

03

ENGAGEMENT + CORRIDOR VISION

IMAGINE
IDYLWYLD



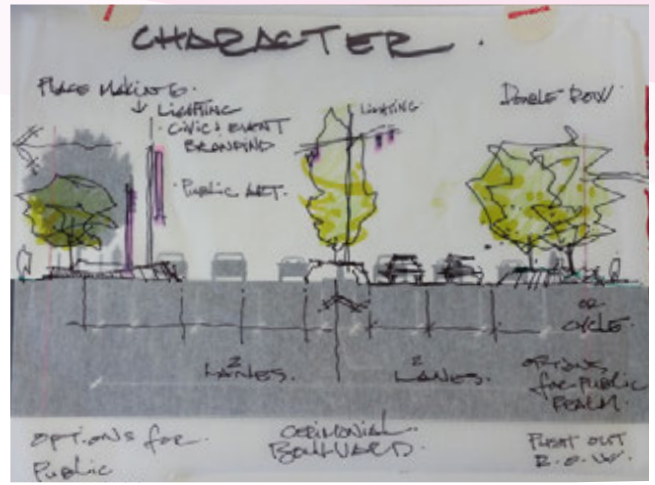
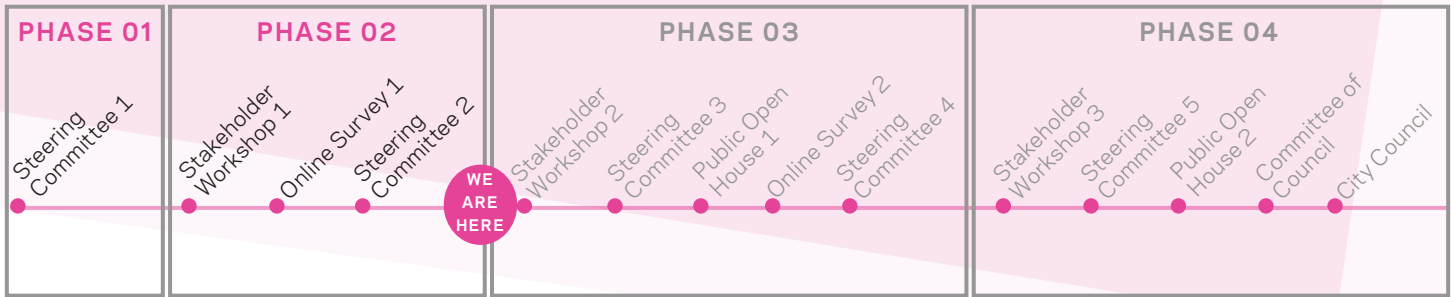


Figure 3.1: Steering Committee and Stakeholder Engagement Events
Imagine Idylwyld: Issues and Opportunities Report



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ENGAGEMENT STRATEGY

Public and Stakeholder engagement is an integral component of *Imagine Idylwyld*; ensuring that the community guides the vision for redevelopment.

Based on attendance and response rates of initiatives to-date, the engagement efforts for *Imagine Idylwyld* have been some of the most successful that the City of Saskatoon has carried out.

The Engagement Process

The engagement process for *Imagine Idylwyld* brings diverse interest groups together in dialogue about complex, and sometimes sensitive issues. Groups to be engaged include the *Imagine Idylwyld* Steering Committee - made up of City Staff and Key Stakeholders with invested interests along the corridor; Public and Private Stakeholders; and as many community members from the general public as possible.

The process is designed to provide a series of workshops for smaller groups complemented by a broader multi-media outreach to effectively address a number of issues in a focused way.

Engagement initiatives throughout the *Imagine Idylwyld* project will strive to:

- Inform decision-makers;
- Educate the public;
- Inspire the potential for innovation and creativity;
- Build trust;
- Incorporate public values into decisions;
- Improve the quality of decisions;
- Incorporate public knowledge into decisions;
- Resolve conflicts;
- Build consensus; and
- Improve transparency of decisions.

Imagine Idylwyld engagement activities strive to ensure:

Accessibility

The project's multifaceted approach enables people to engage in the process with ease and comfort by combining high tech (web site and survey) and high touch strategies (workshops and briefings).

Community Fit

The project's design will reflect the outcomes of the engagement activities; respecting and responding to Saskatoon's unique interests, capacities and culture.

Clear and Transparent Process

Effective engagement requires understanding of the sequence of activities and decision-making criteria and process. This includes identifying decision-makers and timing so that participants understand how their input contributes to final design and product.

Understanding, Ownership and Buy-in

By taking the time to ensure participants understand the factors, trends, and precedents underlying design decisions, as well as how their input will shape plans, the project will be developed with broad support and commitments for action.

A "No Surprises" Ethic

Imagine Idylwyld's engagement strategy communicates with audiences early and frequently. It's important to maintain open channels of communication, even with those least supportive of the effort, and to stay focused on finding "win-win" solutions.

Engagement Beyond the Usual Suspects

Provide multiple, meaningful opportunities for engagement via both high-touch and high-tech strategies to reach individuals and groups commonly underrepresented through traditional engagement exercises.

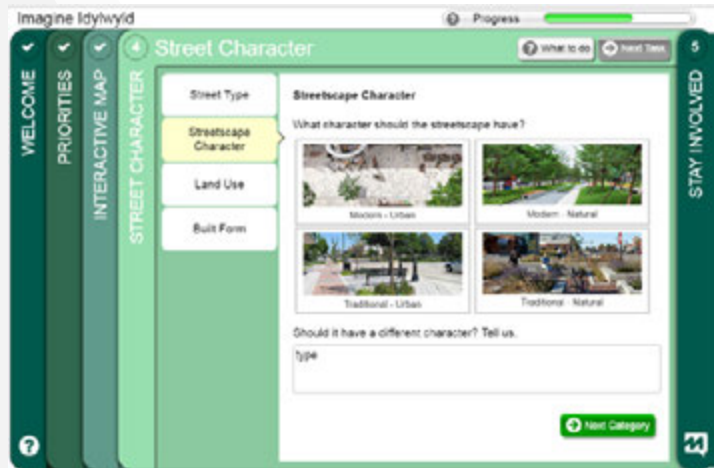
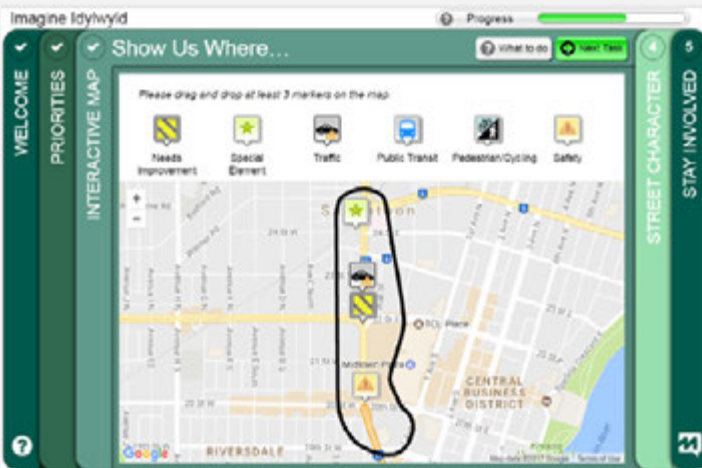
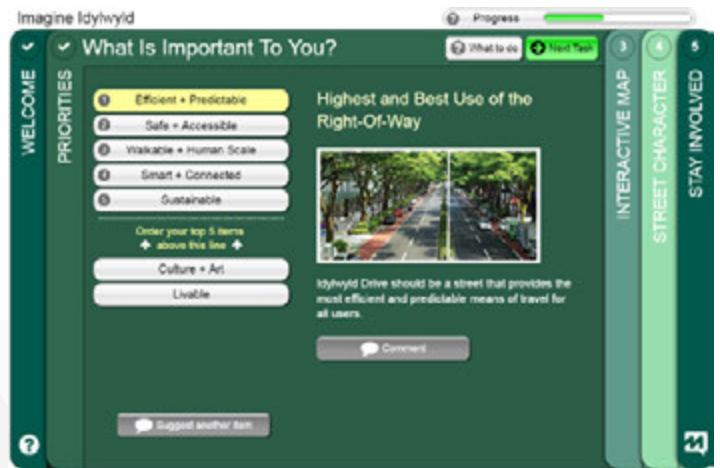


FIGURE 3.3: ONLINE SURVEY SCREENS

ENGAGEMENT

ENGAGEMENT SUMMARY

Engagement Events To-Date

The following section briefly outlines the outcomes of each engagement event held to-date.

Steering Committee Meeting #1 - Sept 29, 2016

A kick-off visioning session with the Steering Committee occurred on September 29, 2016 to identify site issues and opportunities, a preliminary vision and draft priorities. These were to be developed and refined with input from stakeholders and the public over the subsequent engagement events.

Stakeholder Workshop #1 - Nov 15, 2016

This event introduced and educated stakeholders about the project, its goals and timelines, presented preliminary corridor assessment findings and a case study analysis. Interactive panels were used to gain insights from stakeholders about key issues and opportunities along the corridor as well as to rank and comment on the draft priorities established by the Steering Committee.

52 stakeholders attended the event, offering representation from a wide-range of organizations; non-profits, community and business groups, elected officials, City institutions and departments, developers and individual land owners. Detailed materials from the workshop can be found in the Appendix.

Interactive Online Survey #1 - Nov 15 - Dec 8, 2016

An interactive online survey was used to educate the public about the project as well as to provide the community with an opportunity to rank and comment on the priorities of the corridor and establish a desired character. This was one of the City's most successful online outreach campaigns, and helped the team gain insights from the community about day-to-day usability of the corridor and other issues.

The survey saw 4,764 individual visits with 2,830 completions. Response rates were generally consistent across city neighbourhoods between 1-3% of total responses

per neighbourhood. Noticeable spikes included Caswell Hill (8%), Nutana (7%) and City Park (5%). 6,641 comments were received and reviewed by the team, which are included in the appendix. 35% of respondents identified as commuters while 25% were nearby residents. 82% of respondents primarily travel the corridor by personal vehicle, with 12% walking or cycling along the corridor. Approximately 1/3 of all respondents travel the corridor more than 10 times each week.

Steering Committee Meeting #2 - January 19, 2017

A report-back meeting with Steering Committee to present draft corridor assessment and engagement findings.

Moving the Findings Forward

The following pages summarize the results of the engagement efforts described into 3 guiding elements for the design of concept alternatives for *Imagine Idylwyld*:

Vision Statement

The vision statement reflects the community's goals for the corridor and will guide all design work moving forward.

Corridor Priorities

Feedback from engagement identified and prioritized the most important issues to be addressed through *Imagine Idylwyld*. The ranked priorities for the corridor will assist in guiding the design team and assist in decision-making where any competing interests arise between priorities.

"What We Heard" Statements

Stakeholder and public input has been consolidated into statements of what we heard from the community. These statements have been categorized by corresponding Corridor Principles. While these statements will be used to help inform decisions, not all statements are compatible with each other, and some may be contradictory to the desired outcomes of the project. These statements will be used as one part of an evaluative framework, to be used in tandem with technical analysis. Wherever possible, balanced solutions to competing interests will be pursued.



Figure 3.4: Envisioned Streetscape Character, Use and Built Form
 Imagine Idylwyld: Issues and Opportunities Report

“IDYLWYLD DRIVE IS A SIGNATURE GATEWAY INTO THE CITY CENTRE; A MODERN GRAND AVENUE THAT CONNECTS PEOPLE AND PLACES IN A COMPACT, MIXED USE URBAN ENVIRONMENT THAT SUPPORTS DAILY LIFE IN SASKATOON.” - IMAGINE IDYLWYLD VISION STATEMENT

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A COMMUNITY VISION FOR THE FUTURE

Streetscape, Land Use, and Built Form Character

Feedback gained through the online survey and stakeholder workshop corroborated a clear and unified vision for the character and use of the corridor:

Street Type

80% of respondents wished to see a Grand Avenue or Main Street with wide, spacious sidewalks, rather than a Boulevard condition with space given to treed or planted medians.

Streetscape Character

75% of respondents desire a modern streetscape design for Idylwyld Drive. Of that 75%, 64% wanted a naturalized modern character with dense tree plantings and vegetation. The remaining 36% envisioned a modern urban street.

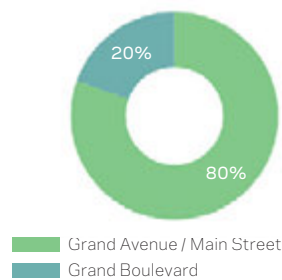
Land Use Character

79% of respondents envision Idylwyld Drive as a mixed use corridor. Comments received related to land use character identified retail, commercial office, hospitality and some residential as potential suitable uses to mix.

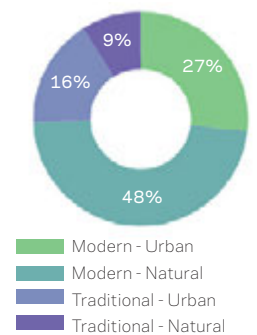
Built Form Type

This question resulted in the widest split in responses. 53% of respondents envisioned a mid-rise urban condition with buildings between 6-8 storeys. 40% of respondents preferred a low-rise urban condition of 3-4 storeys.

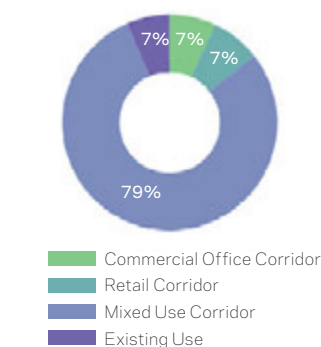
What kind of street?



What kind of streetscape?



What kind of land use character?



What kind of built form?

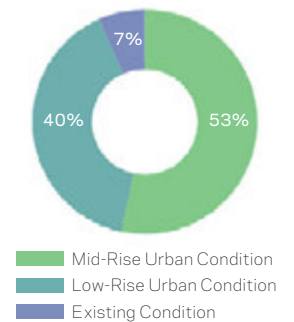


Figure 3.5: Streetscape Character Vision

IDYLWYLD DRIVE WILL BE...

EFFICIENT + PREDICTABLE

Idylwyld Drive will be a street that provides the most efficient and predictable means of travel for all users.

SAFE + ACCESSIBLE

Idylwyld Drive will be a street that is safe and comfortable for users of all abilities 24 hours a day, 365 days a year.

WALKABLE + HUMAN SCALE

Idylwyld Drive will be a street that is comfortable to walk along and across in an interesting and engaging urban environment.

CONNECTED + CULTURAL

Idylwyld Drive will be a street that not only connects people with their destinations but with our cultural, built and natural heritage.

LIVABLE + SUSTAINABLE

Idylwyld Drive will be a street that enhances daily life by balancing environmental, social, cultural, and economic considerations.

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CORRIDOR PRIORITIES

Development and Evolution of Corridor Priorities

Steering Committee Meeting #1: Visioning

Steering Committee identified seven preliminary priorities for the corridor during a Visioning Workshop at the beginning of the project, intended to ensure that the corridor would become:

Efficient + Predictable

Idylwyld Drive should be a street that provides the most efficient and predictable means of travel for all users.

Safe + Accessible

Idylwyld Drive should be a street that is safe and comfortable 24 hours a day, 365 days a year for users of all abilities.

Walkable + Human Scale

Idylwyld Drive should be a street that is interesting and comfortable to walk along and across.

Smart + Connected

Idylwyld Drive should introduce new technologies into the design of the corridor (i.e. traffic sensors, smart street lighting and signals, integrated smart device applications, public wifi points, etc.) to provide informed and efficient mobility.

Sustainable

Idylwyld Drive should be a street that uses sustainable infrastructure to showcase the City's leadership in sustainable development.

Livable

Idylwyld Drive should be a street that makes daily life in the City Centre more livable by increasing access to places to live, learn, work and play.

Cultural + Artistic

Idylwyld Drive should be a street that celebrates our community culture and showcases our civic pride with its beauty, public art, and overall quality.

Stakeholder and Public Engagement Feedback

The preliminary priorities were presented to stakeholders and the wider public for comment. Stakeholders were asked to rank their top 3 priorities, while the public was asked to rank 5. Overall, there was a strong symmetry between stakeholder and public rankings among the top 3 priorities, while priorities 4-7 were almost mirrored lists. The table below compares the ranking feedback.






| | Online Public Survey | Stakeholder Workshop |
|---|-------------------------|-------------------------|
| 1 | Efficient + Predictable | Walkable + Human Scale |
| 2 | Safe + Accessible | Efficient + Predictable |
| 3 | Walkable + Human Scale | Safe + Accessible |
| 4 | Smart + Connected | Livable |
| 5 | Sustainable | Cultural + Artistic |
| 6 | Livable | Sustainable |
| 7 | Cultural + Artistic | Smart + Connected |

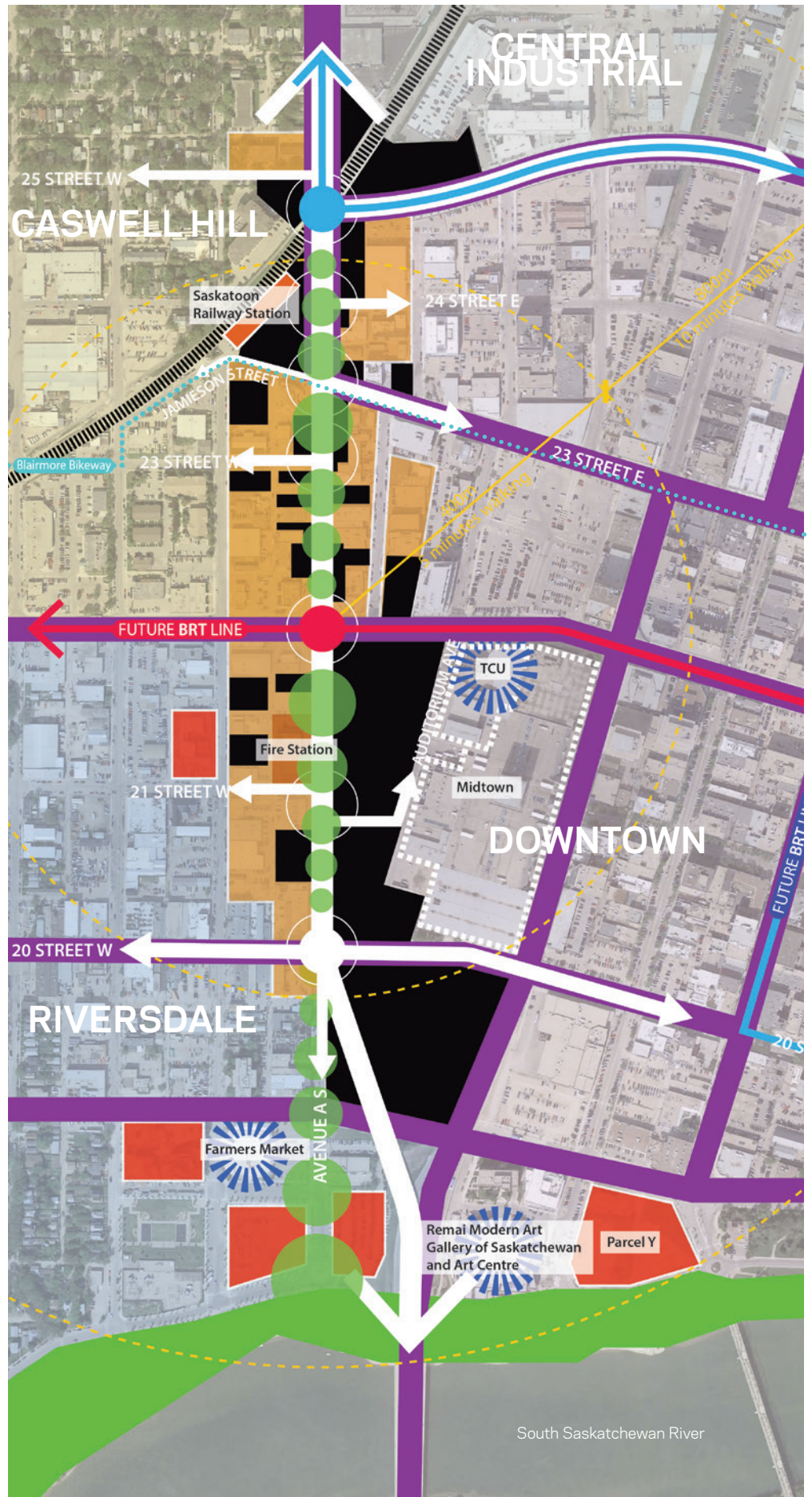
A number of comments from both stakeholders and the public identified that the intent of some priorities was not clear enough, and that most of the priorities were interdependent or, sometimes, interchangeable. For example, "Livable" could be taken to mean "Walkable + Human Scale", and "Cultural + Artistic" could be served through the "Sustainable" priority - if defined through a social sustainability lens. Generally, comments outlined the possibility for consolidating some of the priorities for additional clarity and focus. Full results are included in the Appendix.

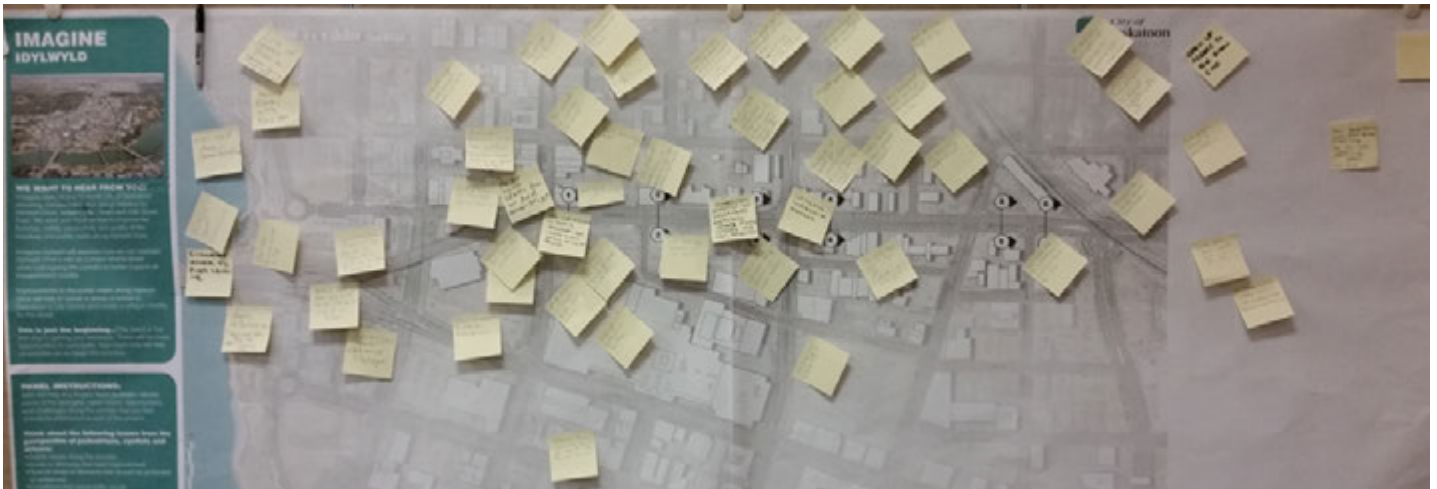
Steering Committee Meeting #2: Priority Consolidation

The Project Team presented these results and public and stakeholder feedback to Steering Committee. The Committee discussed incorporating the feedback in possible consolidations and edits to the corridor priorities - arriving at the final corridor priorities presented in Figure 3.6.

LEGEND

-  Mid- to Long- Term
Redevelopment
Opportunities
-  Fire Hall
Redevelopment
-  Infill Opportunities
-  New Developments
-  River Landing
-  Transit Route
-  Future Blue Line BRT
-  Future Red Line BRT
-  Gateway / TOD Node
Opportunity
-  Green Space and
Character Opportunity
-  Intersection
Improvements
-  Neighbourhood
Connection
Improvements
-  Community Node





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ISSUES & OPPORTUNITIES

Engagement efforts for *Imagine Idylwyld* have been very successful with high attendance at stakeholder workshop events and high online survey response rates - with over 2,800 completions and over 6,000 comments. Figure 3.6 illustrates high level Issues and Opportunities identified along the corridor by the public, stakeholders and Project Team. These findings are supplemented by "What We Heard" Statements established from thousands of public and stakeholder comments.

To ensure that the community voice guides the design of *Imagine Idylwyld* throughout duration of the project, the Project Team collected and categorized all of the comments received within the Area of Impact, as well as a small buffer area, into the three primary scope areas of the project:

- Transportation + Connectivity
- Land Use + Built Form
- Urban Design + Public Realm

These categorized comments were then reviewed and distilled into a series of succinct lists of "what we heard" statements which summarize key corridor issues and opportunities that were identified by the community to be addressed and tested by the Project Team in the design of the corridor. The statements are further categorized using the established corridor priorities to ensure that all design work contributes to building the community's vision for Idylwyld Drive.

| Marker Type | Times dropped | Percent |
|-------------------|---------------|---------|
| Needs Improvement | 1474 | 25.39% |
| Special Element | 517 | 8.90% |
| Traffic | 1464 | 25.22% |
| Public Transit | 287 | 4.94% |
| PedestrianCycling | 1062 | 18.29% |
| Safety | 1002 | 17.26% |
| Total | 5806 | |

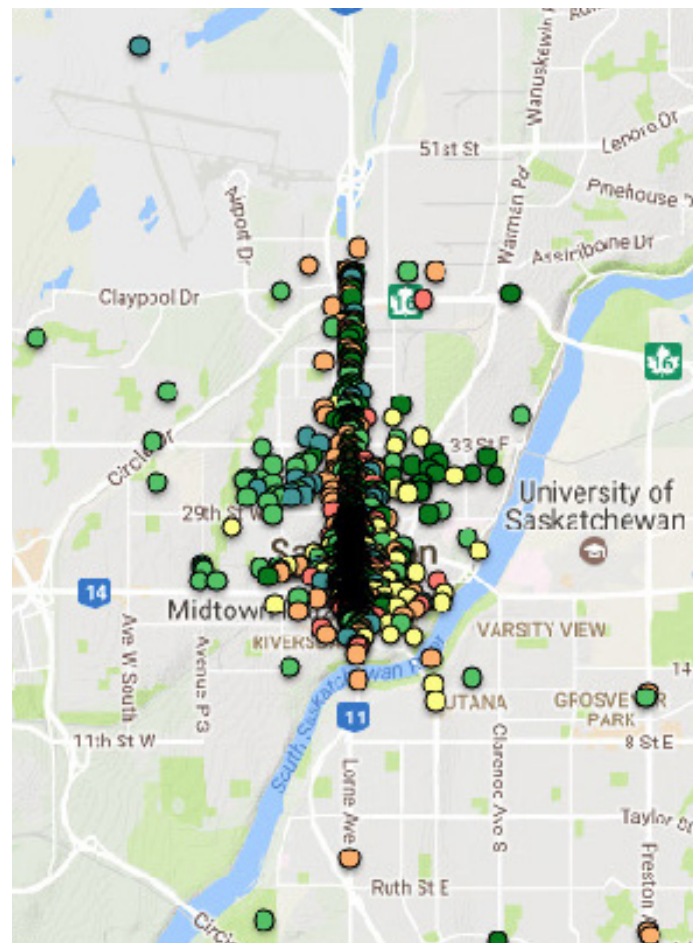


Figure 3.9: Online Survey and Workshop Results for Streetscape Character

WHAT WE HEARD

TRANSPORTATION + CONNECTIVITY

Efficient + Predictable

1. Improve lane alignment and continuity through the corridor.
2. Improve traffic flow for people driving cars and trucks.
3. Reduce the number of lanes on Idylwyld Drive if possible and free up space for pedestrians and active transportation.
4. Improve or remove the southbound left turn lane onto Auditorium Avenue.
5. Add left turn lanes, arrows, or restrict left turns in rush hour.
6. Allow people driving cars westbound on 20th Street to turn left onto the bridge.
7. Improve access to Avenue A.
8. Close some intersections to cars and trucks.
9. Open 21st Street West as a full intersection for cars.

Safe + Accessible

10. Remove the railway crossing (out of project scope).
11. Improve safety for all users at intersections.
12. Install grade separations.
13. Encourage people driving cars and trucks to keep below the speed limit.
14. Make it easier for people with disabilities to cross Idylwyld Drive to get to Midtown Plaza.
15. Remove, relocate or improve access to the Fire Hall.

Walkable + Human Scale

16. Make walking along Idylwyld more appealing and safer.
17. Make it easier to cross Idylwyld on foot, including reducing waiting time at the signals.
18. Make it safer to cross Idylwyld by bicycle.
19. Make it easier (or possible) to bicycle along Idylwyld.

Connected + Cultural

20. Improve the connection between 20th Street West / Riversdale and Midtown Plaza / TCU Place / YMCA / Warehouse District for people walking.
21. Encourage 24th Street as a pedestrian thoroughfare.
22. Ensure good access to future BRT stations and other transit stops.
23. Create a connection between the Idylwyld Bridge and River Landing to the rest of Idylwyld for people cycling.
24. Create a connection between Caswell Hill (25th Street West) and downtown for people cycling.
25. Improve the connection between 20th Street West / Riversdale and Midtown Plaza / TCU Place / YMCA / Warehouse District for people cycling.
26. Improve the connection between the 23rd Street East cycle tracks and the Blairmore Bikeway.
27. Consider truck access into the Midtown Plaza and the TCU Place in future planning.

Livable + Sustainable

28. Consider snow removal and possible off site snow storage sites as part of the design criteria.

WHAT WE HEARD

LAND USE + BUILT FORM

Efficient + Predictable

29. Redevelop surface parking lots with higher and better uses.
30. Create a “gateway” to Downtown and Riversdale at 20th Street and Idylwyld Drive by redeveloping the Toys “R” Us block.
31. Create a “gateway” development on the empty land on the north east corner of 25th Street E and Idylwyld Drive
32. Create a “node” or “gateway” development at the intersection of Idylwyld Drive and 22nd Street.
33. Relocate and/or redevelop the Fire Hall.
34. Redevelop the Karttrak Go-Karts site.

Safe + Accessible

35. Make the area safer with an “eyes on the street” approach to neighbourhood land use planning.
36. Redevelop North Woods Inn and North Gate Motel (out of project scope).

Walkable + Human Scale

37. Animate the street and public realm with active ground floor uses.
38. Provide community anchors such as grocery stores, libraries, recreation and community centres etc.
39. Create new parks and open spaces.
40. Make the downtown a place for Saskatonians to easily travel, live, work and play by creating a mixed-use corridor.

Connected + Cultural

41. Create a transit-supportive land use strategy that focuses density, mixed land uses and activities at transit nodes along the corridor.
42. Make sure land uses transition and connect the Idylwyld Drive corridor to the activities and culture of Downtown and 20th Street.

Livable + Sustainable

43. Create a land use and zoning policy framework that appropriately addresses and protects heritage districts, buildings, spaces and/or other heritage elements.
44. Create a socially equitable corridor by addressing housing affordability within the land use and zoning policy framework.
45. Ensure the indigenous community has its voice heard throughout the land use planning process.

WHAT WE HEARD

URBAN DESIGN + PUBLIC REALM

Efficient + Predictable

1. Create a consistent urban character and identity for buildings along the corridor.
2. Establish a consistent set-back condition.
3. Improve signage and wayfinding strategies throughout the corridor and to surrounding attractions.

Safe + Accessible

4. Make all crossings along Idylwyld Drive intuitive to navigate, safe and engaging for all users.
5. Improve urban safety through creative pedestrian lighting, “eyes on the street” neighbourhood design, and other CPTED measures.

Walkable + Human Scale

6. Put pedestrians first by encouraging walking along Idylwyld Drive with wide, protected sidewalks and a vegetated buffer between walkway and roadway.
7. Ensure that the design of built form is transit-supportive; with compact, walkable urban blocks and mixed-use mid-rise buildings that create a consistent frontage along the street and frame public open spaces.

Connected + Cultural

8. Ensure street design is transit-supportive, providing modern infrastructure, comfortable furnishings and amenities for transit users.
9. Integrate structured or underground parking facilities within new development.
10. 20th Street, 22nd Street and 25th Street are all “gateways” to River Landing, Riversdale, and Downtown and should create welcoming, beautiful and iconic arrival conditions.

Livable + Sustainable

11. Create a “green” street character with diverse street tree plantings and vegetation.
12. Creatively integrate heritage and the history of Saskatoon into the design of the streetscape.
13. Integrate sustainable design best practices into the design of streetscapes and built form.
14. Create a sophisticated “gateway” into Riversdale.
15. Creatively incorporate local and indigenous art and culture into the design of the streetscape.
16. Incentivize corridor improvements to help phasing and implementation.