



# CORRIDOR PLAN AREA PRIORITIZATION

**Engagement Summary**

February 5, 2026



# ENGAGEMENT SUMMARY

In January 2026 the City of Saskatoon engaged community members to gather feedback on the prioritization of the remaining eight Corridor plan areas.

*We asked and listened on the following topics:*



- **Which of the eight remaining Corridor Plan areas is most important** for the City to work on next?
- **Market demand for multi-unit development** in each of the Plan Areas

## 1 BACKGROUND

In 2020, developers and realtors were surveyed to help determine market demand in the Corridor Plan Areas. This information was used as one of the criteria to determine the first two Corridor Plan areas as the College Corridor and Nutana Corridor. The College Corridor Plan was approved by Council in November 2025 and work on the Nutana Corridor Plan is currently underway. For this round of plan area prioritization, modifications were made to the survey, including the addition of the general public to better assess market demand. Administration has committed to report back to City Council on the next plan area in Q1 of 2026.

From January 7-21<sup>st</sup>, 2026, an online survey was shared with the broader community and the development community to gather feedback on interest in and market demand for development of each Corridor Plan Area. The survey was available on the project’s Engage page and shared through email invitations and the Corridor Planning e-newsletter.

This document summarizes feedback received from the survey.

### 1.1 Engagement Goals

The engagement goals for the Corridor Plan Area Prioritization were to:

1. **Inform:** Provide clear, transparent communication about project timelines and decision points, reporting back on what we have heard and how feedback will be used.
2. **Ask:** Gather feedback on which of the plan areas the City should prioritize next, including challenges, concerns and opportunities.

# 1.2 Engagement Participants

## Development Community:

- ⊕ Residential and commercial developers
- ⊕ Housing development organizations
- ⊕ Realtors and realtors association
- ⊕ Development-related professionals such as architects

## Broader Community:

- ⊕ Residents of Saskatoon
- ⊕ Community organizations and service providers
- ⊕ Indigenous rightsholders and organizations
- ⊕ Newcomer organizations
- ⊕ Active Transportation groups

# 2 ENGAGEMENT ACTIVITIES

Table 1: Summary of engagement activities

Participants	Activity	Timeframe	Participants
Development community, General public	Online Survey	January 7 <sup>th</sup> – 21 <sup>st</sup> , 2026	364
<b>Total Survey Respondents:</b>			<b>364</b>

## Marketing Techniques

The following techniques were used to promote the engagement activities:

1. City Website
  - a. The Engage Page included information about the project and a link to encourage participation in the online survey.
  - b. Internal advertising included correspondence to Mayor and Council, and Engagement calendar alerts.
2. Social Media
  - a. Posts to Facebook publicized the online survey.
3. Email
  - a. Emails were sent to identified developers, development organizations, residents, and community organizations outlining the purpose of the project and encouraging them to complete the survey.
4. E-Newsletter
  - a. Two emails were sent out to all Corridor Planning Program newsletter subscribers.

## 2.1 Survey

An online survey was conducted through January 7<sup>th</sup> – 21<sup>st</sup> 2026 to gather feedback on the eight remaining plan areas. The survey was available on the project Engage Page. A total of 364 responses to the survey were received, 24 from the development community and 340 from the general public.

Survey responses were analyzed both quantitatively and thematically to group concerns and comments using Excel and M365 Co-Pilot. Results were reviewed and verified by the engagement team.

### Questions we asked:

- How important is it that each plan area is completed next?
- How would you rate market demand for each plan area?

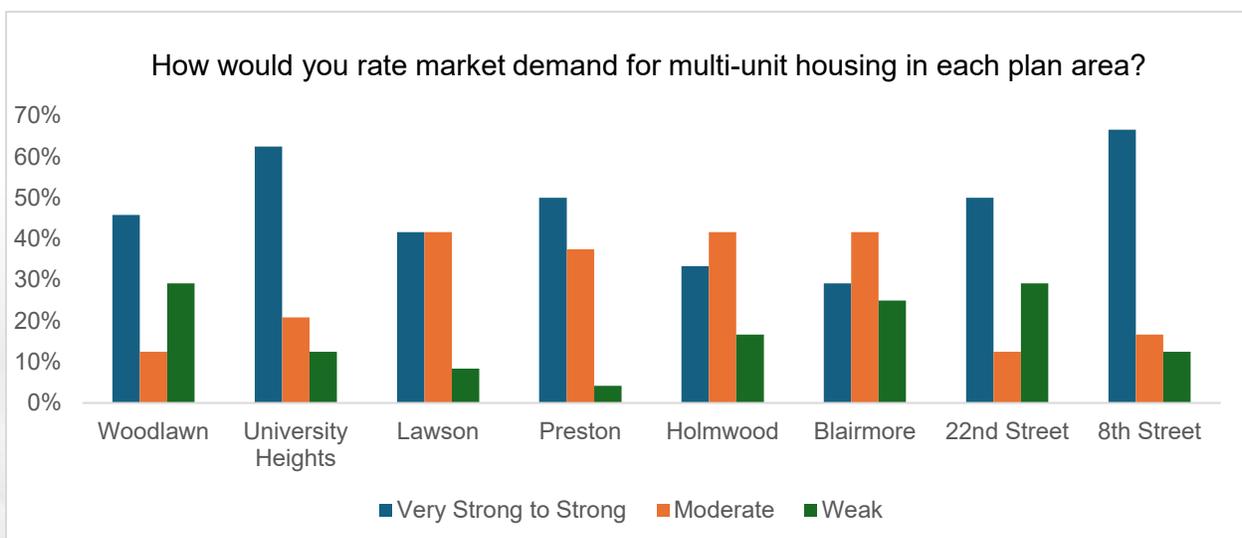


## What We Learned

### Development Community

Respondents who design or develop new residential units or work in related industries like real estate or architecture were asked different questions from the general public. These respondents were asked to rate market demand for multi-unit housing in each of the eight plan areas, identify which area presents the strongest near-term development opportunity and indicate their interest in developing in each plan area in the next five years.

Market Demand: The survey results indicate that the 8<sup>th</sup> Street Plan area had the highest market demand for multi-unit development with the largest number of responses for “very strong to strong” followed by University Heights.



Near-term Opportunity: According to respondents, 8<sup>th</sup> Street represented the **strongest near-term development opportunity for multi-family housing**, while 22<sup>nd</sup> Street and University Heights were the next strongest plan areas in terms of near-term development opportunity.

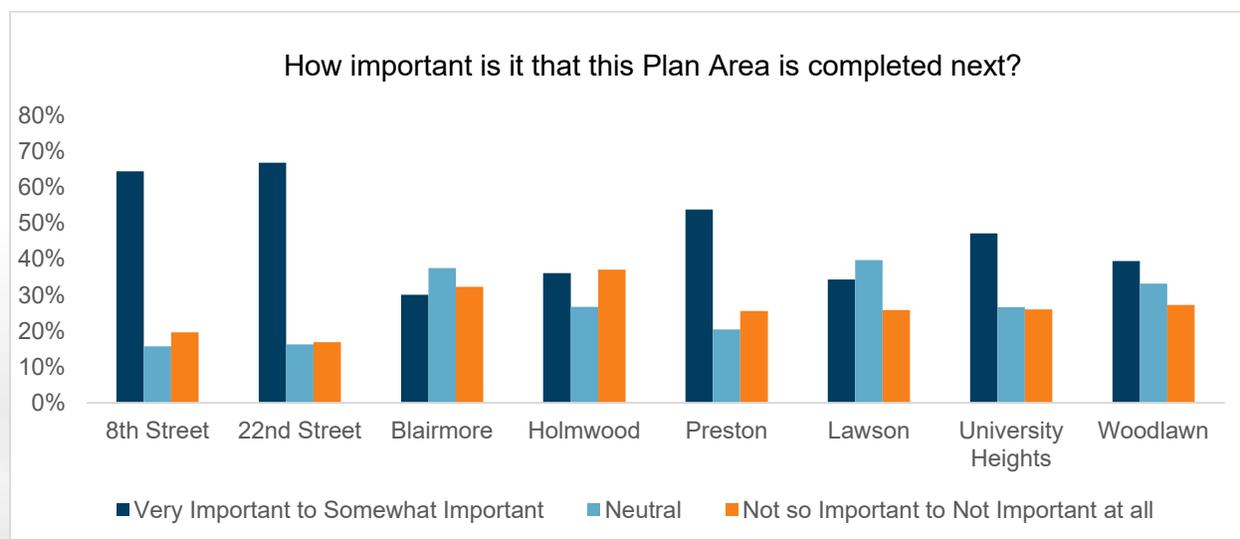
Desire to Pursue Development: 8<sup>th</sup> Street also saw the strongest desire to **pursue multi-unit development in the next five years**. Followed by Holmwood, University Heights, Lawson, and 22<sup>nd</sup> Street plan areas that demonstrate moderate interest in the next five years.

Top themes raised by development community respondents included:

- The need to address safety concerns, homelessness and buyer perceptions about living directly on arterial corridors
- Identifying streets adjacent to major arteries or “sectors within sectors” as most desirable for development
- Working “inside out” from the core neighborhoods inside Circle Drive first
- Importance of addressing west-side neighborhoods so development is not concentrated on the east side of the City
- Concerns about the need for and cost of Corridor Planning program overall / the Link rapid transit system

## Broader Community

Community respondents were also asked to rate each of the plan areas based on how important it is that they are completed next. 8<sup>th</sup> Street and 22<sup>nd</sup> Street were the most popular responses, with 213 and 218 respondents indicating these plan areas were very or somewhat important to complete next.



## Top Plan Areas

Comments related to the top two plan areas included:

### *8<sup>th</sup> Street*

- This is a highly used area with lots of traffic, access to services and existing pedestrian users
- Area seems built for cars and is in need of better pedestrian amenities, green space, parks, etc.
- Respondents noted the connection to the university as a key component of this plan, as well as connecting to the Nutana and College plan areas

### *22nd Street*

- Equity was a key consideration for many respondents that noted this area is highly used and represents lower income walkers and bus riders
- Close to the City's core and desire for 'inside out' development from the core expanding into outer neighborhoods
- Concerns about safety, revitalization and buyer perceptions in the plan area

Other comments included:

- Concern about the cost of corridor planning and/or opposition to transit-oriented development and the Link system
- Desire for 'inside out' development that considers neighborhoods closest to Downtown / the core first and then expands outwards
- Desire to focus on core/existing neighbourhoods first rather than future build out
- Importance of developing active transportation facilities for walkers and cyclists
- Safety concerns about highway traffic and interchanges
- Ensuring proper active transportation and transit connections are built into the design of future neighbourhoods
- Need for an overpass / proximity to rail crossing

## 2 NEXT STEPS

A report on the Corridor Plan Area Prioritization will be presented to City Council in early 2026. For more information about the project and when the report will be presented to City Council, please visit the [Engage Page](#).