

# Business Profile

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A full-colour version of this publication is available online at [www.city.saskatoon.sk.ca](http://www.city.saskatoon.sk.ca).

## Inside this issue:

The Business License Program is currently reviewing land use issues surrounding pawn shops – public perceptions and how their concentration impacts the development potential of the surrounding community  
more on .....page 2



A Bi-annual Publication of Business Information for the City of Saskatoon

## Neighbourhood Commercial Centres

The design of two new neighbourhoods currently being planned for Saskatoon will provide a favourable setting for certain types of commercial development within the neighbourhood centres.

Hampton Village, located north of the Dundonald and Westview neighbourhoods, is scheduled for development in late 2004.

The Willowgrove neighbourhood, which is located in the University Heights area, began servicing in the spring of 2003 and lot development is already underway.

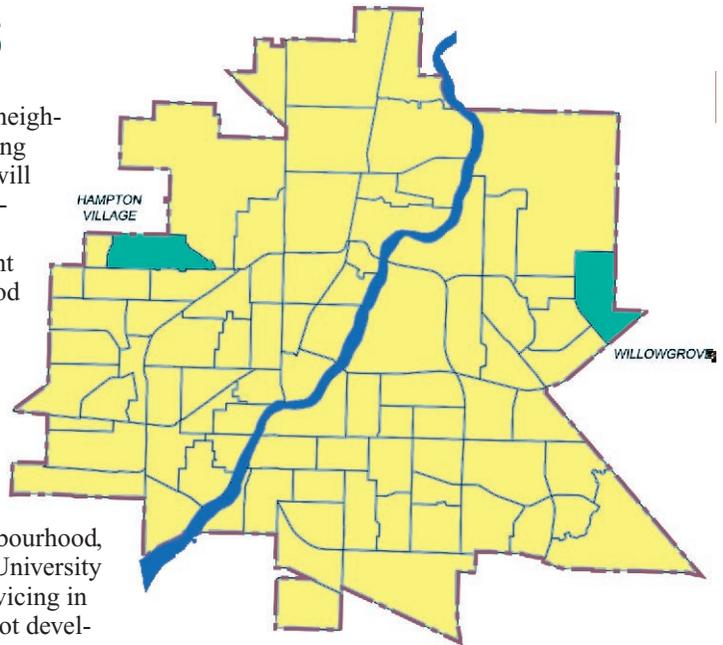
The design of these new neighbourhoods incorporates a mixture of neo-traditional concepts and conventional suburban design. Each neighbourhood will include a village centre as its main focal point for business services. Some of the features to be located in and around the village centres will include single and multi-unit dwellings, an integrated community centre, a village square park, as well as neighbourhood commercial sites.

The commercial sites at the village centre will provide a unique opportunity for businesses that choose to locate in these

new neighbourhoods. The commercial sites will be at the centre of the new neighbourhood and will serve the daily needs of the community. With over 2.5 acres of land available for commercial development in each neighbourhood, there will be room for a number of different businesses to locate in each area.

The village centre will be within a reasonable walking distance for most residents. The proposed linear park systems will also provide a pleasurable environment for residents to walk to the neighbourhood commercial services.

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# Pawn Shop Review

The Business License Program is currently reviewing land use issues surrounding pawn shops, including their location and concentration in Saskatoon. The review was requested by City Council in response to concerns raised by various community groups, including the Riversdale Business Improvement District (BID) and the Pleasant Hill Community Association, and to recommendations made in the Pleasant Hill Local Area Plan.

The main issues are the public perception associated with pawn shops and how their concentration impacts the image and development potential of the surrounding business and residen-

tial community. The goal of the review is to provide policies to reduce the concentration of pawn shops over time and to help contribute to a positive image of the business and residential community in the City, and the Riversdale BID area in particular.

The Business License Program has reviewed the issue, researched how other municipalities have managed pawn shop location and concentrations, and discussed the issues and options with the various stakeholders. Representatives from the Business License Program held a public meeting in late-August 2003 to discuss the various options available. The options

presented to the community included limiting the number of pawn shops in Saskatoon as a whole, requiring a minimum separation distance for pawn shops, or taking no action at this time and continuing to monitor the situation over time.

The proposed changes are not intended to affect existing licensed pawn shops. The goal is to make changes in existing areas over time and to ensure further concentrations do not occur elsewhere in the City.

The Business License Program is currently reviewing input received from the community and revising the proposal accordingly. Some of the recommendations made by the community are outside the jurisdiction of the Community Services Department. However, these items will be forwarded to the appropriate agencies. It is anticipated that the revised proposals will be presented to City Council in early 2004. 🍀

## Check Out These Websites

**City of Saskatoon**  
[www.city.saskatoon.sk.ca](http://www.city.saskatoon.sk.ca)

**The Saskatoon & District Chamber of Commerce**  
[www.eboardoftrade.com](http://www.eboardoftrade.com)

**Saskatoon Regional Economic Development Authority**  
[www.sreda.com](http://www.sreda.com)

**North Saskatoon Business Association**  
[www.nsba-sk.com](http://www.nsba-sk.com)

**Saskatchewan Home Based Business Association**  
[www.shbba.sk.ca](http://www.shbba.sk.ca)

**Canada-Saskatchewan Business Service Centre**  
[www.cbbsc.org/sask/](http://www.cbbsc.org/sask/)

## Neighbourhood Commercial Centres

*continued from page 1 . . .*

Hampton Village and Willowgrove will offer distinctive shopping and business experiences. For instance, stores in Willowgrove will abut the sidewalk, and will be architecturally compatible with the neighbourhood. This design

is intended to develop a shopping experience much like that of Broadway Avenue, except on a smaller scale.

This design concept is very conducive to the development of coffee shops, convenience stores, boutiques, galleries and health clinics. This range of business opportunities in Hampton Village and Willowgrove will allow these communities to maintain a viable economic core, and will provide a more sustainable community.

Conventional neighbourhoods often have a growth and decline cycle that makes it difficult to sustain a successful business district over the long term.



The population and housing diversity designed into the Hampton Village and Willowgrove neighbourhoods will help to ensure the continued sustainability of these new communities.

The future looks bright for these two new additions to Saskatoon. The Hampton Village and Willowgrove neighbourhoods will provide a wide range of housing choices and economic opportunities.

If you would like additional information about these new neighbourhoods, call the City of Saskatoon Land Branch at 975-3278. 🍀