

Item	Notice of Motion re: Permanent, year-round conversion of Main St between Ainslie St and Water St to a pedestrian-only area.
Mover	Councillor Cooper
Seconder	Councillor Earnshaw

Recommendation

WHEREAS the continued revitalization of our downtown cores as well as their promotion as inviting tourist destinations and gathering areas is important to this council and our valuable core businesses.

WHEREAS an important part of our strategic plan is to embrace and celebrate our city’s unique character while promoting and encouraging a wide range of destinations and activities that capitalize on the beauty of our rivers and heritage buildings.

WHEREAS Two of the lead strategic actions identified in the Cambridge Strategic Plan are to *create and activate spaces that offer things for people to do, and to establish our core areas as attractive destinations.*

AND WHEREAS Section 2.6.3 of Cambridge’s Official Plan stipulates that Community Core Areas, including downtown Cambridge, will be *planned with features including opportunities for unique experiences, such as cultural events, recreation, and specialty shopping and dining, in support of tourism and other functions.*

WHEREAS the incredibly successful seasonal road closure of this section of Main St has received overwhelming support from the community and Downtown Cambridge BIA, hosting numerous attractions such as family fun days, live music, latin dance nights, markets, childrens

activities, and many more community building and tourist-friendly activities.

AND WHEREAS this council wishes to build on this success by opening this area to the myriad of tourism friendly, community-building possibilities that would come with a year-round pedestrian-friendly gathering area.

NOW THEREFORE BE IT RESOLVED, that staff be directed to prepare a report to Council for the permanent, year-round conversion of Main St between Ainslie St and Water St to a pedestrian-only area, including the financial implications, to be brought forward with the 2025 Budget and Business Plan.