

# Strategy Implementation Plan

The actions described in the following charts are proposed for further evaluation, analysis and, if appropriate, implementation. Prioritized timelines are also included for guidance.

## Committees:

Community Safety = Cmnty Sfty  
 Cleanliness & Beautification = C&B  
 Programs and Services = P&S  
 Development and Rehabilitation = D&R  
 Streetscape = Stsc

## City Departments:

Asset Management and Public Works = AM & PW  
 Community Services = CS  
 Planning and Development = P&D  
 Police Services = PS  
 Transportation and Streets = T&S

<b>Streetscape Plan</b>					
<b>Goal</b>	<b>Initiative or Project</b>	<b>2006</b>	<b>2007 / 2008</b>	<b>2009/ 2010</b>	<b>Lead Role</b>
<b>3.2.1 Streetscapes</b>	▪ Assign an urban planner from Planning and Development Department to work with committee	●			P&D
	▪ Develop a pattern book or "look" for 118 Avenue	●			Stsc
	▪ Seek funding for an Accelerated Façade Program for businesses along 118 Avenue - 5/year	●			P&D
	▪ Select street furniture, tree gratings, banners, etc. based on the pattern book		●		CS & Stsc P&D/T&S
	▪ Confirm status of trolley bus operations by late 2006 so that construction along 118 Avenue can begin in 2008.	●			City Council
	▪ Work with NAIT and Northlands to ensure transition of streetscapes.	●			Stsc

<b>Goal</b>	<b>Initiative or Project</b>	<b>2006</b>	<b>2007 / 2008</b>	<b>2009/ 2010</b>	<b>Lead Role</b>
	<ul style="list-style-type: none"> <li>▪ Put in transit shelters that fit with the pattern book</li> </ul>		●	●	P&D/T&S Stsc
	<ul style="list-style-type: none"> <li>▪ Plant the trees, put up any street decoration as determined by pattern book, install the sewer grates, etc. as the construction occurs</li> </ul>		●	●	P&D/T&S Stsc
	<ul style="list-style-type: none"> <li>▪ Develop signage standards and limitations</li> </ul>	●			Stsc T&S
<b>3.2.2 Lighting and Safescapes</b>	<ul style="list-style-type: none"> <li>▪ Seek funding for staged pedestrian-level lighting to be installed in 2006.</li> </ul>	●			T&S
	<ul style="list-style-type: none"> <li>▪ Select the permanent lighting supports based on the pattern book</li> </ul>		●		P&D/T&S Stsc
	<ul style="list-style-type: none"> <li>▪ Explore reduction of 1 lane of traffic between 106 and 101 Streets.</li> </ul>			●	T&S Stsc
	<ul style="list-style-type: none"> <li>▪ Begin installing the permanent lighting fixtures along 118 Avenue</li> </ul>		●	●	T&S
<b>3.2.3 Curb Extensions</b>	<ul style="list-style-type: none"> <li>▪ Work with Urban Planner to design curb extensions</li> </ul>	●			P&D/T&S Stsc
	<ul style="list-style-type: none"> <li>▪ Add parking where possible along the streets that intersect 118 Avenue from 97 Street to 79 Street at the same time curb extensions are constructed</li> </ul>		●	●	T&S Stsc

<b>Goal</b>	<b>Initiative or Project</b>	<b>2006</b>	<b>2007 / 2008</b>	<b>2009/ 2010</b>	<b>Lead Role</b>
	<ul style="list-style-type: none"> <li>▪ Narrow the entrance to the streets one block north and one block south of 118 Avenue so that one car can get through at a time making it safer for drivers to pull in and out of the on-street parking stalls and discourage traffic entering the neighbourhood.</li> </ul>		●	●	P&D/T&S Stsc
<b>3.2.4 Crossings</b>	<ul style="list-style-type: none"> <li>▪ Design the crosswalks along 118 Avenue to make them more visible and safe for pedestrian crossing.</li> </ul>	●			T&S Stsc
	<ul style="list-style-type: none"> <li>▪ Further develop the 101 Street traffic circle plan and 97 Street to maximize pedestrian-crossing safety.</li> </ul>	●			T&S
<b>3.2.5 People Places</b>	<ul style="list-style-type: none"> <li>▪ Design signage for 118 Avenue directing people to the parks, restaurants and stores</li> </ul>	●			Stsc
	<ul style="list-style-type: none"> <li>▪ Evaluate closure of laneways For cafes or parkettes</li> </ul>	●			D&R
	<ul style="list-style-type: none"> <li>▪ Work with Planning and Development to allow outdoor cafes along the 118 Avenue side streets or along the sides of alley ways</li> </ul>	●			D&R
	<ul style="list-style-type: none"> <li>▪ Make current parks safer and more inviting</li> </ul>	●			CS

Goal	Initiative or Project	2006	2007 / 2008	2009/ 2010	Lead Role
	<ul style="list-style-type: none"> <li>▪ Develop areas for people to gather; work with Community Leagues to enhance existing green space and with the community to determine if more is needed.</li> </ul>	●			D&R
<b>3.2.6 Housing</b>	<ul style="list-style-type: none"> <li>▪ Put the necessary zoning in place along 118 Avenue to allow three or four storey buildings with ground-level retail and commercial or residential in remaining storeys.</li> </ul>	●			P&D/D &R
	<ul style="list-style-type: none"> <li>▪ Put the necessary zoning in place to intensify the density of housing one block north and one block south of 118 Avenue with townhouse development.</li> </ul>	●			P&D/D &R
	<ul style="list-style-type: none"> <li>▪ Put regulations in place to prohibit infill development of over-sized housing.</li> </ul>	●			P&D/D &R
<b>3.2.7 Villages</b>	<ul style="list-style-type: none"> <li>▪ Work with the Urban Planner to look at the feasibility of villages</li> </ul>	●			D&R
	Identify historical building, buildings of merit.	●			D&R

## Social and Community Recommendations

### 4.2 Safe Streets Streets

Goal	Initiative or Project	2006	2007 / 2008	2009/ 2010	Lead Role
<b>4.2.1 Goal: Strengthen community policing</b>	<ul style="list-style-type: none"> <li>Implement the Community Action Team - Beat Cops, Community Liaison Constable and Intelligence Analyst.</li> </ul>	●			PS
	<ul style="list-style-type: none"> <li>Have the Police annually report crime and safety stats and develop a "report card" with the community to determine what actions are improving community safety and what actions are not leading to the desired results.</li> </ul>	●	●	●	PS
	<ul style="list-style-type: none"> <li>Work with Edmonton Police Services to increase visibility of Police presence</li> </ul>	●	●	●	PS Cmty Sfty
<b>4.2.2 Goal: Ensure safe communities through better enforcement of city bylaws</b>	<ul style="list-style-type: none"> <li>Host a Community Crime and Safety Open House. Invite staff from the Development and Compliance Branch and Edmonton Police Services to provide education on the bylaws that exist and what the community can do to support enforcement.</li> </ul>	●			Cmty Sfty
	<ul style="list-style-type: none"> <li>Strengthen Bylaws to be able to respond better to derelict housing. Priorities are: broken window, drug houses, absentee landlords and derelict buildings.</li> </ul>	●			Cmty Sfty
	<ul style="list-style-type: none"> <li>Work with Bylaw Enforcement to decide where they can be most helpful to support the goal of safer streets. Based on this work, revise existing bylaws and if necessary, create new bylaws.</li> </ul>	●			Cmty Sfty

Goal	Initiative or Project	2006	2007 / 2008	2009/ 2010	Lead Role
	<ul style="list-style-type: none"> <li>▪ Create a “Get It Reported” information card that would inform people where to report problems and clarify what problems are dealt with by the Police and which ones by Bylaw Enforcement. Have existing groups, businesses and agencies distribute the card.</li> </ul>	●			Cmty Sfty
<b>4.2.3 Goal: Ensure safe parks</b>	<ul style="list-style-type: none"> <li>▪ Have Community Services use the second generation Crime Prevention Through Environmental Design (CPTED) to evaluate parks and green spaces in the area.</li> </ul>	●			Cmty Sfty
	<ul style="list-style-type: none"> <li>▪ Train community members on CPTED</li> </ul>	●			Cmty Sfty
<b>4.2.4 Goal: Eliminate prostitution along 118 Avenue and in the adjacent neighbourhoods</b>	<ul style="list-style-type: none"> <li>▪ Target legislation and actions related to activities of “johns” and prostitutes. Now that more people are recording license plate numbers, more johns are using taxis. Get the taxi commission to stop this practice</li> </ul>		●		Cmty Sfty
	<ul style="list-style-type: none"> <li>▪ Get police to dedicate sufficient resources to crack down on prostitution.</li> </ul>	●	●	●	PS
	<ul style="list-style-type: none"> <li>▪ Advocate for social housing and programming to help women exit prostitution. Increase access to safe housing.</li> </ul>		●		Cmty Sfty

Goal	Initiative or Project	2006	2007 / 2008	2009/ 2010	Lead Role
<b>4.2.5 Goal: Achieve safer streets through coordinated, community efforts</b>	▪ Promote Neighbourhood Watch Program membership	●			Cmty Sfty
	▪ Explore establishing other existing safety programs such as Block Parent and Police Radio Networks	●			Cmty Sfty
	▪ Provide stronger support and improved working relationship with Police and the Neighbourhood Foot Patrol Program.	●			Cmty Sfty
	▪ Look at the Oliver Foot Patrol as a possible model for implementation in the Avenue Initiative study area.	●			Cmty Sfty
	▪ Develop a coordinated communication approach with Police, residents, businesses and organizations in the community. This would include consistent reporting to Police, as well as informing community members what they can do to improve community safety on their properties, on their streets and within their neighbourhoods.	●			Cmty Sfty
<b>4.3 Beautification and Cleanliness</b>					
<b>4.3.1 Goal: Increase the number of clean and green properties</b>	▪ Encourage business owners to maintain a clean environment in front of their shops – especially cleaning windows and keeping sidewalks free of garbage, etc.	●	●	●	BRZ
	▪ Encourage business owners to add flower boxes or flower pots to the fronts of their shops	●	●	●	BRZ

Goal	Initiative or Project	2006	2007 / 2008	2009/ 2010	Lead Role
	<ul style="list-style-type: none"> <li>▪ Have the Waste Management Branch increase its service by having garbage trucks drive into areas (streets and alleys) to pick up large items like old couches. Do this work in cooperation with community volunteers who will help load up the trucks.</li> </ul>	●	●	●	AM&P W
	<ul style="list-style-type: none"> <li>▪ Put together a “clean-up” campaign encouraging people to keep their residential properties clean and advertising the special clean-up events.</li> </ul>	●	●	●	C&B
	<ul style="list-style-type: none"> <li>▪ Have community building events (e.g., afternoon barbeques) following the clean-up efforts so that people can get to know their neighbours.</li> </ul>	●	●	●	C&B
	<ul style="list-style-type: none"> <li>▪ Have a 2006 contest for the most beautiful flowers in an alley.</li> </ul>	●		●	C&B
<b>4.3.2 Goal: Enhance beautification through coordinated efforts</b>	<ul style="list-style-type: none"> <li>▪ Tie beautification efforts to the theme of 118 Avenue.</li> </ul>	●	●	●	C&B
	<ul style="list-style-type: none"> <li>▪ Complete a Utility Box Art Project consistent with the 118 Avenue theme.</li> </ul>	●			C&B
	<ul style="list-style-type: none"> <li>▪ Try to involve the schools and children by using their art in the beautification projects</li> </ul>	●			C&B

Goal	Initiative or Project	2006	2007 / 2008	2009/ 2010	Lead Role
	<ul style="list-style-type: none"> <li>▪ Try to engage the community in the beautification efforts through community events and contests.</li> </ul>	●	●	●	C&B
	<ul style="list-style-type: none"> <li>▪ Provide incentives for commercial property owners to improve the fronts of their shops.</li> </ul>		●	●	P&D
<b>4.3.3 Goal: Make streets litter-free and reduce clutter</b>	<ul style="list-style-type: none"> <li>▪ Enforce littering bylaws.</li> </ul>	●	●	●	P&D
	<ul style="list-style-type: none"> <li>▪ Find out from Waste Management what other initiatives can support litter-free areas and complement enforcement efforts.</li> </ul>	●			C&B
	<ul style="list-style-type: none"> <li>▪ Reduce the signs and clutter along 118 Avenue. Look at a bylaw in Spruce Grove that dictates signage.</li> </ul>		●	☒	C&B
<b>4.4 Development and Revitalization</b>					
<b>4.4.1 Goal: Review and revise plan policies as required</b>	<ul style="list-style-type: none"> <li>▪ Update the Area Redevelopment Plans as required</li> </ul>	●			P&D/D &R
	<ul style="list-style-type: none"> <li>▪ Review zoning for residential and commercial uses in light of the goals for the streetscape plan along 118 Avenue and the community plan.</li> </ul>	●			P&D/D &R
<b>4.4.2 Goal: Develop criteria ensuring new development fits with the theme of the area</b>	<ul style="list-style-type: none"> <li>▪ Establish a Review Committee with community representation.</li> </ul>	●			D&R
	<ul style="list-style-type: none"> <li>▪ Develop criteria and process for assessing compliance.</li> </ul>	●			P&D/D &R

Goal	Initiative or Project	2006	2007 / 2008	2009/ 2010	Lead Role
	<ul style="list-style-type: none"> <li>▪ Develop a list of incentives for commercial and residential development.</li> </ul>	●			P&D/D &R
	<ul style="list-style-type: none"> <li>▪ Create an inventory of potentially significant historical commercial and residential buildings in the area.</li> </ul>	●			P&D/D &R
	<ul style="list-style-type: none"> <li>▪ Promote the designation of historic buildings to be added to the Register of Historic Resources in Edmonton.</li> </ul>		●		D&R
<b>4.4.3 Goal: Improve tenant safety including apartment buildings</b>	<ul style="list-style-type: none"> <li>▪ Review current landlord responsibilities in terms of building condition.</li> </ul>		●		D&R
	<ul style="list-style-type: none"> <li>▪ Ensure landlords comply with 2005 standards (e.g., electrical) by a set date.</li> </ul>		●		P&D
	<ul style="list-style-type: none"> <li>▪ Encourage renters to become involved in the redevelopment plans.</li> </ul>		●		D&R
	<ul style="list-style-type: none"> <li>▪ Educate apartment owners and managers and encourage involvement in the Apartment Watch Program.</li> </ul>				
<b>4.4.4 Goal: Maintain a variety of housing stock that promotes affordable home ownership</b>	<ul style="list-style-type: none"> <li>▪ Link with the Affordable Housing initiatives to ensure the area continues to offer housing that is affordable as redevelopment occurs.</li> </ul>		●	●	D&R

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<b>4.4.5 Goal: Create a sustainable community</b>	▪ Examine the area's ecosystem, biology, hydrology and land structure.	●			D&R
	▪ Conduct a Xeroscaping Pilot Project (native to Alberta environment).		●		D&R
<b>4.4.6 Goal: Implement zoning that will control liquor stores, pawn shops, fringe financial businesses, and used car lots in the area</b>	<ul style="list-style-type: none"> <li>▪ Reduce the number of pawn shops and liquor stores on 118 Avenue</li> <li>▪ Explore the Community's participation in development decisions to more effectively utilize community resources</li> </ul>	●	●	●	D&R
<b>4.5 Programs and Services</b>					
	<b>Initiative or Project</b>	<b>2006</b>	<b>2007 / 2008</b>	<b>2009/ 2010</b>	<b>Lead Role</b>
<b>4.5.1 Goal: Create an "In Your Community" resource booklet</b>	▪ Find out from schools, churches, agencies what community information new residents request.	●			P&S
	▪ Find out what language(s) would be most helpful to have this information translated into.	●			P&S
	▪ Use a community mapping strategy to put this information together into one resource booklet.	●			P&S
	▪ Translate the booklet.	●			P&S
	▪ Update the booklet once per year		●	●	P&S

Goal	Initiative or Project	2006	2007 / 2008	2009/ 2010	Lead Role
<b>4.5.2 Goal: Initiate centralized, regular information outlining the programs, special events, etc., in a community calendar</b>	<ul style="list-style-type: none"> <li>▪ Develop a quarterly community calendar to outline the programs and special events. Make sure to include ethnic groups' information</li> </ul>	●	●	●	P&S
	<ul style="list-style-type: none"> <li>▪ Ensure contact names are beside each event so people know who to contact to volunteer or request more information.</li> </ul>	●	●	●	P&S
	<ul style="list-style-type: none"> <li>▪ Look at using existing community newspapers and letters to circulate this information.</li> </ul>	●	●	●	P&S
	<ul style="list-style-type: none"> <li>▪ Look at the cost for gathering and compiling this information into quarterly calendars and seek funding to cover the cost.</li> </ul>	●	●	●	P&S
<b>4.5.3 Goal: Develop community resource centres along 118 Avenue and in the neighbourhoods</b>	<ul style="list-style-type: none"> <li>▪ Develop the community resource centre concept – e.g., a rack for holding brochures and the quarterly calendar; or a rack with trained staff who can answer questions about the content of the resources.</li> </ul>	●			P&S
	<ul style="list-style-type: none"> <li>▪ Target one store/organization per block along 118 Avenue from NAIT or Northlands.</li> </ul>	●	●	●	P&S
	<ul style="list-style-type: none"> <li>▪ Target schools and apartment complexes throughout the neighbourhoods.</li> </ul>	●	●	●	P&S
	<ul style="list-style-type: none"> <li>▪ Decide how to keep racks fully stocked with current information and removal of outdated information.</li> </ul>	●	●	●	P&S

Goal	Initiative or Project	2006	2007 / 2008	2009/ 2010	Lead Role
<b>4.5.4 Goal: Build community through recreation opportunities</b>	<ul style="list-style-type: none"> <li>▪ Explore community gardens on vacant lots and inform apartment tenants of this opportunity to garden, as well as, meeting others in their community.</li> </ul>		●	●	P&S
	<ul style="list-style-type: none"> <li>▪ Have local art displays, school art shows, musicians, checker/chess matches in open spaces along 118 Avenue.</li> </ul>		●	●	P&S
	<ul style="list-style-type: none"> <li>▪ Develop a block party plan that pinpoints block parties in different neighbourhoods throughout the warm season. If appropriate include a theme (e.g. improving safety at home, lawn and gardening tips, etc.)</li> </ul>		●		P&S
<b>4.5.5 Goal: Develop a range of planned recreation opportunities throughout the year</b>	<ul style="list-style-type: none"> <li>▪ Develop a coordinated year-round recreation plan amongst the five community leagues and other recreation service providers. Ensure the quarterly information is included in the Community Calendar.</li> </ul>	●	●	●	P&S
	<ul style="list-style-type: none"> <li>▪ Provide a broad range of recreation opportunities (e.g., music, art, sports, fitness, cooking, etc.) for all age groups.</li> </ul>	●	●	●	P&S
	<ul style="list-style-type: none"> <li>▪ Use facilities close to residents that support the programs (e.g., a school home economics classroom for cooking, Community League Hall).</li> </ul>	●	●	●	P&S
	<ul style="list-style-type: none"> <li>▪ Work with Edmonton Transit to offer “free rides” along 118 Avenue to get to and from the recreation program.</li> </ul>		●		P&S

Goal	Initiative or Project	2006	2007 / 2008	2009/ 2010	Lead Role
	<ul style="list-style-type: none"> <li>▪ Run intergenerational programs that bring children, parents, grandparents together as they learn a new skill (e.g. mountain biking, learning guitar, etc.)</li> </ul>	●	●	●	P&S
	<ul style="list-style-type: none"> <li>▪ Work with the 118 Avenue Streetscape Planners to plan bike paths and bike routes throughout the area and connecting downtown and the river valley.</li> </ul>	●			P&S
<b>4.5.6 Goal: Build Family Economic Success</b>	<ul style="list-style-type: none"> <li>▪ Help facilitate partnerships between Vibrant Communities Edmonton and community organizations such as community leagues, schools and Business Associations, to increase the disposable income of families and individuals who are working and earning low incomes by increasing their awareness and opportunities to apply for existing benefits and subsidies that include but are not limited to, the Alberta Child Health Benefit and the Alberta Adult Health Benefit.</li> </ul>	●	●	●	P&S

Goal	Initiative or Project	2006	2007 / 2008	2009/ 2010	Lead Role
<b>4.5.7 Goal: Increase Community Investment</b>	<ul style="list-style-type: none"> <li>▪ Participate in the Vibrant Communities Edmonton feasibility study to explore alternatives to pay day loans and cheque cashing businesses to address community banking needs</li> </ul>	●			P&S
	<ul style="list-style-type: none"> <li>▪ Partner with Vibrant Communities Edmonton to build a mutual understanding of financing requirements of business and financial institutions in the community through forums that bring people who have businesses or are interested in opening businesses in the community, together with representatives from financial institutions to discuss needs and opportunities.</li> </ul>		●		P&S