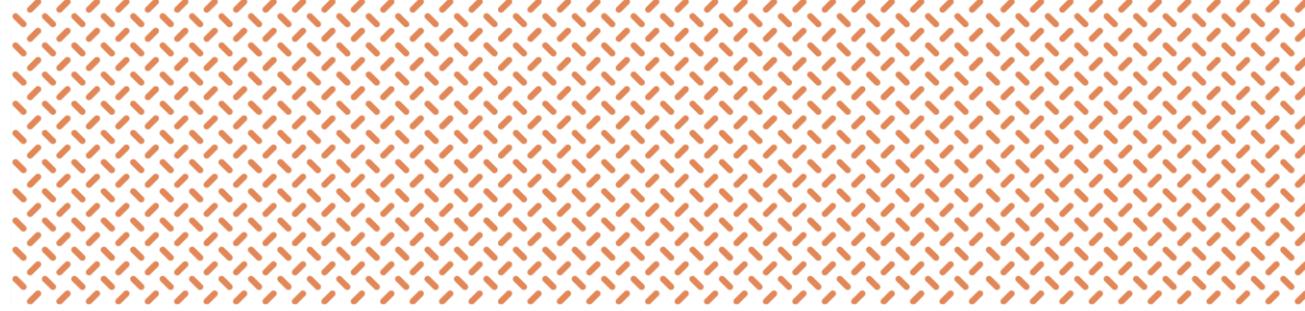


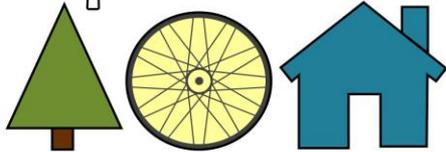


**SAULT  
STE. MARIE**



# **James Street / Jamestown Local Champions meeting 2019 Oct 1<sup>st</sup> + 2<sup>nd</sup>**

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

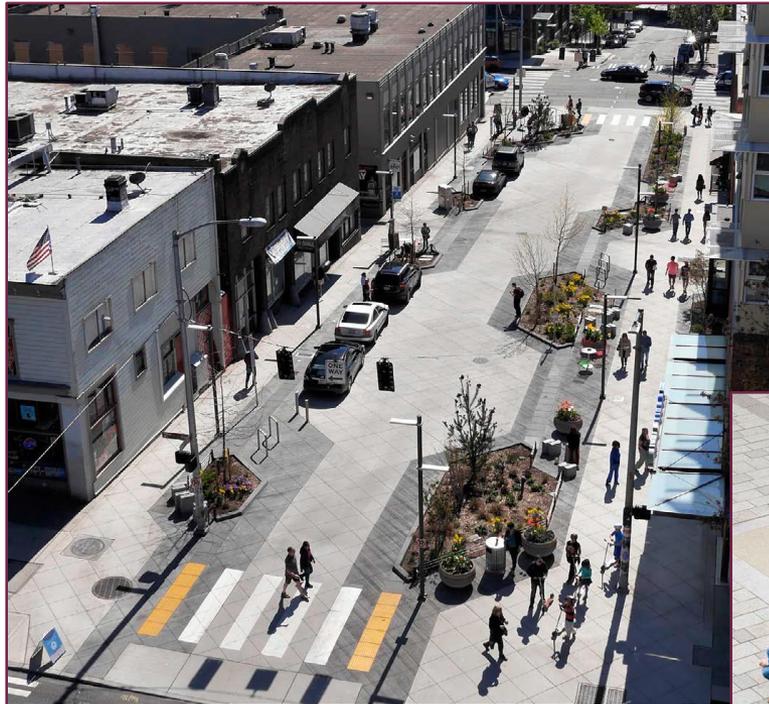
- Residents tend to vote less
- Residents are less likely to have a health provider
- Children are less likely to be involved in organized sports
- Children have lower EDI (Early Development Instrument) scores

# 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.

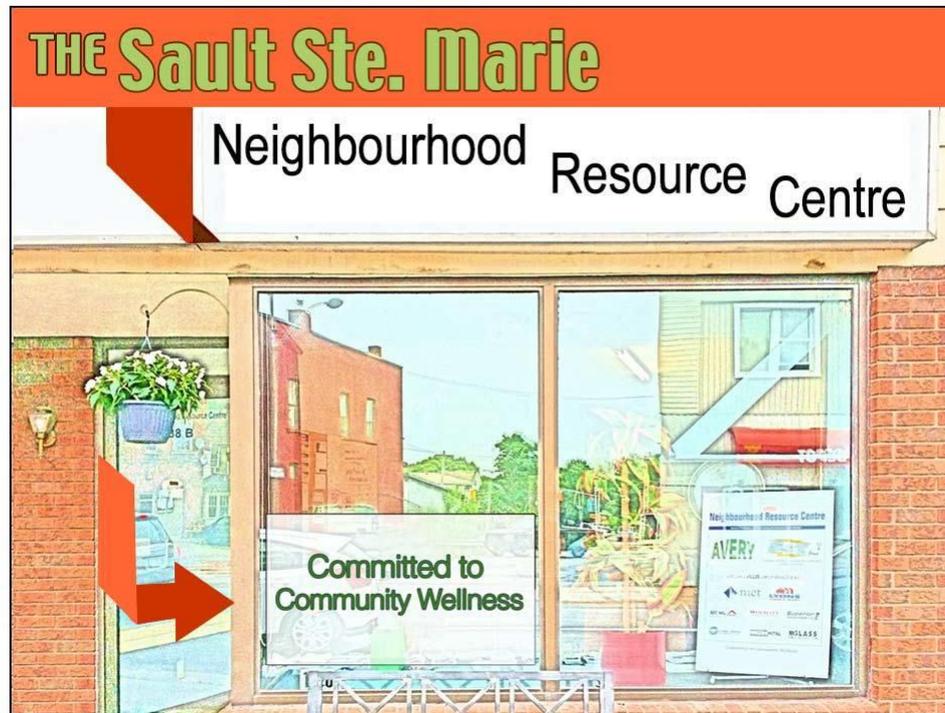
Increased **recreational and natural play** spaces and opportunities.



*Source: The Planning Partnership*

# Some potential ideas from Planning staff's Council report.

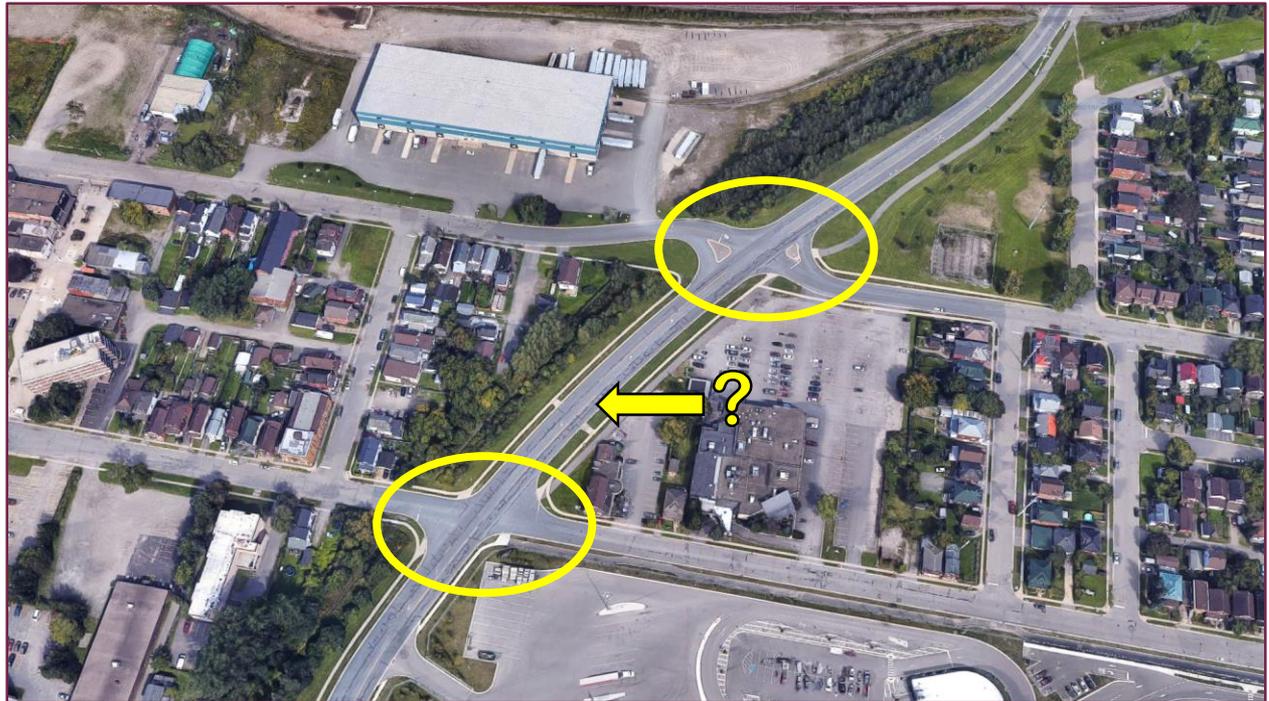
Establishment of a  
**community hub**  
similar to the Gore  
Street  
Neighbourhood  
Resource Centre.



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

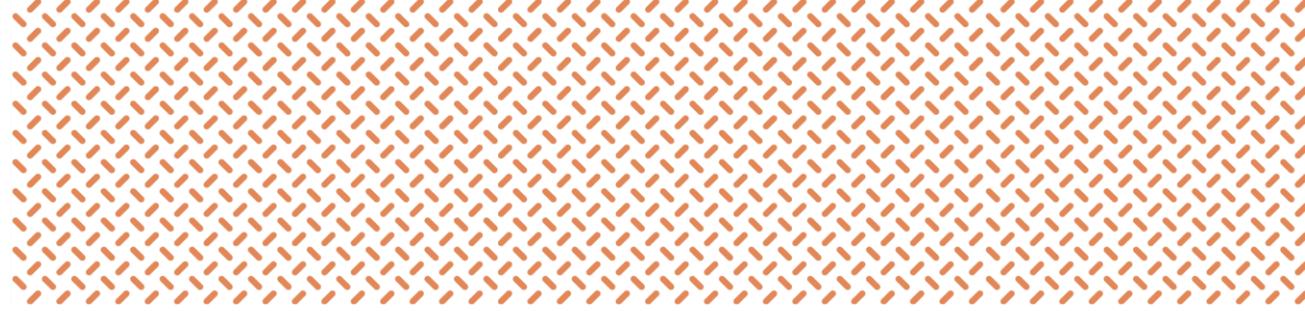
- October 15 & 16 – Neighbourhood idea mixers (casual, come-and-go sessions)
- October 29 & 30 – Design workshops with The Planning Partnership (landscape architecture firm)

## Raising awareness

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

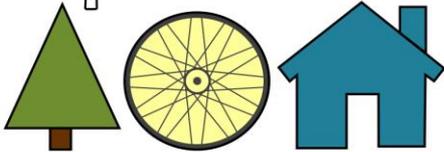


**SAULT  
STE. MARIE**



# Thank you!

ShapetheSault.ca



Sault Ste. Marie Official Plan Review

Steve Turco – [s.turco@cityssm.on.ca](mailto:s.turco@cityssm.on.ca)

Patrick Lo – [p.lo@cityssm.on.ca](mailto:p.lo@cityssm.on.ca)