
University Sector Plan – Communication and Engagement Strategy

Recommendation

That the report of the General Manager, Community Services Department, dated November 5, 2018, be received as information.

Topic and Purpose

The purpose of this report is to provide information regarding the engagement and communication approach for the proposed University Sector Plan. The University Sector Plan is intended to facilitate future development within the University of Saskatchewan's endowment lands.

Report Highlights

1. The communication and engagement approach for this project will create multiple points for technical input and public comment on the development of the University Sector Plan (Plan).
2. Key project decisions and opportunities to provide input for the Plan include connections, land use transition, land use mix, amenities, natural features, open space, the draft Plan Report, and the final Plan Report.
3. A stakeholder registry has been developed and stakeholders have been classified based on levels of involvement and potential impact of the project.
4. A diverse range of communication and engagement tactics will be used to bring the project to stakeholders' attention. Communication and engagement activities are expected to occur throughout the next year (October 2018 through late 2019).

Strategic Goals

This report supports the City of Saskatoon's (City) Strategic Goals of Sustainable Growth, Moving Around, and Quality of Life by ensuring development of complete communities in areas that are characterized by multi-modal connectivity, a mix of land uses and housing types, and accessible amenities.

Background

Sector Plans serve as a development framework for future growth and are based on the policies contained within Official Community Plan Bylaw No. 8769. Sector Plans typically include the location and size of future neighbourhoods, arterial road alignments, employment areas, parks, and significant natural areas. *The Planning and Development Act, 2007*, requires that Sector Plans and any amendments be approved by City Council.

An information report was presented at the June 13, 2018 Standing Policy Committee on Planning, Development and Community Services regarding the development of the

Plan. The report outlined the initiative between the City and the University of Saskatchewan (University) to create a framework that facilitates future development within the University's endowment lands. It was resolved:

“That Administration report back on the engagement process overall and with adjacent neighbourhoods for the Committee's information.”

Report

The City and the University are developing the Plan to guide anticipated growth in the University endowment lands (Location Map provided in Attachment 1). The City and the University have developed engagement objectives and activities, an overall approach, and communication tactics and timing that will be used to implement the engagement process and enable residents and stakeholders to provide input on the Plan.

Approach

The engagement approach will create multiple points for technical input and public comment on the development of the Plan. Implementing this approach requires engagement activities and communication tactics that will:

- provide a forum for receiving input and comment on technical data, information, and ideas;
- facilitate a collaborative approach for identifying issues, opportunities, and ideas;
- pursue a growth focus that respects the independence of established neighbourhood areas; and
- receive broad public input to validate the approach in the Plan.

Engagement and communication efforts will be undertaken in accordance with the International Association of Public Participation best practices. This flexible approach to public participation allows for levels of engagement to vary through different project phases, and be tailored to different participating audiences.

Project Input and Decisions

In accordance with the International Association of Public Participation spectrum, the proposed engagement activities correspond to the level of participation by stakeholders for each key project decision. Key project decisions and opportunities to provide input include:

1. Connections – Identify important connections to preserve and create new connection opportunities, including to and from:
 - a) established neighbourhoods;
 - b) the University main campus;
 - c) newly developed neighbourhoods within the endowment lands;
 - d) the South Saskatchewan River; and
 - e) other major focal points and areas within the city.

2. Land Use Transition and Land Use Mix – Identify the appropriate land use transition and land use mix between established neighbourhoods and newly proposed developed neighbourhoods within the endowment lands.
3. Desired Amenities – Identify what amenities may be beneficial to be located within newly proposed developed neighbourhoods within the endowment lands, which could serve the larger surrounding community.
4. Natural Features and Open Space – Identify opportunities to protect natural spaces, or the need and value for open space within the newly proposed developed neighbourhoods within the endowment lands, which could serve the larger surrounding community.
5. Draft Sector Plan Report – Feedback and input regarding a draft Plan Report, including a draft Plan Land Use Map, and draft policies to guide land use and development within the Plan area.
6. Final Sector Plan Report – Feedback and input regarding the finalized draft material, in advance of approval of the final Plan report.

Public and/or Stakeholder Involvement

The City and the University have compiled a stakeholder registry and classified the stakeholders based on levels of involvement and potential impact of the project, as shown in Attachment 2. As the project progresses, the stakeholder registry will be regularly updated based on feedback and suggested inclusions.

Communication Plan

A diverse range of communication and engagement tactics will be used to bring the project to stakeholders' attention, and educate the public about the need for a Sector Plan within this area. The main communication and engagement tactics used are described within Attachment 3, along with a preliminary timeline of described activities. Initial key messages and question and answers for the project will be distributed through the City's website and correspondence with stakeholders, as described within Attachment 4. Further detailed tasks pertaining to engagement activities and communication tactics will be added throughout the development of the Sector Plan, as tasks are further refined.

Other Considerations/Implications

There are no options, policy, financial, environmental, privacy, or CPTED implications or considerations.

Due Date for Follow-up and/or Project Completion

The Administration will prepare reports to the appropriate committees and City Council at major milestones throughout the Plan process.

Public Notice

Public notice pursuant to Section 3 of Policy No. C01-021, Public Notice Policy, is not required.

Attachments

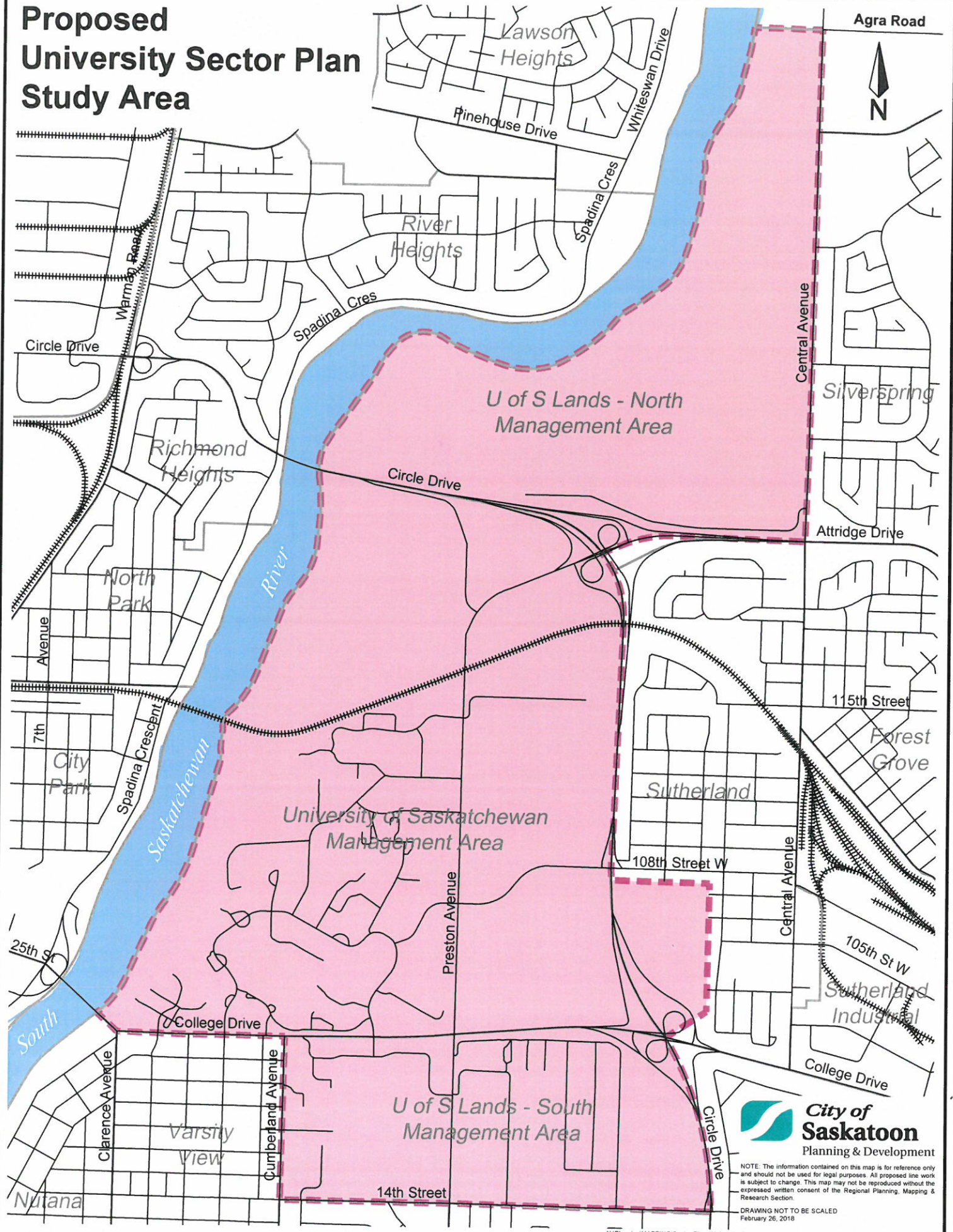
1. Proposed University Sector Plan Study Area
2. Stakeholder Registry
3. Communication and Engagement Tactics
4. University Sector Plan Partner Messages and Question and Answer

Report Approval

Written by: Ian Williamson, Senior Planner, Planning and Development
Reviewed by: Lesley Anderson, Director of Planning and Development
Approved by: Randy Grauer, General Manager, Community Services Department

S/Reports/2018/PD/PDCS – University Sector Plan – Communication and Engagement Strategy/ks

Proposed University Sector Plan Study Area



City of Saskatoon
Planning & Development

NOTE: The information contained on this map is for reference only and should not be used for legal purposes. All proposed line work is subject to change. This map may not be reproduced without the expressed written consent of the Regional Planning, Mapping & Research Section.

DRAWING NOT TO BE SCALED
February 26, 2018

STAKEHOLDER REGISTRY

STAKEHOLDER	INVOLVEMENT
Residents of Saskatoon, including the University of Saskatchewan Community	<ul style="list-style-type: none"> • Public information throughout the process; • Open house consultation; and • Communication through City Council and Committee reports, media, webpage, and notifications.
Landowners within the Sector Plan Boundary	<ul style="list-style-type: none"> • Ongoing information and consultation.
Saskatoon City Council University of Saskatchewan Board of Governors	<ul style="list-style-type: none"> • Ongoing information and consultation; and • Provides ultimate approval of the Sector Plan.
School Boards Saskatchewan Health Authority Police, Fire, and Emergency Services	<ul style="list-style-type: none"> • Involvement of the project as a major stakeholder in the process.
Government Agencies	<ul style="list-style-type: none"> • Notification of the project processes, ongoing efforts in sector planning; and • Sources of information, data, and policy for consideration in Sector Plan development.
Meewasin Valley Authority	<ul style="list-style-type: none"> • Technical advice and expertise on environmentally sensitive areas.
Community Associations (CA) City Park CA Greystone Heights CA North Park/Richmond Heights CA River Heights CA SILVERSPring CA Sutherland/Forest Grove CA Varsity View/Grosvenor Park CA	<ul style="list-style-type: none"> • Notification of the project process, ongoing efforts in the Sector Plan; • Consultation as a major stakeholder in the process; and • Opportunities for review and feedback of the Sector Plan.
Business Associations	<ul style="list-style-type: none"> • Notification of the project process, ongoing efforts in the Sector Plan; and • Opportunities for review and feedback of the Sector Plan.
Community and Other Organizations	<ul style="list-style-type: none"> • Notification of the project process, ongoing efforts in the Sector Plan; and • Opportunities for review and feedback of the Sector Plan.

STAKEHOLDER	INVOLVEMENT
Utility Providers	<ul style="list-style-type: none"> • Notification of the project process, ongoing efforts in the Sector Plan; • Consultation as a major stakeholder in the process; and • Opportunities for review and feedback of the Sector Plan.
Land Development and Real Estate Industry	<ul style="list-style-type: none"> • Notification of the project process, ongoing efforts in the Sector Plan; and • Opportunities for review and feedback of the Sector Plan.
Internal Stakeholders <ul style="list-style-type: none"> • City of Saskatoon • University of Saskatchewan 	<ul style="list-style-type: none"> • Source of information, data, and expertise on current planning issues; • Involvement on growth trends, economic development, land use, servicing, and infrastructure within the Sector Plan; and • Comment on specific aspects of the Sector Plan, land use map, and servicing strategy.

COMMUNICATION AND ENGAGEMENT TACTICS

COMMUNICATION TACTICS

A diverse range of communication tactics will be used to bring the project to stakeholders' attention and educate the public about the need for a Sector Plan within this area.

Key Messages: Initial key messages for the project will be distributed through the website and correspondence with stakeholders. Further communication tools will be developed from the key messages.

Timeline: October to November 2018

Project Identity: A recognizable project identity will be created for the Sector Plan. The identity will include a name for the Sector and ways to enhance correspondence, the webpage, and all public documents.

Timeline: October to November 2018

Project Website: A project webpage will be included on the City of Saskatoon, Long Range Planning Sector Plans page, which is a publicly accessible site to provide information about the Sector Plan and sector planning in general. The webpage will provide easy to understand information and serve as a means to distribute information to a wide range of stakeholders and the public. The University of Saskatchewan (University) will have host a similar tool that provides project information, or directs users to the City project webpage. All content on the project webpage will be discussed and approved by project team members of both the City and the University.

Timeline: October 2018 to Project Completion

Advertising: Paid advertising in local media will be considered as a supplementary means to notify residents of engagement events. This may be in the form of multiple outlets, including social media, radio, newspaper, news releases, digital mail-outs, etc. Leveraging University communication channels to profile and promote stakeholder engagement and public consultations will also be used. This may include purchasing advertising in monthly print newspaper, articles in weekly employee newsletter, and posting in University event calendars.

Timeline: January 2019 to Project Completion

Stakeholder's Notification Letters: A project notification letter will be sent to stakeholders to introduce the project and outline opportunities for involvement. These letters will include the key messages that have been developed in regards to the University Sector Plan.

Timeline: November 2018

ENGAGEMENT TACTICS

The main engagement tactics used in this project will be the following:

Introductory Consultations: During the initial phase of engagement, meetings with members of the project team and stakeholders will take place. This will include the following community associations (CA) within the direct vicinity of the Sector Plan area: City Park CA, Greystone Heights CA, North Park/Richmond Heights CA, River Heights CA, Silverspring CA, Sutherland/Forest Grove CA, and Varsity View/Grosvenor Park CA. These introductory consultations will aim to consult the selected stakeholders of the project and the importance of sector planning. It will provide an opportunity for input into the key project decisions, or issues affecting specific stakeholder(s) groups.

Timeline: November 2018 to January 2019

Technical Stakeholder Engagement: Events will be held regularly with technical experts and related agencies to solicit advice, opinions, and expertise regarding the Sector Plan, including the land use plan, servicing strategy, and transportation strategy. Events will be focused on collaborative discussion, and use dialogue-based techniques to identify and resolve areas of disagreement.

Timeline: November 2018 to Project Completion

Engagement Activities: A series of events open to the public will be organized to present major components of the Sector Plan. These activities will be coordinated to ensure that affected residents will be allowed to participate. Due to the unique location and context of the Sector Plan, a minimum of two open house sessions will occur throughout the development of the University Sector Plan. The engagement activities may be paired with future Plan for Growth events or other City engagement activities for opportunities to provide input on all the City initiatives.

Timeline: January 2019 to Project Completion



University Sector Plan Partner Messages

Key Messages

- University of Saskatchewan (University) land holdings, known as the “endowment lands”, encompasses nearly 1,000 acres of land in the heart of the city, situated along the South Saskatchewan riverbank and less than 5 kilometers from downtown Saskatoon.
- The University completed their *Vision 2057* plan in 2009, which outlined land needs for future academic and research purposes, as well as identified the endowment lands for potential development.
- The City of Saskatoon’s (City) Official Community Plan, Plan for Growth, and Strategic Plan identify a long-term strategy to increase and encourage development in existing areas, commonly referred to as “infill development.” The University endowment lands have been designated as a “strategic infill opportunity,” meaning they are high-priority areas for redevelopment and are amongst the most significant locations for Saskatoon’s growth over the next 35 years.
- Thoughtful, well-planned development of these lands will benefit and have a positive impact on the city, residents, and overall University community. A mix of commercial, recreational, and residential land uses are possible over the long-term.
- The City and the University are committed to working together on a Sector Plan to create a high-level, guiding framework for future land development that will serve the community at large.
- Through the sector planning process, and in consultation with the residents and stakeholders, the City and the University will craft a shared vision and development principles for the lands. The vision will support the goals of *Vision 2057*, the Official Community Plan, and the Plan for Growth. The principles will guide decisions on future infrastructure investments.

Question and Answer

What is a Sector Plan?

Sector Plans provide a broad framework for future urban development and include the location and size of future neighbourhoods, commercial and employment areas, parks and significant natural areas, as well as transportation choices. Based on the framework provided by Sector Plans, City services are planned; phases for development are established; new Area Concept Plans are developed; and land use designations and rezoning applications are evaluated.

Sector Plans are preliminary planning studies and are intended to be future oriented – a Sector Plan is the first step in an important process that needs to happen long before the land can be prepared for development and shovels hit the ground. No specific timeframe for development is applied to Sector Plans.

The intent of a Sector Plan is to provide high-level direction so that the lands are development-ready, subject to more detailed area concept planning to be led by the landowner with approval by City Council.

Why is a Sector Plan required?

A Sector Plan is a statutory document given authority under *The Planning and Development Act, 2007*, and requires formal approval by City Council. Sector Plans are based on the policies contained within the City's Official Community Plan, Bylaw No. 8769.

Is this the only Sector Plan underway or are there others?

The University Sector Plan is unique in nature due to its location in the city, surrounded by established areas. Given its distinctiveness, special policies and considerations will be adjusted accordingly to address the unique ownership, authority, and urban location of the lands.

Other typical Sector Plans have focused on future planning for new development areas, such as the University Heights Sector Plan, which is now home to the neighbourhoods of Willowgrove, Evergreen, and Aspen Ridge; and the Holmwood Sector Plan, where the Brighton neighbourhood is currently being developed. More Sector Plans can be found on <https://www.saskatoon.ca/business-development/planning/long-range-plans/sector-plans>.

How long will it take until the lands are finally developed?

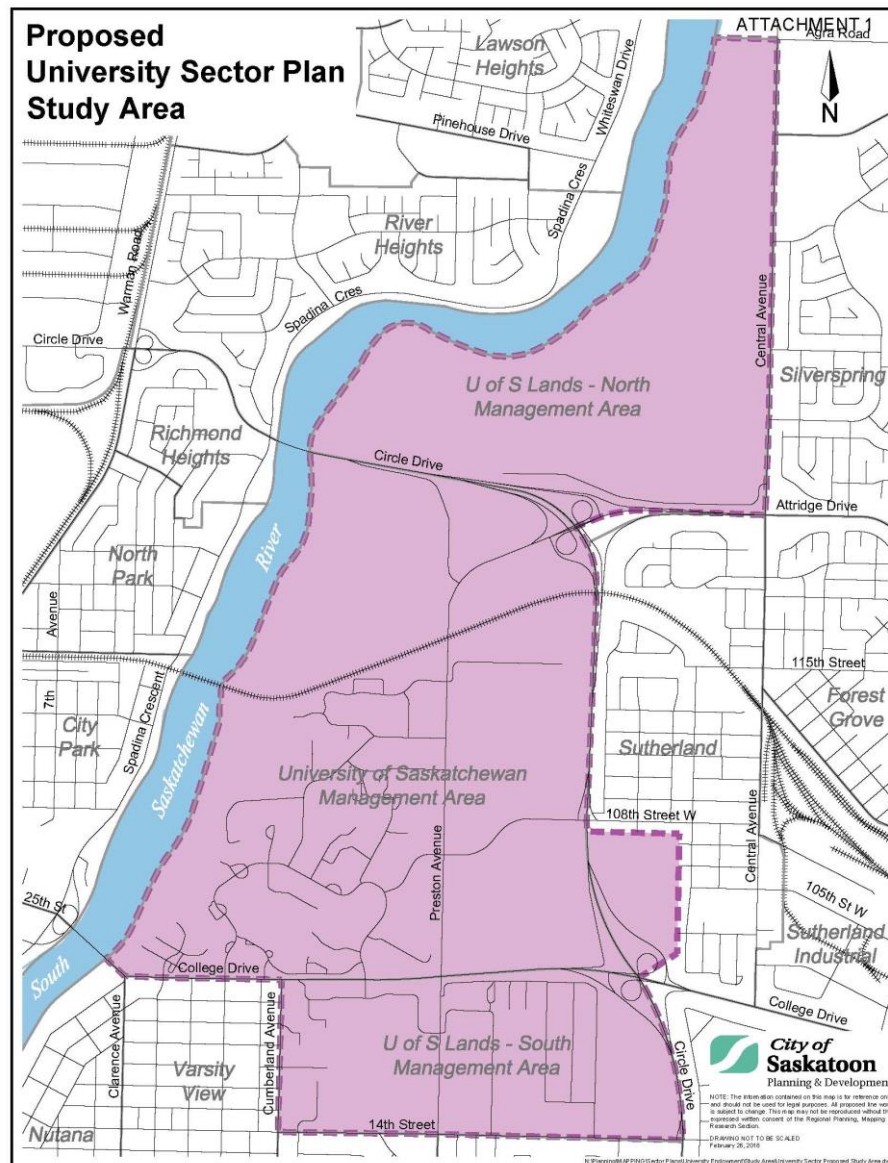
Sector Plans are future oriented, and no specific timeline for development is tied to a Sector Plan. Once the Sector Plan is approved by City Council, the University can begin work on the detailed Area Concept Plans for specific areas within the Sector Plan.

How many people will live in the area?

Vision 2057 projects that 40,000 to 60,000 residential units could be accommodated in up to five new neighbourhoods once all the “endowment lands” have been developed, including a mix of residential, commercial, and recreational uses. This number will be refined through the Sector Plan process and future Area Concept Plans. Market demands, servicing and infrastructure

capacity, as well as the desires of the landowner will be among the factors used to determine the final population of the area.

Where is the proposed Sector Plan located?



What will be some of the key considerations in the Sector Plan vision?

The Sector Plan vision will be informed by the development goals identified in the University's *Vision 2057*, as well as the policy statements and implementation actions from the City's Official Community Plan, and Plan for Growth. Some considerations will include, but are not limited to:

- the University's commitment to developing the lands to support their core mission of teaching and research;
- recognition that development of the lands is important to the community and to support and facilitate the future growth of Saskatoon; and

- a commitment to develop the lands in a sustainable manner that enriches the surrounding neighbourhoods, natural areas, and established infrastructure, such as utilities, roads, bridges, and transportation options.

What are the next steps?

The sector planning process started in December 2017. On February 27, 2018, the University and City signed a Memorandum of Understanding for the purpose of strategically increasing collaboration regarding future planning of the lands.

Consultation and communication with the public, University community, and identified stakeholders is expected to occur throughout 2018 and 2019, with initial engagement beginning in late 2018. The Sector Plan will be drafted and refined based on the information shared during the public engagement phase, with the final plan targeted to go to the University Board of Governors, and then City Council, for approval in late 2019.

Who can I contact for more information?

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PROPOSED UNIVERSITY SECTOR PLAN

- PROPOSED STUDY AREA
- UNIVERSITY OF SASKATCHEWAN ENDOWMENT LANDS
- BUS RAPID TRANSIT LINES

