

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



Heritage Inventory

The Heritage Inventory is a survey of potentially significant buildings, as well as a list of buildings that meet the criteria for significance and integrity. The survey spans from Wayne Gretzky Drive to 106th Avenue, and between 116th Avenue and 120th Avenue.

While this project is exciting, it is still in draft form. In total, 109 sites were selected to be recorded with architectural information and basic historical facts. Of these, 50 buildings were recommended for the inventory, which means they are

eligible for designation. If the property owner agrees to designation, the building will be protected as a heritage site.

So far, the Heritage Inventory remains a draft and cannot be released. Once the 50 inventory buildings are approved, there will be an open house to educate those home owners about the incentives available to have their properties designated and restored. The notification will happen by early 2009.

Working groups return in the fall – get involved!

The Avenue Initiative Revitalization Working Groups are committed to creating a safer, more vibrant community for all. There are four arenas in which you could help: Streetscape, Development and revitalization, Safe Streets, and Programs and Beautification. Groups meet on a monthly basis to implement the goals and actions of the Initiative. To get involved call Judy at 496-1913 or e-mail judy.allan@edmonton.ca.



Large Item Pick Up – Take Two!

The Avenue Initiative, in conjunction with a grant from the City of Edmonton Bylaw dept, took to the alleyways one more time this year to pick up your large unwanted items. The last Big Bin event was held on September 20th and 21st.

avenue initiative revitalization UPDATES & NEWS



Fall, 2008 Issue 2 Volume 1

Construction on the Avenue

Phase 1 of the Streetscape plan for 118 Ave has been underway since the spring. The construction is running smoothly and on time, with it set to be completed by November. In spring 2009 the art elements and the trees and other plantings will be added.

The second phase (87 St to 92 St) is currently being planned and designed by mostly the same team with the intent of tendering in the early part of the New Year for construction starting in May 2009.

“The decision this summer by the City to decommission the trolley system has provided some opportunity to reduce project costs and consider some different pole designs for at least the next phases,” says Brian Van Sickle from the City’s Planning Dept. The old trolley poles will be replaced with ones that match the decorative light standards.

The Alberta Avenue Business Association (AABA) has been working closely with the businesses affected by the construction, the city project manager, and the construction company themselves.

“We made sure there were open lines of communication,” said Joe Holtz, Executive Director of AABA. “If a business had a concern, we were here to listen and try to solve the problem if we could.”

He believes within 3 years it will be a totally different avenue. “All these things, the Streetscape project, the Nina Haggerty construction, it’s saying 118 Avenue is changing – it’s moving forward, not backwards,” says Holtz. “It’s saying that the city is serious about the revitalization of this area.”

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Holtz adds that everyone involved knows the end result is going to be worth the temporary discomfort. “Streetscape construction is always hard, but we need to just work together until it is over.”

Signs have been placed at either end of the construction with the simple message ‘Open For Business’.



A before and rendered after of the new Avenue



Construction workers on the job

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.

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.





Coming soon to the neighbourhood!

Zoning changes being carefully considered

The Avenue Initiative Development and Revitalization working group continues to work on plans to change zoning on the block just north and south of 118 Ave. Zoning changes being looked at would include an ability to increase density in these areas.

The working group would like to assure everyone that they are moving ahead with caution. Changes need to be made that will attract desirable development into the neighbourhood, whilst still ensuring that the community has a say in what is approved.

New look for AABA

In accordance with its goal to create a vibrant, economically viable business strip on 118 Ave, the Avenue Initiative has partnered with the Alberta Ave Business Association (AABA) in two exciting new ventures.

Joe Holtz, Executive Director of AABA is excited about the new member communications and external marketing plan being devised for the Association by Focus Communication Services Inc., a company hired through the Avenue Initiative.

"We are planning to be more present at key events throughout the next year," says Holtz. A new logo for the Association has been completed and a new website is also nearly finished.

Holtz is busy with other projects too. The Association has completed a database of all the empty buildings and properties on the Avenue, as well as a comprehensive list supported by photos of all the graffiti sites. The business members list

has also been updated. These things combined with the upcoming New Business Recruitment Program could mean real progress for increased business on the Ave.

New program set to attract businesses to Avenue

A Business Recruitment Program is being designed to help attract new businesses to 118 Ave. Peter Mercer, a consultant hired through the Avenue Initiative, is working with AABA, property and business owners and managers and commercial real estate people to create a process and resources that will attract new businesses to the Ave.



Before and after the façade program at Myher's Music

Safe Streets wants you to get to know your neighbours!

Block Captain project promotes friendliness and safety in the neighbourhood



Block Party fun

Knowing your neighbours and watching out for each other is not a new idea, but it is one of the best ways to make sure your community is safe and to deter crime. Many people on many blocks already connect with each other to some degree. The Safe Streets working Group wants to formalize these connections and encourage more.

Becoming an official Block Captain for a block though does mean stretching the responsibility a little further than just being a good neighbour. The Block Captain (and the 'title' can be held by more than one person) is a contact and resource for the rest of their neighbours as well as an organizer of social activities and meetings for the block and a conduit for non-emergency information to the police.

If this sounds a little daunting, don't worry; it doesn't have to be. A block may choose to only get together once a year to socialize, and a simple hello suffices the rest of the time. Or maybe some of the block chooses to clean up their block once a week, or walk their dogs together.

The huge benefit of the Block Captain system arises when there is trouble. When neighbours know each other, they then often know when something is not right at one of the houses on their street. And if they have a contact for each other they can do something about it.

The Safe Streets Working Group has already run two Block Captain training sessions so far in 2008 and another one is planned for October. Contact Judy Allan at 496-1913 to sign up.

Clean Up the Neighbourhood

Walkabouts continue to clean up area

For the second year members of the Safe Streets working group have spent a couple of hours every fortnight strolling along the back alleys of the two blocks north and south of the Ave, looking for trouble spots. Abandoned appliances or other large household items, overgrown weeds, falling down structures and derelict vehicles all go on the list that is then passed onto the city's by-law enforcement team.

The Safe Streets Committee believes that cleanliness and order go hand-in-hand with safety. When we keep our properties and our alleyways clean and clear it says that we as a community care about our neighbourhood.

Introducing NET

The Avenue neighbourhoods were pleased to note the implementation of the Neighbourhood Empowerment Team (NET) within Downtown Division – District One (Wayne

Gretzky Drive to 97 St/112 Ave to Yellowhead Trail) - early in 2008.

The Neighbourhood Empowerment Team, is a crime reduction/prevention program that meshes traditional law enforcement practices with community development theories. They bring a variety of proven crime prevention programs to the area as well as developing initiatives specific to the needs of the community.

Cst. Shane Brennan and Connie Marciniuk are based out of the Eastwood Community Police station (11845 81 St). Feel free to drop by and chat.



Ave Goes To The Dogs

Safety Tips!

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



Large Item Pick Up

The third annual Large Item Pick Up was once again a huge success. This year 30 volunteers, four big rental trucks and three community members pick up trucks responded to the call to clean. Approximately 500 large items were removed by request from residents houses, as well the alleyways behind the businesses on 118 Ave, where items are often dumped, were cleaned up.



Pitching in



Big Bin Volunteer

Events & Community

Ave In Bloom Garden Show & Art Sale

The Ave In Bloom was the second annual gardening event organized by the Avenue Initiative Beautification and Programs working group. The event was created as an opportunity for gardeners in the community to get together, learn about different aspects of gardening and to be able to purchase quality plants and gardening products. As well there was a large art sale and musical performances. The event this year was partnered by the Edmonton Public Library, Holes Greenhouse, Prairie gardens, Northlands, McKenzie Seeds, and B&F Greenhouses. Over 1000 people attended the one-day festival and workshops.



Ave in Bloom Gardening Show

Communities In Bloom

This year, as part of the Avenue Initiative, the Avenue communities had its own Communities in Bloom competition. Nominations were solicited from the residents of the community and the city forwarded all the front yard nominations they received for the neighbourhoods. Unlike the city-wide program that limits itself to front yards though, this one was expanded to include back yards and gardens.

The award presentation will take place on the third day of this year's Kaleido Family Arts Festival, Sunday September 28th. The winners will each receive a painting of their award winning yard or garden.



Communities in Bloom finalists



Communities in Bloom finalists water feature



Dog games and fun!



Avenue Goes to the Dogs

The event last year that started out as a joke and became a hit, returned in full force for another successful time around. The Avenue Goes to the Dogs was a fun filled day for dog and non-dog owners alike. This year featured workshops, demonstrations of obedience and agility, vendors, dog games and endless opportunities to share your love of dogs. As well, the presence of the Prairie Animal Rescue Society (PARS) gave people the opportunity to learn about adopting a rescue dog.

Events to look forward to...

Kaleido Family Arts Festival: September 26-28

For the third year in a row local organization Arts on the Ave (AOTA) presents the best family festival in the city in our own neighbourhood. As in previous years there will be fantastic theatre, music, dance and art for all ages to enjoy. The festival kicks off Friday night with the No-Tie Gala and Art Sale, continues on throughout Saturday until midnight with various performances, and winds up on Sunday with Edmonton's Biggest Block Party. Grab a September Rat Creek Press or an official festival program from The Carrot for specific details.



African Dancing



Music

Theatre Prospero presents The Coming of the Kings:

December 5-14 Alberta Ave Community Centre (9210 118 Ave) Ted Hughes' *The Coming of The Kings* is a playful, funny and truly magical look at the nativity through



The Mayor judging a sculpture

the eyes of people we don't usually hear from in the story: the innkeeper, his wife, his donkey, the other guests at the inn, and the fortune-teller who announces that three kings are coming. It will answer for you once and for all two of humankind's eternal, burning questions: what do you do when Kings are coming, and why don't we all learn to speak donkey-ese?

Deep Freeze: A Byzantine Winter Adventure: Jan 10-11 2009

This festival hosts an Ice and Snow Sculpture Garden, a visual arts gallery, an artisan market with live music, indoor & outdoor interactive family activities, theatrical & dance performances, hayrides and a community run concession. The rich combination of art and heritage activities will be concluded with a community dance/celebration held on the evening of January 10th at the Alberta Avenue Community Centre.



Hayrides and fun at the first annual Deep Freeze Festival



Ice sculpture at winter festival



Soccer Group



2007 Arts Alive! Kaleido Festival



Avenue Initiative Neighbourhood Matching Grant

The Avenue Initiative Neighbourhood Matching Grant

is available for projects that will enhance, beautify, create a sense of community or improve safety. The Neighbourhood Matching Fund matches volunteer time or donations in kind up to \$20,000 for large community projects. The Small Sparks grant funds up to \$250 for small local neighbourhood events.

So far this year the following have received funding: Kaleido Family Arts Festival, Eastwood Fest, No Competition Just Compilation Music Fest, Carrot Writers Circle, AACL Sign, Mosaic Grant, 4 Block Parties, Theatre Prospero's The Coming of the Kings, Soccer Program.



Outside fun at winter festival



Workshop at The Carrot



2007 Arts Alive! Kaleido Festival



Stompin' the hood

New Nina Haggerty building on schedule

After a slower start than anticipated, the new Nina Haggerty building going up on the corner of 93 St and 118 Ave is on schedule to be completed by Fall 2009.

"More concrete and steel were found than was expected when the ground was first dug up," said Wendy Hollo, Executive Director of Nina Haggerty. "And water – the Rat Creek flows right under the site. But all is back on target."

Foundations were poured in August, and Hollo is very grateful to

Lafarge for giving them a discounted rate on the concrete.

"We are still in the process of looking for more grant money, so any bit of help we get is appreciated."

The \$6-million project, which will include a gallery and workspace as well as 16 condominium units above the centre, is seen as having a vital role in the revitalization of 118 Ave.

Rendering of new building



Changing façades breathe new life



In 2005, City Council approved an accelerated façade program for the Avenue, allowing the Alberta Ave Business Association (AABA) to allocate \$100,000 per year for three years to spruce up business façades. This very successful program was set to end this December, but City Council

recently voted in support of its extension. Details will be finalized in this year's budget scheduled for December.

A number of businesses have taken advantage of this program. The most recent have been Camelot Travel, the building that houses Balkan Style Sausage Deli & Barbeque and Camel Boys Cafe, Poulin's Pest Control and the building that houses AABA offices and The Cash Store. The Avenue Trading Post is also on the list.



Before and after the façade program at Renato's