also wanted to maintain the original style and look of the café.

The Park Café was built in 1961 and was open until 2005. The café was then purchased by Patrick Hearn, who had been interested in opening a diner in Riversdale for the past 10 years. His hopes of owning his own restaurant came true, and he was able to preserve an established presence in Riversdale.

Without assistance from the Enterprise Zone program, Hearn would not have been able to complete such extensive renovations to his business. "It has had a positive impact on our business," states Hearn. He became aware of the Enterprise Zone through the Riversdale Business Improvement District. 🍷

Since 2002, the Enterprise Zone program has provided, or committed to . . .

- \$1.61 million in property tax abatements
- \$320,000 in grants in lieu of tax abatements
- \$289,000 in building / permit / sign fee rebates
- \$98,000 in façade rehabilitation grants
- \$93,000 in environmental screening grants
- \$64,000 in development charges (off-site levies, direct servicing)
- \$46,000 in land-use fees (rezoning, etc.)



As part of the façade renovations, the original Park Café sign, which had been in place since 1961, was repainted.



For each \$1 of incentive provided, a further \$22 was invested in the Enterprise Zone by property owners.



The Park Café and Diner smokes its own sausage and salmon!



In the early 1930s, the great, great grandfather of Daryl Brown, owner and operator of Phoenix Starter Alternator Repair, ran a boarding house in Phoenix's current home.



From 1955 to 1973, the Phoenix Starter Alternator Repair building was home to the Saskatoon Public Library.



Current home of Phoenix Starter Alternator Repair.

The City Gives Back to Local Businesses

Phoenix Starter Alternator Repair rebuilds, repairs, and supplies starters and alternators for heavy industrial, import, high performance, marine, and classic restoration uses.

As of July 18, 2007, the Enterprise Zone had spent or committed to \$1.08 million on projects in the core neighbourhoods.

Phoenix Starter Alternator Repair has been serving the residents of Saskatoon and surrounding area for almost 20 years. Located at 1002 20th Street West, the company supplies and repairs a broad range of starters and alternators.

Phoenix Starter opened for business in 1988 and moved to its present location in 1992. The building itself has a rich history. In 1955, the building was home to the Saskatoon Public Library and it served as a field office for Roy Romanow in his early parliamentary days.

Daryl Brown, owner and operator of Phoenix Starter, even has a historical connection to this building. His great, great grandfather ran a boarding house in the building in the early 1930s. Sixty years later, Brown chose to locate his business in this historic site.

Taking part in the Enterprise Zone program has helped Phoenix Starter prosper in the Riversdale Area. Through the Enterprise Zone program, the business has received a building permit rebate and a façade grant. The façade grant allowed Brown to expand his building.

Brown believes the Enterprise Zone has a positive impact in Saskatoon because it assists in the revitalization of existing businesses and helps promote the development of new businesses in the area. As he points out, the Enterprise Zone has been “an opportunity for the City of Saskatoon to give something back to businesses [such as his own] that have served the area for a very long time.”

Putting Our Best

Improvements to façades throughout the core areas improve Saskatoon's built heritage, public profile, and urban design. To assist property owners with this type of rehabilitation, funding grants may be available.

For businesses that choose to rehabilitate their façades, the resulting improvements can provide real economic and social benefits, including increased property value, marketing potential, sense of community, and pride of ownership. Such improvements can also inspire other businesses in the area to improve their façades, attracting more businesses and clientele to the vicinity.

Façade Grants

Participation in the Enterprise Zone program allows eligible businesses to take advantage of façade grants to improve their own establishment and the community in which they are located. For more information, please contact

Riversdale Business Improvement District
Phone (306) 242-2711
Email riversdalebid@sasktel.net

New Signs on 33rd Street

In addition to building permit and façade grants, the Enterprise Zone program offers sign permit rebates to eligible businesses. Kanine Klipping, Salon 303, and Leah Brisdon and Associates, all located on 33rd Street West, have received sign permit rebates.

Ronda Hamilton has been the proud owner of Kanine Klipping, a business that provides pet grooming, since April 1991. When Kanine Klipping moved to its 33rd Street location, Hamilton realized there was no room for the business' overhead sign. She decided to purchase a new sign to fit on the existing awning. Through the Enterprise Zone program, she received a sign permit rebate. Ronda says she is grateful there are programs like this one to provide rebates to small businesses like hers.

Leah Brisdon, owner of Leah Brisdon and Associates and the neighbouring Salon 303, also received a sign permit rebate through the Enterprise Zone program. Brisdon says, "more people drop in because of the appearance of the signs" he purchased with assistance from the Enterprise Zone program. 🍀



Ronda Hamilton, owner of Kanine Klipping, says she is grateful there are programs like the Sign Permit Rebate to help small businesses like hers.

Face forward

Façade Rehabilitation Grant

A Façade Rehabilitation Grant of \$10,000 is also available to commercial buildings within the downtown, Riversdale, and Broadway areas. If heritage elements are included in the rehabilitation of the façade, an additional \$5,000 is available. The maximum grant available per property is \$15,000. This program is administered through the City of Saskatoon's Heritage Program.

For more information or to apply for a Façade Rehabilitation Grant, contact

Heritage Coordinator
Phone (306) 975-2993
Email heritage@saskatoon.ca

Urban Design Manager
Phone (306) 975-2620
Email urbandesign@saskatoon.ca

The application form is also available online at http://www.city.saskatoon.sk.ca/org/land/info/facade_program.pdf

Sign Permit Fee Rebates

Any eligible business located in the Enterprise Zone can receive a sign permit rebate. This rebate includes not only the application fee but also an overhang fee (associated with a sign that overhangs public property by 0.3 m) if applicable.

When an eligible business in the Enterprise Zone is identified, that business automatically qualifies for a rebate.

1. A letter is sent out advising the business that it is located in the Enterprise Zone and qualifies for a rebate.
2. Once the sign is installed, it is inspected by a development officer.
3. If approved, the rebate is mailed to the business.

For more information on sign permit fee rebates in the Enterprise Zone, contact

City Planning Branch
Permit Rebates and Housing Applications
Phone (306) 975-7672
Email chris.schulz@saskatoon.ca

Kanine Klipping offers grooming, vocational training, breeding, boarding, and pet cremations.

101 applications for incentive assistance have been approved by the Enterprise Zone Committee.

18 housing applications, totalling \$34.8 million in investment, have been approved for new and renovated multiple unit dwellings within the Enterprise Zone.

70 retail, service, and cultural applications, totalling \$9.3 million in investment, have been approved in the Enterprise Zone.

13 industrial applications totalling \$6.3 million in investment have been approved in the Enterprise Zone.



Development Strategy

The Crescent is a new initiative that aims to develop and promote art, culture, and business throughout Saskatoon's three business improvement districts—the Partnership (downtown), Riversdale, and Broadway. The concept was conceived by these three business districts, in collaboration with the City of Saskatoon, and is funded through Cultural Capitals of Canada, a program of the Department of Canadian Heritage.

Under the guidance and direction of the three business improvement districts, three unique areas have formed in Saskatoon's core. The Crescent was established not only to showcase the assets of each area, but to create meaningful connections between them. These assets include unique Saskatoon venues, businesses, public spaces, festivals, museums, and galleries that contribute to the ambiance of our community.

Given the significant concentration of Saskatoon's arts-based and cultural amenities in the Crescent area, it is logical to build on these and link them together. Establishing connectivity will help ensure cultural, social, and economic resilience, primary objectives of the Crescent initiative.

Following a comprehensive consultation with experts in building creative communities, a two-tiered strategy was developed: first develop a plan to enhance existing cultural experiences while facilitating the growth of new experiences, and then implement a marketing plan to promote the Crescent initiative.

The Crescent “showcases a great diversity of activities, stimulates the growth of independent businesses, and generates a continuous flow of pedestrian traffic and interaction through the area both day and night.”¹

Building Permit Rebates

Eligible construction, renovation, or expansion of properties in the Enterprise Zone, including residential properties, will receive a rebate for the building and / or plumbing permit fee(s). The rebate will be sent directly to the property owner.

Program Administration

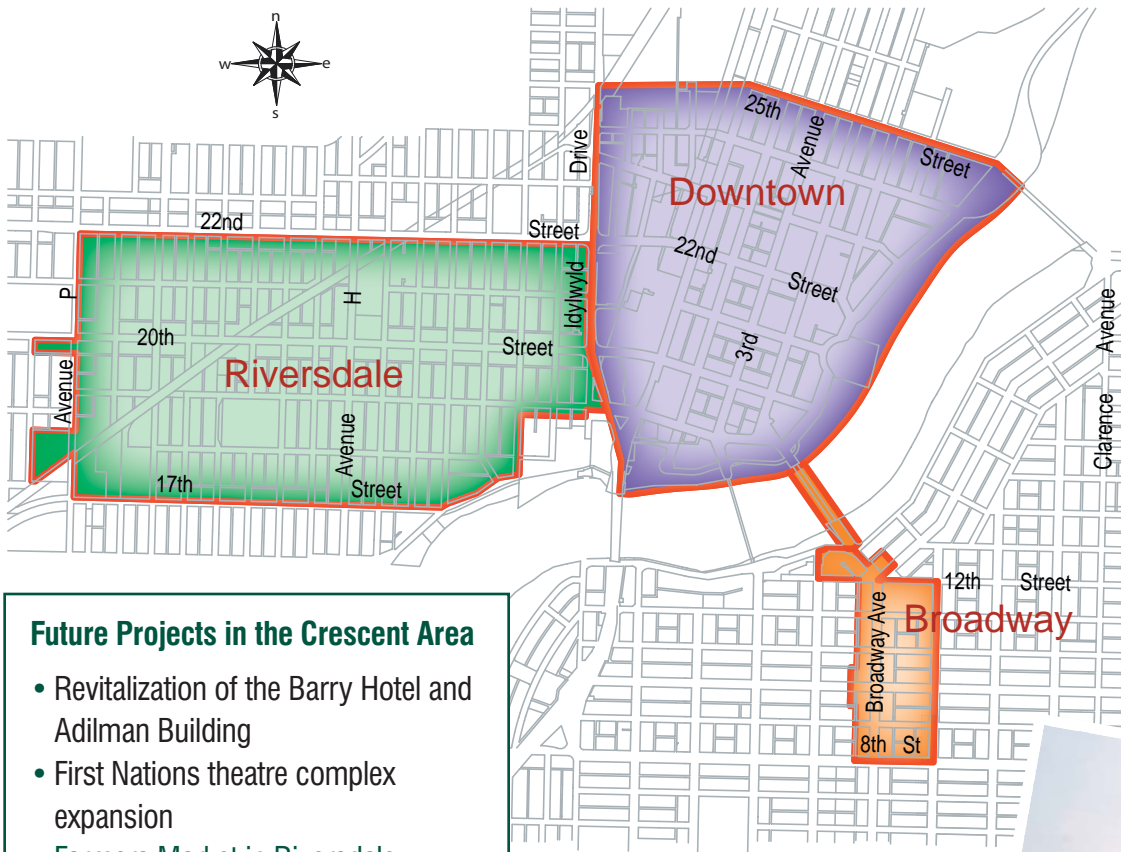
The City of Saskatoon directly administers permit rebates and all residential applications, including one, two, and multiple-unit dwellings. The Saskatoon Regional Economic Development Authority (SREDA) is responsible for all Industrial applications, and the Riversdale Business Improvement District (BID) handles all other applications.

SREDA, the City of Saskatoon, and the Riversdale BID receive applications, facilitate the process, develop recommendations, and forward a report to the Enterprise Zone Adju-

dication Committee for their consideration and approval. SREDA and the City also monitor businesses that receive incentives to ensure compliance with the conditions under which the incentives have been provided.

For more information, contact the following:

- For permit rebates and housing applications
City Planning Branch
Phone (306) 975-7672
Email chris.schulz@saskatoon.ca
- For industrial applications
Saskatoon Regional Economic Development Authority
Phone (306) 664-0720
Email abroda@sreda.com
- For all other applications
Riversdale BID
Phone 242-2711
Email riversdalebid@sasktel.net



Future Projects in the Crescent Area

- Revitalization of the Barry Hotel and Adilman Building
- First Nations theatre complex expansion
- Farmers Market in Riversdale

Building on the existing foundation in the Crescent area, the goal is to add to and diversify the cultural offerings. Prominent green spaces will continue to act as popular gathering places within the Crescent, and streets will be lined with colourful art displays and structures. A myriad of restaurants and shopping venues already dot a landscape where heritage buildings and architecture take centre stage. Alternative forms of transportation, such as walking tours and the Crescent Shuttle, will connect all three business improvement districts, help eliminate any perceived distance between them, and engage surrounding neighbourhoods.

The Crescent also seeks to include the natural environment in its design and recognizes that the inclusion of neighbouring organizations and institutions, such as the University of Saskatchewan, is crucial to its success.

Organizers and proponents of the Crescent recognize that, “the development of a sustainable, creative environment requires a mixture of cutting-edge creative enterprises, imaginative cultural institutions, dynamic public spaces, innovative non-profit organizations, and organic programming.”²

The Crescent was established not only to showcase the assets of three unique business improvement districts—the Partnership (downtown), Riversdale, and Broadway—but to create meaningful connections between them.



1. *Crescent Development Strategy*, August, 2007, p. 4.

2. *Crescent Development Strategy*, August, 2007, p. 9.

Four Core Strategies

Four Core Strategies have been drafted to help this multifaceted cultural district take shape:

1. To strengthen leadership, organizational capacity, and collaboration within the Crescent and the neighbouring region.
2. To acknowledge that the river and the River Landing project are key civic assets and important components of the Crescent concept.
3. To draw on local government and community organizations to strengthen art and cultural marketing in the Crescent.
4. To transform under-used property for new uses to create and reaffirm community confidence and excitement about the Crescent project.

Source: Crescent Development Strategy, August, 2007, p. 5-6.

The Crescent Shuttle – Hop on. Hop Off.

It's fun, easy, and free!

The service runs Tuesday through Friday from 9:50 a.m. to 2:45 p.m. and Saturday from 8:50 a.m. to 1:50 p.m. in the downtown, Riversdale, and Broadway areas.

For more information contact

Saskatoon Transit Customer Service Centre

226 23rd Street East

Phone (306) 975-3100

http://www.saskatoon.ca/org/transit/pdfs/Crescent_Shuttle.pdf



The Crescent is a new development strategy created by the Partnership (downtown), Riversdale, and Broadway business improvement districts in collaboration with the City of Saskatoon. The objective is to encourage tourism and business development in these districts, while maintaining their distinct identity and character.



Vision of an Exciting and Exceptional City

1. Economic, Cultural, and Social Activities

- Street life is animated, storefronts are lively, and artistic and cultural goods are produced and consumed in venues large and small.

2. Skillfully and Carefully Built

- Design quality is encouraged, expected, and increasingly required.
- Focus is placed on people not automobiles.
- The streetscape is orderly and the amount and quality of public space is increased.

3. Importance and Meaning

- Historical and cultural elements provide a sense of place.
- Meaning is strengthened by great architecture, clearly defined public spaces, and structures that serve both form and function.

For more information about the Crescent visit www.thecrescentsaskatoon.com or email info@thecrescentsaskatoon.com.