



Downtown Development Priorities

The Downtown Action Team has identified 14 short-term, medium-term and long-term priority items to tackle. This team started with a list of 43 and through a set criteria process, discussion, feedback and alignment with the CAC recommendations, reduced it to 14.

Short-term:

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1. Beautification Initiatives.
2. Infrastructure (including, public furniture, multiuse four season event space, better connectivity with water front, etc.)
3. Review and revise internal city processes that create barriers for businesses looking to improve or operate downtown.
4. Additional Programming.
5. Downtown branding & digital marketing strategy.

Medium-term:

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6. Address parking rental issues for residents and businesses.
7. Economic development.
8. Free Wi-Fi downtown.
9. Re-green & rehabilitate brown lands and link them to boardwalk and/or hub trail.

Long-term:

3

10. Improve wayfinding & signage.
11. 2-way traffic – how do we move ahead/is it the right option?
12. Identify potential sites for redevelopment along the waterfront.
13. Unique identity district branding (by block/group business type).
14. Creation of a Sault Ste. Marie 'Main St. Class' of businesses as well as a Main Street Strategy/policy.