

# SASKATOON

URBAN WITH A PRAIRIE HEART



# WELCOME TO THE HEART OF OUR CITY.

## URBAN WITH A PRAIRIE HEART

Those who live, work, play and do business in our City Centre know it as a vibrant, dynamic place that reflects who we are as a city:

### #roomtobreathe

- close to nature, with the river and horizon visible even in the centre of Downtown

### #spacetogrow

- full of potential, with opportunities for investment woven in among existing success stories

### #placetobelong

- connected to community, supporting our neighbours, both as residents and as fellow business owners



We are located on Treaty 6 territory and the homeland of the Métis. We pay our respect to the First Nation and Métis ancestors of this place and reaffirm our relationship with one another.



On Treaty 6 Territory and the Homeland of the Métis, the Downtown banks of the South Saskatchewan River have also been a traditional centre of commerce for Indigenous peoples. Earning the title “Hub City” during the early 20th century, Saskatoon continues to be the centre of Saskatchewan’s economic activity. 900,000 people



Statue at the base of the Traffic Bridge: Chief Whitecap advises John Lake, known as the founder of Saskatoon, to settle along the river.

live within a 2.5 hour drive, and come ‘to the city’ for shopping and services regularly.

Today we are one of Canada’s youngest cities, with growing technology and life sciences sectors adding to our more traditional resource-based and manufacturing economies. Venture capital investments

in the first half of 2019 topped \$32 million in Saskatchewan, with much of that investment happening right here. This city offers a mix of economic diversity, low business costs, a high quality of life and a sense of community that make it a perfect place for businesses and people to thrive.

## Message From the Mayor and Downtown Partners



**Charlie Clark, Mayor**

Downtown is where we live out so much of the story of Saskatoon. The beautiful South Saskatchewan River runs alongside the Downtown, connecting people who have lived on these lands over thousands of years. Business and culture come together here, showing the world our prairie grit and ingenuity. We’re an ambitious

and resilient city that punches above our weight and is willing to take on any challenge that’s before us. We have a strong vision for our Downtown, and we’re excited that you’re joining us on this journey.

### **Brent Penner, Executive Director, Downtown Saskatoon**

Downtown is the genuine heart of our city. Downtown contains landmarks, distinctive features, historic areas, and provides a unique sense of place. It is home to the performing and visual arts, boutique shopping, authentic restaurants, colourful events and festivals, and great hotels. In addition to being a key cultural and business hub, Downtown is a neighbourhood full of people who live and work here every day. It’s a vibrant, exciting place with a wonderful history, full of promise with a bright future ahead.

### **Todd Brandt, President & CEO, Tourism Saskatoon**

To capture the essence of a destination, visitors understand that you must seek out its centre. Saskatoon’s Downtown is filled with a diverse mix of experiences, from festivals and concerts to outdoor adventures. It is a place where you can discover the authentic soul of the city by stepping into one of our first class farm-to-table restaurants, experience rich Indigenous history and culture, modern art and prairie heritage — all within the heart of our city.

### **Alex Fallon, President & CEO, SREDA**

A city’s energy is best expressed by its downtown. For Saskatoon, that is a powerful alchemy of culture, community and optimism. Where else can you find thriving businesses just steps from tree-lined river paths, modern art next to natural prairie landscapes? Downtown Saskatoon offers everything you need, from dawn to dusk, culture to commerce. It’s not just the heart of our city, but also the meeting place for minds and the backbone to a thriving arts and food scene. There’s no better place in the world to grow.



# #roomtobreathe

Even in the heart of our city, nature is never far away. The river that runs through Downtown and the green, publicly accessible corridor that flanks it are a source of great pride for our citizens.

60%

60% of Downtown Saskatoon's neighbourhood is within a 5 minute walk of river trails.

Meewasin Trail offers 80 km of trails and multi-use pathways for cycling, jogging, cross country skiing and walking.

80 km

2,268 hrs

Saskatoon is one of the sunniest places in Canada, with an average of 2,268 hours of sunlight each year!

Cameco Meewasin Skating Rink at Nutrien Plaza

After traveling for seven years and living in several cities, I came home to Saskatoon to take a breath to decide what to do next — and stayed. I appreciate the pace, the open spaces, and the support of a community that cares about me. It's nice to not feel the hustle, the rush to the next thing that happens in bigger cities.

– Stephanie Yong,  
Design Thinking Consultant  
and Downtown Resident



I love driving, but I don't like car commuting. I walk or bike to and from work on Broadway, and it's a relaxing, scenic commute, a moment to decompress at the end of the day. I love the trails on the river, and do lots of mountain biking. It's easy to get a 20k ride in across the bridges.

– Sasha Kisin,  
Engineer, Mountain Biking Enthusiast  
and Downtown Resident



The students in the Ecoquest Experiential Grade 8 Program recently met around a campfire just out of the shadow of the Bessborough Hotel on a snowy December afternoon and were greeted by a fox. A rare interaction of natural and urban elements that most mid-sized cities will not experience.

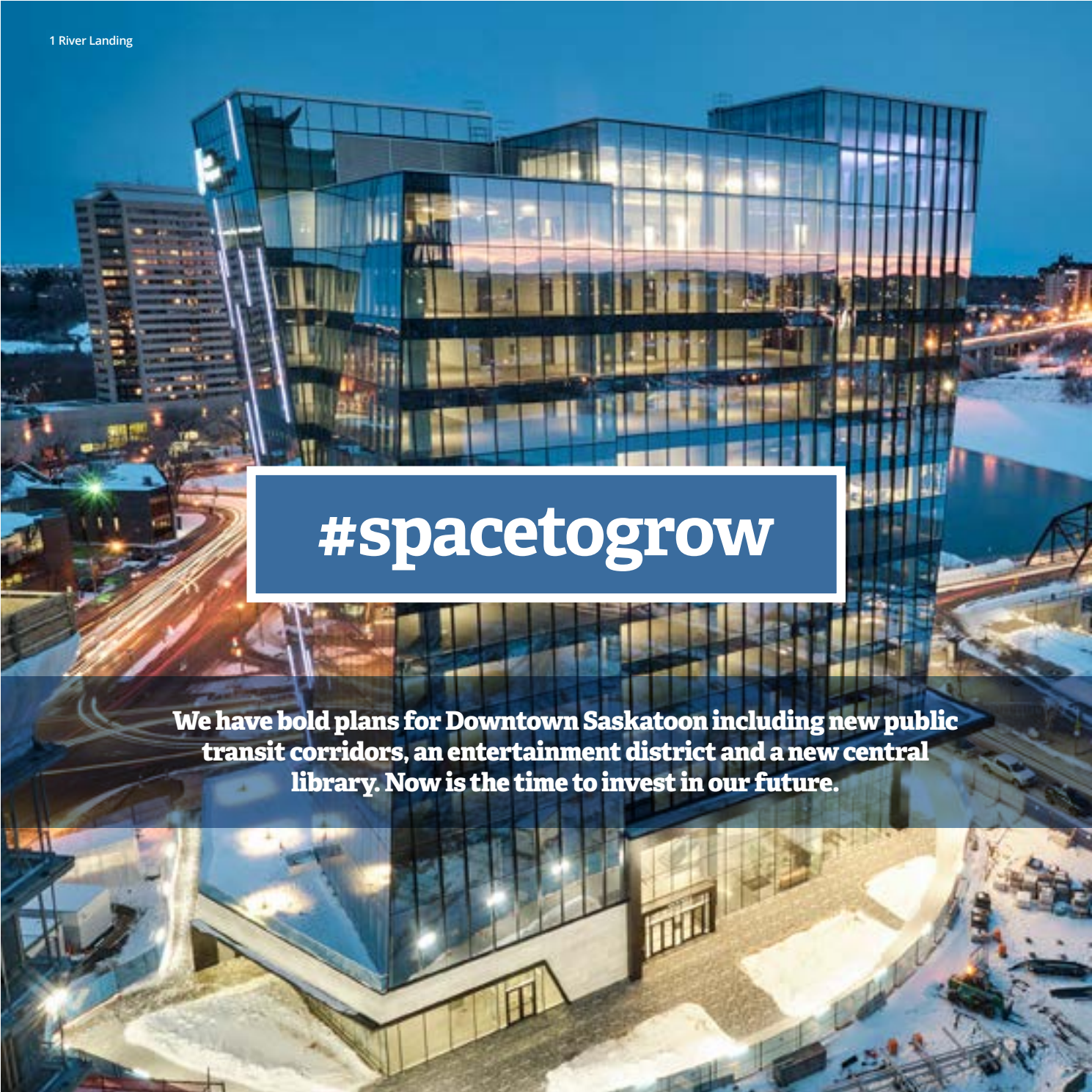
– Tyler Rittinger, Ecoquest Teacher

I want to be close to work, and I didn't want to have to buy a car in my first year in Canada. I was looking for more space, and loved the connection with nature you get in Saskatoon's Downtown. I had an offer in Toronto as well, but I chose Saskatoon because of the lower cost of living and because Saskatoon is less crowded. I love the clean air here.

– Ruth Munoz,  
Developer at Vendasta, arrived from Buenos Aires with her husband in January, 2020







#spacetogrow

We have bold plans for Downtown Saskatoon including new public transit corridors, an entertainment district and a new central library. Now is the time to invest in our future.



Concept for 23rd Street from City Centre Plan

You can work in the hub of the city without the steep price tag!

We see a city that is keeping its youth and with that an opportunity is available to Saskatoon to enhance the vibrancy of their downtown by creating a live, work and play environment that you see in other urban centers.

We have responded to that opportunity by creating Saskatchewan's first mixed use development offering innovative and unique architecture as well as world class indoor and outdoor amenities that the workforce of Saskatoon has been waiting for.



– Blair Sinclair,  
EVP Investment & Development,  
Triovest Western Canada

It would have been more economical to knock down the old building and start from scratch. We decided that we wanted to preserve our heritage. Our building at 301 1st Ave N is a real gem. It will be an amazing event centre space. There are so many windows, and the warmth of historic wood beams and brick give this gem a special character that will put it in a category of its own. In addition, we're on the edge of the warehouse district and we hope this building serves as a catalyst to the rest of the district.

– Gayle MacDonald, Legacy Land, Inc;



A higher density will help bring downtown alive, and we're excited to design a landmark building available for rent that is right on the river. Our culture has shifted over the years from a focus on the suburbs to living in more densely populated areas, living in close proximity to friends and going out to do things. People want to go where the people are.

– Karl Miller, Meridian Development



Of \$114 million  
of venture capital  
investment in  
Saskatchewan  
in 2019,  
**\$107  
MILLION**  
was invested in  
Saskatoon.



Design rendering of Midtown Commons

**Downtown Saskatoon is already a destination for visitors from across the Province, but the completion of Nutrien Tower and our expanded retail offerings in a few years will only enhance the experience of our national and international visitors. – Terry Napper, Regional Manager, Saskatchewan & Northern Alberta, Cushman & Wakefield , Midtown Shopping Centre.**



TCU Place – 35 22nd Street East

A Downtown event and entertainment district, centred on a new arena and convention centre, will catalyze new development and help ensure that our Downtown remains the centre and heart of the financial, administrative, cultural and commercial activity of the city and region. This transformative project has the potential to create a well-connected district within our Downtown that combines these anchor facilities with high quality public spaces and new opportunities for residential living, offices, dining and retail.

– Brent McAdam,  
City Centre Planner, City of Saskatoon



**Saskatoon is building a new downtown public library that will continue to fulfill its vision to change lives through community connections, engagement and inclusivity.**

A new central library is fundamental to delivering on SPL's vision to change lives through community connections, engagement and inclusivity, and a critical piece of our long-term plan to address the growth of our city and increased service demands. We're excited to deliver a new central library that will be infused with the spirit of our community, demonstrate our commitment to reconciliation and be a source of inspiration and pride for everyone who calls Saskatoon home.

– Carol Cooley,  
CEO, Saskatoon Public Library



Hybrid electric bus

Bus Rapid Transit (BRT) will make downtown more accessible to residents, with more viable options to get to and from downtown. All the major BRT lines lead downtown. We will have high-frequency, highly reliable service, connecting corridors through the downtown and leading out to other areas in the city.

BRT is a big part of the City's overall growth plan. Across North America, evidence shows that when cities invest in high quality transit and support transit-oriented development, private investment follows. We'll be moving toward a new land use policy and developing zoning districts to allow more intensive development along the BRT corridors.

– Chris Schulz,  
Manager of Planning Project Services, BRT,  
City of Saskatoon



McLean Block – 263 3rd Avenue South

**Re-adapted heritage properties reflect a vibrant active downtown core neighbourhood that respects, values and integrates past and present. Working together, under a lens of innovation and compassion, is essential to our continued progress.**

– Janis Hutton,  
wellness coach at  
Stanford University  
and co-owner of  
McLean Block



LEGEND

- MEEWASIN TRAIL
- PROTECTED BIKE LANES
- PLANNED PROTECTED CYCLING NETWORK
- BOAT LAUNCHES
- ART GALLERY
- COFFEE SHOP
- FLOWER SHOP
- ICE CREAM
- SHOPPING
- SASKATOON CARSHARE
- TOURISM SASKATOON
- POLICE STATION
- HOTELS
- OEV CHARGING STATIONS AT MIDTOWN UNDERGROUND PARKING
- DOWNTOWN SASKATOON BID
- PLACES OF INTEREST

Districts

- 1. WAREHOUSE DISTRICT
- 2. RIVER LANDING
- 3. ENTERTAINMENT DISTRICT
- 4. DOWNTOWN DISTRICT
- 5. SPADINA
- 6. CITY HALL

BRT Routes

- BLAIRMORE/BRIARWOOD
- CONFEDERATION/ UNIVERSITY HEIGHTS
- LAWSON/STONEBRIDGE



A Place to Belong.

Downtown is a Saskatoon neighbourhood like any other — with the added benefit that all the districts that make up the heart of our city are right outside your door.



1. Warehouse District

Historic brick buildings are being snapped up in a renewal of Downtown, with new office buildings, residences and event spaces creating an up and coming district.



4. Downtown District

This historic corridor offers early 20th century architecture, our iconic Bessborough Hotel, numerous businesses and restaurants. The Midtown Shopping Centre serves as an anchor of the core's economic activity.



2. River Landing

This is our city's front yard, with space for families to gather and play and citizens of all ages come together to attend cultural performances and art exhibitions.



5. Spadina

One of our city's most scenic walks and the site of many festivals and links to Meevasin Trail. Connect with nature and the beautiful South Saskatchewan River within minutes of downtown amenities.



3. Entertainment District

While our entertainment district is always evolving, the clubs, restaurants and leisure activities available on 2nd Avenue offer a sneak peak of what is to come. Watch for announcements of a downtown arena that will enliven the city even more.



6. City Hall

Our city's administrative hub is easily accessible to citizens. Our administrators hold an ambitious vision for our Downtown's future.



Sasktel Saskatchewan Jazz Festival at Bessborough Gardens

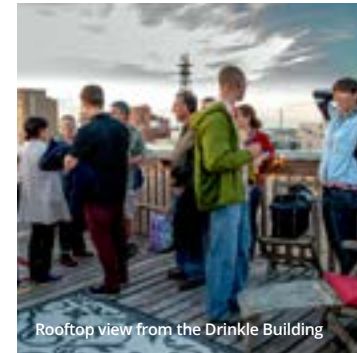
## #placetobelong

**Downtown is like any other Saskatoon neighbourhood—we get to know our neighbours. We look out for one another. It's what makes this place feel like home.**

**\$19.49**  
average cost per  
square foot for  
downtown office rent

**900+**  
Federated Coop  
Limited employees  
work downtown

**44**  
summer events  
& festivals  
in 2019



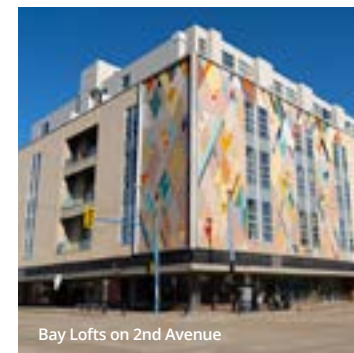
Rooftop view from the Drinkle Building

It's obvious to me why I live here. I can exist entirely downtown. I don't have to have a car — I have a cart that I use to carry my gear to my next gig, even in winter. I haven't owned a car since I moved downtown. Take that, carbon footprint!

Our downtown comes alive in the evenings. I can have an amazing night and not leave

2nd Avenue—you can go there for drinks, dinner, a movie, games night, or any combination you like.

– DJ Charly Hustle,  
Downtown Resident, Drinkle Building



Bay Lofts on 2nd Avenue

**We are loving downtown living. The greatest surprise is that you really are part of a neighbourhood, from shopkeepers who recognize us on dog walks to daily small chats with neighbours at the elevators. For my teen, her friends enjoy visiting because there are always things to do. We enjoy the river valley daily. I work on campus so my commute is a walk or bike ride over the bridge most of the year and a bus ride for a few cold months.**

– Janice L. Braden, downtown resident and University of Saskatchewan employee



“Our mission is to serve local business—we’re fighting for the little guys. We serve and empower local businesses—which are the lifeblood of the economy and our communities—to thrive in the digital economy. Staying downtown lets us embody our mission.



Choosing downtown for our headquarters is also about our people. They want to live somewhere small enough to be able to afford to make a home, but large enough to provide all the amenities. People from other countries come to Vendasta for their careers, but Saskatoon really seals the deal — to be able to live in vibrant place that is also safe and with a reasonable cost of living.

– Jacqueline Cook,  
Chief Strategy Officer,  
Vendasta Technologies



Everyone is so supportive downtown. We're all small businesses on 2nd Avenue and it really makes it feel like a community. Amazing how many servers, bar staff and other owners come here and support us. Visitors to the city ask for recommendations of other places to go, and we send them to other small businesses that are doing one-of-a-kind things.

– Jason Stroham and Cher Diller, Owner/Operators of St. Tropez Bistro and Parlor Speakeasy



Patio at Farmers' Market Building



Traffic Bridge

Planners and urbanists talk of the sustainability and liveability of a 20 minute city - where one's daily needs and interests are within a 20 minute walk. Living on the edge of downtown Saskatoon allows us to work and play within that context. We wouldn't want to experience our city any other way.

– Krista Sego, Nutana Resident

# 70 Vendasta Employees

of 350+ live downtown!

I connected more with downtown than other parts of the city because it's so dynamic. There are lots of options to explore—restaurants and stores—I love going for a walk and discovering new things. I also love exploring along the river. It's easy to fall in love with this city.

– Andrea Saraiva, Developer at Vendasta, moved to downtown Saskatoon from Rio de Janeiro in September 2019



The new office towers, Alt Hotel and condos at River Landing—combined with the Remai Modern Art Gallery and the Perspehone Theatre right across the street give Saskatoon the best downtown development of any city in North America. I love it so much, I bought a condo and plan to move there. – Kent Sutherland, Principal, KSA Group Architecture



River Landing East Tower



We may be the largest customer of downtown hotels – not a week goes by that we don't hold a meeting, training session or celebration which brings in people from out of town. We are proud to show off our downtown to people from all over Canada – and this place holds up. We get to be not only residents of downtown, but also hosts.

– Carey Tufts, Director, Marketing and Communications Strategy Federated Co-operatives Limited

There is a certain energy that comes with being located in a city centre and our downtown campus is right on that pulse. Saskatchewan Indian Institute of Technologies (SIIT) is a major contributor to the culturally vibrant landscape of Saskatoon- with staff and students representing 74 First Nations, Metis, Inuit, and non-Indigenous people. Our students are engaged in trades, industrial, business, IT, health, community studies, and adult basic education programs. They are accessing employment services at our Career Centre. We look forward to a bright future downtown and the many opportunities that it offers our alumni.



– Riel Bellegarde, President & CEO, Saskatchewan Indian Institute of Technologies

Located on Treaty 6 Territory and the Homeland of the Métis



Mimo Pimatiziwin (A Good Life) painted by Emmanuel Jarus on the side of the First Nations Bank of Canada building





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This publication is the result of a partnership between the City of Saskatoon, Tourism Saskatoon, Saskatoon Regional Economic Development Authority, and Downtown Saskatoon.