

**FOR IMMEDIATE RELEASE**

Saskatoon, Saskatchewan,

September 30, 2016

**Moore Proposes Her Priorities for Saskatoon's Growth**

*"The truth about a city's aspirations isn't found in its vision. It's found in its budget."*

Brent Toderian.

City Hall is littered with aspirational plans created over the past generation. A Bike Network Plan – shelved. A Greenhouse Gas Reduction Plan – stalled. A Wetlands Policy – diluted. A costly North Downtown Plan that was never approved. There are an abundance of guiding documents, given short shrift when it matters most, during our recent period of fast growth.

"We are at a turning point in our development. We have built a very expensive city and the time has come to fundamentally change the way we grow", says Kelley Moore, candidate for mayor in the October 26 municipal election. "Our administration has drafted a plan for growth to 500,000 people. Our challenge will be to implement it. By all indications, the record of the past administration suggests it will simply sit on a shelf. Now is not the time for status quo leadership."

"A future Saskatoon needs to think like a big city. It needs to anticipate the new expectations that residents place on a city of that size. We need to become an urban city, not simply larger", says Moore.

"An urban city meets the needs of both our younger and older generations. A city filled with livable, walkable, interconnected neighbourhoods. Local shops and gathering places. Excellent transit. Environmentally responsible energy and space use. Exciting entrepreneurial opportunities and supports. That's what we have to become."

Given the type of development that Mr. Atchison and Mr. Clark supported, Clark's promise to save \$500 million is a pipe dream that won't be realized in any foreseeable future. "We had the chance to do this right – ten years ago. Now that so much suburban development is approved, it will take years before we can get caught up. In the meantime, the regulations and incentives for the infill we need – they haven't even been drafted. Council was asleep at the wheel."

Moore will champion policies and incentives to populate our downtown and new North Downtown areas. "After all these years of talking, we need action", says Moore. "Action on development incentives for infill. Action on downtown surface parking policy. Action on affordable homes. We need to budget for these initiatives to become the city we aspire to be." We know that developers want to build substantial projects in the downtown and other vacant areas but they need to see favourable conditions. To achieve this, Moore proposes a five-pronged approach:



- Establish a city centre reserve that pools together existing reserves such as the vacant lot reserve, the downtown housing reserve and the heritage reserves to create a more substantial incentive for redevelopment downtown.
- Establish Tax Incremental Financing (TIF) District within the Downtown. Establishing a TIF will create funding for projects by allocating future increases in property taxes that are generated in the downtown towards new developments such as residential buildings.
- Adjust development levies based on service usage (e.g. water, sewer, utility, road, etc.) so that greenfield and infill servicing fees are differentiated to reflect a more fair charge for infill developments that connect to existing infrastructure.
- Allocate more funding into a reserve, to stimulate a municipal parkade in downtown to alleviate parking congestion, generate revenue and make more efficient use of vacant municipal land.
- Improve administrative processes by streamlining the infill development review so that developers can begin their projects and complete them with fewer hurdles and bureaucracy.

“Mr. Atchison has had 13 years to realize his vision to grow Saskatoon’s downtown population to 10,000 and he has fallen substantially short. Experienced leadership in planning and developing a world class city is needed at this time to take Saskatoon from unrealized promises to a vibrant, revitalized and densified city. This is exactly the type of leadership I represent”, Moore said.

Moore represents a clear-thinking alternative to the incumbents. A professional planner. An experienced senior administrator. A business owner. A new action-oriented vision for our city.

For more information or to discuss this further with Kelley please contact: Campaign Manager Sara Wheelwright or Campaign Coordinator Haven Rees | 306-291-5303 or 291-4449.

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