

avenue initiative revitalization UPDATES & NEWS



Spring, 2007 Issue 1 Volume 1



Planned Streetscape Revitalization

Streetscape plan - Come be a part of the groups vision

For the past year the Streetscape Working Group has been working with Planning and Transportation to develop a Streetscape Plan. At the May 9th Open House you will have the opportunity to see phase one of the proposed Streetscape Plan from 82nd - 90th Street.

The streetscape project for the Avenue Initiative is 27 blocks in length running from NAIT to Northlands (78th Street to 106th Street). It is expected to be completed in 5-6 block increments over a five year period. The focus of the Avenue Initiative Streetscape plan is to create an attractive, safe and walkable avenue and pedestrian area that will provide a solid foundation for vibrant commercial development.

Components of the streetscape may include:

- New and wider sidewalks
- Trees and shrubs
- New marked pedestrian crossings
- Increase pedestrian level lighting
- Street furniture and light pole painting
- Reorganization of side street parking
- Throating (traffic calming) of neighborhood entrances
- Recognition of the neighborhoods by special entrance elements and inclusion of historic street names

Please make sure you drop in to the Streetscape Open House Wednesday May 9th, 4:00 pm - 8:00 pm Eastwood Community League 11803 - 86 street

Council Shows Support

The Avenue Initiative presented an update and request for support to fund the Streetscape Plan. Community members Norm Aldi, Kacy Moran, David Stockburger, and Peter Rausch spoke passionately of the community involvement and the importance for the City to continue supporting the revitalization. Mayor Mandel and eight City Councilors voted in full support of the Avenue Initiative. Approximately 7M dollars in funding for the Streetscape will be included in the City's 2008 Capital Budget. Mayor Mandel also put forth 9 motions that showed strong direction to spur development and further revitalization of the area.

Bloomin' Backalley Summer Challenge

Spruce up your back alley and enter the Bloomin' Back Alley Challenge. The winner will receive over \$250.00 in gift certificates. Come out to the May 12 Gardening Show event for tips and tools to make your yard a true work of art. Everyone welcome!

Bloomin' Backalley Gardening Show

Saturday, May 12, 2007 11:00 a.m. - 3:00 p.m.

Alberta Avenue Community League 9210-118ave

Call 496-1913 for more information and details.

The Avenue Initiative is a community based revitalization of 118th from Nait to Northlands.

The community has come together to work with the City to create a council approved strategy that will create a safe, vibrant, walkable community.



Re-Zoning Proposal Info - Control the changes

On April 16th, the Development and Revitalization Working Group and the Planning and Development Department will be holding a public meeting to share with the residents, business owners and property owners of the neighborhoods of Westwood, Spruce Avenue, Alberta Avenue, Parkdale and Eastwood, the Strategy developed by the Working Group to keep the area between NAIT and Northlands dynamic, thriving and safe. This Strategy proposes changes to the zoning in the area and amendments to the Plans affecting the area in order to increase the variety and presence of businesses, homes and people along 118 Avenue by adding opportunities for new commercial and residential development along 118 Avenue and allowing for limited residential intensification for the area one block north and south of 118 Avenue is the goal.

At the Public Meeting, the rezoning and Plan Amendments necessary to make the Strategy a reality will be reviewed in detail.

Come Celebrate May Week! April 27 - May 5

118 Avenue welcomes Edmonton May Week Labour Arts Festival! Gallery Opening night, Thursday April 27 at 7:00pm. Gallery hours, 10:00am-5:00pm, April 28-May 5 2007. Located in the old Alberta Cycle Building 9115-118 ave. sponsored by the AOA.

Safety Tips!

- Keep surrounding shrubbery well groomed to avoid hiding spots for thieves.
- Have motion sensor lights for both back doors and garages.

Safe Streets - Help our Community be a safe place

Safe Streets

The goal of the Safe Streets Working Group is to increase people's sense of comfort and safety in the neighbourhood. Working together with the Edmonton Police Service and Bylaw, 3 initiatives are being implemented to reduce crime and create a sense of a connected, caring community.

Report Crime Campaign

It is important to report ALL crime that you see in your community. A call to the police may not result in immediate action or response but it does help the police know what is happening in the area.

General Crime: 423-4567

Report-a-John: 421-2656

Gang Activity: 414-4264

Block Parties

Hosting a neighbourhood Block Party is an excellent way to get to know your neighbours, and to share concerns and information. Neighbours watching out for one another is one of the most effective ways you can reduce crime in your area. Hosting a Block Party is not a

lot of work and can be lots of fun. You can hold the party in a backyard, local park or have your street blocked off and have a Street Party! A "How-to-Kit" will be available by the end of May. Call 496-1913 for a kit or for more information.

Operation Clean Sweep

Members from the Safe Streets Working Group have created a pilot project called "Operation Clean Sweep" to strategically address crime and safety in the area. Teams will work with residents, businesses, Edmonton Police and Bylaw to build relationships, identify problems and seek solutions. Operation Clean Sweep, in three stages, will systematically work in 2 block sections. The first stage (SWEEP) will assess and identify issues and problems. The second stage (SECURE) will build relationships, encourage community involvement and work to eliminate problems that are identified. The third stage (REBUILD) will monitor problems and work on beautification of the area. Community involvement is VITAL for this initiative to be successful. If you would like to be involved in "Operation Clean Sweep" please call Judy Allan at 496-1913.



Volunteers at the Large Item Clean Up day, 2006

Our Logo and New Look

You may have seen our new look around the neighborhood. Our logo, a collaboration with the Avenue Initiative and local Illustrator/ Graphic Designer, Lorraine Shulba. Inspired by the community art sculpture created at last years Arts Alive! Festival, Lorraine's logo captures the vision of the Avenue Initiative Revitalization. Watch for more updates!



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upcoming EVENTS on the ave.

Graffiti Removal/Large Item Clean Up Day!

May 5, 2007 9:00 a.m. - 4:00 p.m.

Volunteers meet at Eastwood Community League 11803 - 86 st.
If you would like to volunteer or need items picked up call 496-1913

Streetscape Open House

May 9, 2007 4:00 p.m. - 8:00 p.m.

Eastwood Community League 11803 - 86 st.

Drop in from 4:00 - 8:00 p.m.

Those Bloomin' Back Alleys! Garden Show

May 12, 2007 11:00 a.m. - 3:00 p.m.

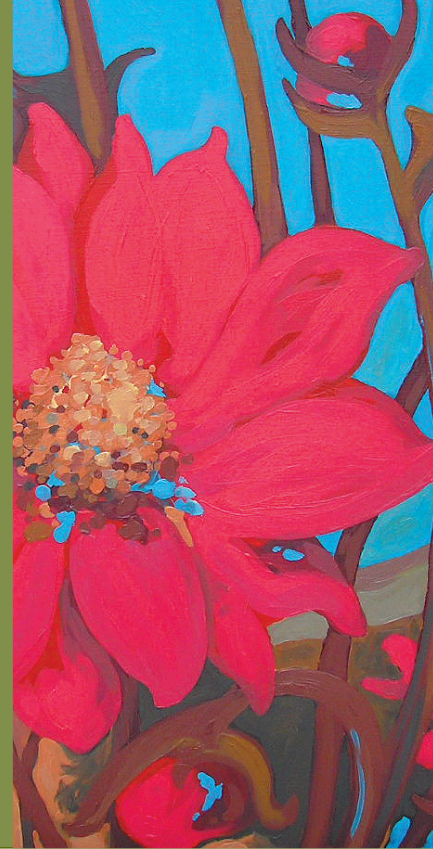
Alberta Avenue Community League 9210 - 118 ave.

Avenue Gone to the Dogs

June 9, 2007 10:00 a.m. - 4:00 p.m.

Alberta Avenue Community League 9210 - 118 ave.

Call 496-1913 for more information on any of these events.



Report Problem Areas Be aware in your neighborhood!

Is a house in your very neighborhood rundown, in a state of disrepair, snow not shoveled, overgrown with weeds, piles of garbage etc.?

Here is who to call:
Vacant Properties, call
Derelict Housing at 496-6031
Occupied Properties, call
Bylaw at 496-3100
Rental Properties, call
Capital Health at 413-7928



Avenue Initiative Neighborhood matching fund

What is the Avenue Initiative Neighborhood Matching Fund?

The Avenue Neighborhood Matching Fund supports the communities involved in the Avenue Initiative Revitalization (Alberta Avenue, Eastwood, Parkdale Cromdale, Spruce Avenue, and Westwood) in carrying out the actions and goals identified in the community based Avenue Initiative Revitalization Strategy. Funds are available on a matching basis for projects that address a specific community need, and that build and benefit the community.

Who Can Apply?

Business
Not-for-Profit Organizations
Schools
Associations
AD HOC Community Group whose purpose is solely to carry out the specific project *Note: Large grants must have support from an established organization.

Projects must be based in and/or benefit the communities of: Eastwood, Parkdale Cromdale, Alberta Avenue, Westwood and Spruce Avenue.

Projects must advance the goals and objectives of the Avenue Initiative Revitalization Strategy. These are:

- 1: Safe Streets and Spaces—streets, parks, neighborhood
- 2: Contribute to a thriving economy
- 3: Environmental well-being—ability to walk, have pride, and a sense of community
- 4: Fit with the goals and actions of the Working Groups areas:
 - a) Beautification and Cleanliness
 - b) Safe Streets
 - c) Streetscape
 - d) Development and Revitalization
 - e) Programs and Services

The Small Sparks Challenge

Small Sparks is a unique grant designed to encourage community members, who may not be involved in neighborhood activity, to use their personal interest and creativity to do something fun and beneficial in the neighborhood. Small Spark Projects connect neighbors, ignite imagination, create community, and make a difference in their neighborhood. There is a \$250.00 limit on funding. Please email judy.allan@edmonton.ca for more information.



You can help!

Want to make a difference? Here's how...

**Get to know your neighbors...
Host a block party!
496-1913**

**Join Capital City Clean Up...
Call 944-5470 to sign up!**

**Report a crime in your area...
Call 423-4567**

**Join an Avenue Initiative
working group...**

- Streetscape working groups
- Beautification and Cleanliness working groups
- Development and Revitalization working groups

Avenue Initiative working groups are revitalizing the area. **New members are always welcome.**

Call Judy at 496-1913 for details or email judy.allan@edmonton.ca

Arts on the Ave Update Create hope, leave a legacy

Arts on the Ave continues to build and rebuild the relationships between and among local artists, residents, associations, and institutions. Investment, creativity and hope are the desire for this group of professional and emerging artists that live and work in the 118 avenue neighborhoods. Arts on the Ave is relationship driven. This grassroots arts society has 90 performing and visual artists, members who are working on several projects at this time.

Arts on the Ave is moving into the old Popular Bakery building, 9351 118 Ave... a place to have a coffee, exhibit art, share and showcase music, dance and theatre. We need volunteers to help clean, paint and do small renos. Watch for opening night!

AOA were pleased to receive \$16,000 for the Edmonton Arts Council and have commissioned three of their artists to create paintings that will be placed inside the windows of derelict buildings on 118 ave. This process involved community engagement, in that the community was able to voice what

type of establishments and venues they would like to see on the Ave. The greater Edmonton Arts Community has begun to see 118 Ave as a viable arts home, as Arts on the Ave has welcomed two professional theatre companies to the Ave. Theatre Prospero, and the Edmonton Stilt Walkers have moved their offices and are now performing and rehearsing on 118 Ave. See www.theatreprospero.ca for performance info.

The planning and designing of the second annual "Arts Alive!" Festival is well underway. The festival will once again host artists from many disciplines: theatre, music, dance, and visual art...this year the production team is excited to add "film" to this creative melange. Festival date is September 28th- 29th, 2007. To be involved with Arts on the Ave. or volunteer, go to www.artsontheave.org

Arts on the Ave is an active, creative body of artists that are passionate about bringing the energy back to the avenue.



Meeting with visual, performing and theatre artists to discuss the year ahead



Fun at the Arts Alive! Festival



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Contact us:

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Avenue Initiative is published by the City of Edmonton.

If you have any comments or inquiries, please feel free contact us.

