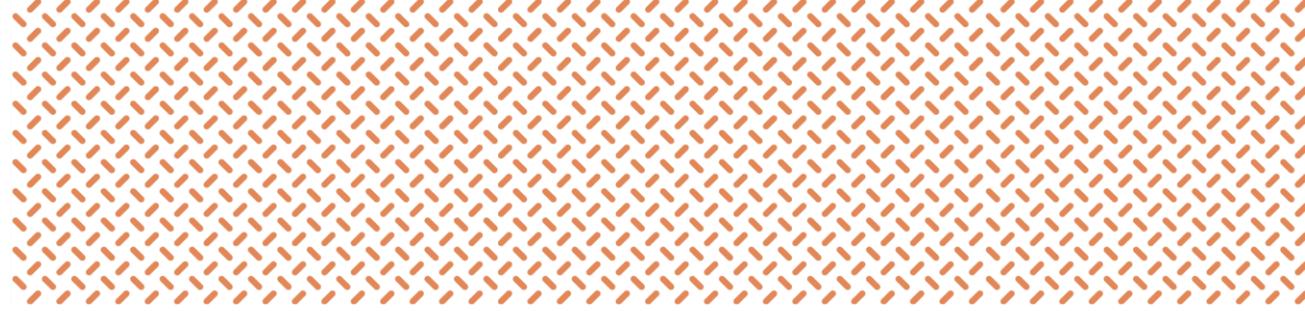


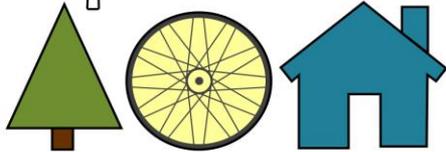


**SAULT
STE. MARIE**



James Street / Jamestown Local Champions meeting 2019 Oct 1st + 2nd

ShapetheSault.ca



Sault Ste. Marie Official Plan Review

City of Sault Ste. Marie – Planning Division
Steve Turco, Patrick Lo

Who's at the table?

Neighbourhood stakeholders

- Soup Kitchen
- Spadoni's Furniture
- Mathewson Office Pro
- Perzia Group rental apartments
- Sault Multimodal Terminal
- Local homeowner w/ young family
- DSSAB / Social Services
- *March of Dimes (invited)*

Wider community stakeholders

- City Councillors – Ward 2
- Sault Ste. Marie Police Service
- DSSAB / Social Services
- Algoma Public Health
- FutureSSM Social Equity Coordinator

Why do something for this area?

Economic Growth

Attract private investment and grow property values.



544 Albert St. W – Aug 2018
(Google Streetview)

544 Albert St. W – Sep 2019
(Darryl Betts / Perzia Group)

Why do something for this area?

Social Equity

CTV W5 & Vice's "Steel Town Down" spotlighted the social problems in this forgotten/neglected(?) part of town, as well as other nearby areas.



Queen Street
West

Source:
CTV / Vice

Why do something for this area?

Environmental Sustainability

- Want to grow the city in a smart manner – reduce urban sprawl.
- Want to encourage revitalization of mature, inner city areas to attract people back to city core and avoid further hollowing out.



House at
Albert &
Hughes St.

Source:
SooToday

Council Resolution, March 2018

Whereas the CTV W5 program “Steel Town Down” focused on the opioid crisis across Canada, and how it is affecting mid-sized cities like Sault Ste. Marie; and

Whereas the program featured Sault Ste. Marie’s Jamestown neighbourhood as one of the areas in Sault Ste. Marie where the use of opioids and other substances is prominent; and

Whereas the Sault Ste. Marie Innovation Centre’s GIS department has been presenting data to stakeholders in the community for a number of years on the lack of park services and outdoor recreation activities in the Jamestown area and throughout the downtown core; and

Whereas the lack of activities in Sault Ste. Marie was cited as one of a wide number of factors that results in individuals turning to substance use, and ultimately substance abuse, in Sault Ste. Marie; and

Whereas the provision of park services and outdoor recreational activities is an area of direct municipal responsibility and an area where the City can play a leading role in combating part of this issue;

Now Therefore Be It Resolved that Community Development and Enterprise Services staff, in consultation with the Innovation Centre’s GIS department, be requested to bring forward to City Council forthwith a James Street and surrounding area revitalization plan, including, but not limited to:

- **possible expansion of Anna Marinelli Park**
- **conversion of unused green space in the area for recreational use**
- **an examination and assessment of James Street and a recommendation on how best to use James Street as a public space**
- *recommendations on the creation of a park or green space in the Downtown core (this point is addressed separately from this project)*

Scoping our project.

- Identify shorter-term/easier actions.
- One focus is on potential improvements to City-owned public spaces within the area – e.g. James Street mall, Anna Marinelli Park, possibly some vacant lots.
- Another focus is on opportunities to better connect this area to the rest of Downtown, which has amenities like Greco Pool, Esposito Park, Mill Market, and the Waterfront.
 - Carmen's Way has acted as a barrier cutting off the neighbourhood from Downtown and the rest of the city in general.
- Identify partnerships and collaborations to foster neighbourhood rejuvenation.

We recognize that generally, in the long term, any 'solutions' need to consider wider scope beyond simply upgrading a park.

Jamestown Area of Interest: City Owned Land



Source: SSM Innovation Centre

Things we know about this area compared to rest of SSM.

Statistics Canada – Census 2016 data

- Younger population – in terms of median age
- Lower-income population
- One of the areas with highest number of children in low-income households
- Higher proportion of single-parent households, especially single moms
- Much higher population density than city overall
- Much higher proportion of households who rent their home
- Lower-educated population
- Lower employment rate
- Much higher proportion of residents who take public transit rather than drive
- Much higher proportion of residents who moved from elsewhere in Ontario to Sault Ste. Marie – though not the case with international immigrants

Things we know about this area compared to rest of SSM.

Innovation Centre past analyses

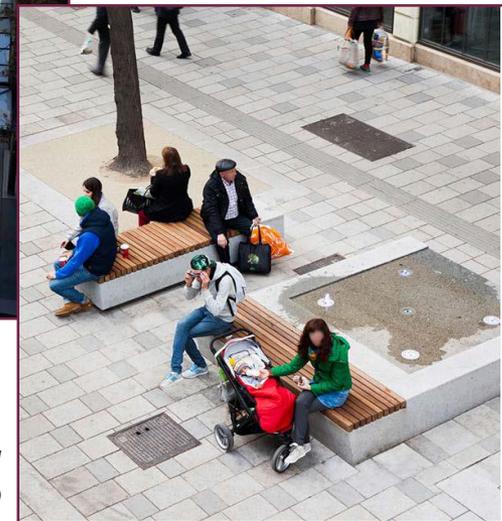
- Residents tend to vote less
- Residents are less likely to have a health provider
- Children are less likely to be involved in organized sports
- Children have lower EDI (Early Development Instrument) scores

Things we should learn and communicate about this area.

- Existing strengths and assets in the community.
- Opportunities that we can grow or build upon.

Some potential ideas from Planning staff's Council report.

Conversion of James Street into a **shared street**, facilitating the reintroduction of vehicles while maintaining a strong pedestrian focus.



Source: *The Planning Partnership*

Some potential ideas from Planning staff's Council report.

Creation of **functional spaces** for programming, such as markets or events.



March Street Stage



James Street Market
(Summer 2018)

Some potential ideas from Planning staff's Council report.

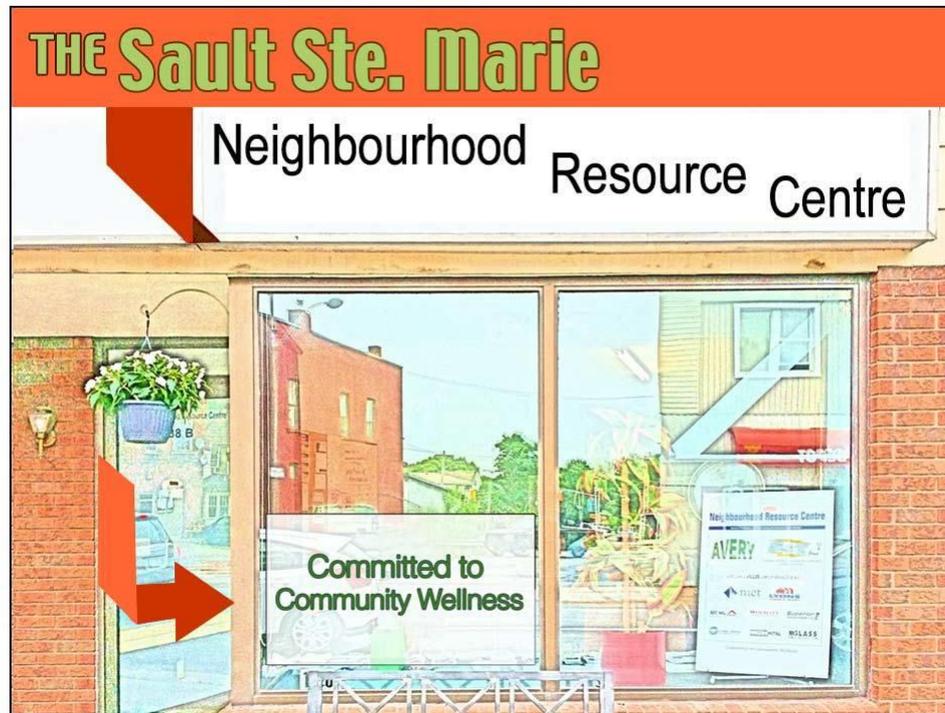
Increased **recreational and natural play** spaces and opportunities.



Source: The Planning Partnership

Some potential ideas from Planning staff's Council report.

Establishment of a **community hub** similar to the Gore Street Neighbourhood Resource Centre.



Source: Neighbourhood Resource Centre on Facebook

Some potential ideas from Planning staff's Council report.

Improved linkages and connections between the James Street area and the Downtown that are safe and accessible.



Some potential ideas from Planning staff's Council report.

Potential opportunities for new **private investment** in the area that could make the James Street area more of a **complete neighbourhood**.



Neighbourhood around Pine & McNabb



What should be our priorities?

How do we involve the community?

Upcoming public sessions

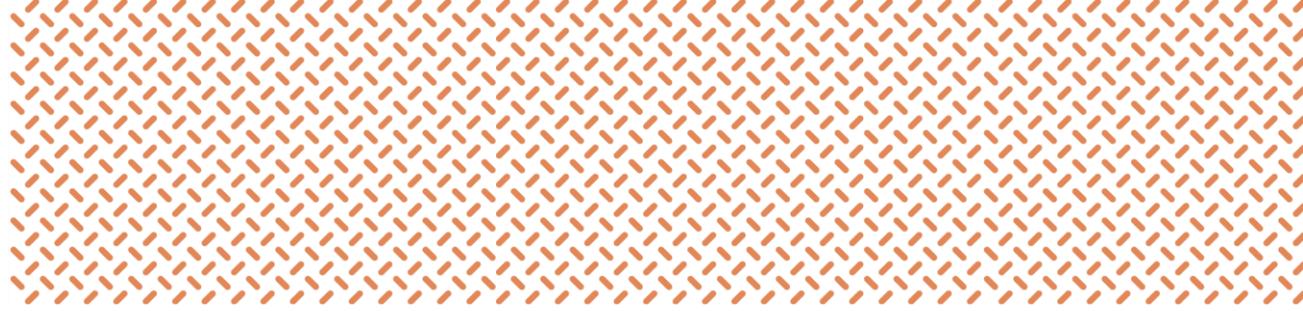
- October 15 & 16 – Neighbourhood idea mixers (casual, come-and-go sessions)
- October 29 & 30 – Design workshops with The Planning Partnership (landscape architecture firm)

Raising awareness

- Neighbourhood-wide mail out
- City news release
- Social media ad
- Posters in this area and Downtown

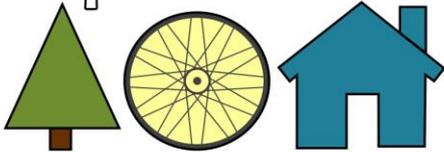


**SAULT
STE. MARIE**



Thank you!

ShapetheSault.ca



Sault Ste. Marie Official Plan Review

Steve Turco – s.turco@cityssm.on.ca

Patrick Lo – p.lo@cityssm.on.ca