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Spring/Summer 2009

Avenue *focus*

ADDRESSING THE NEEDS OF BUSINESS OWNERS
 TO AID IN BUILDING A SECURE FUTURE.

Revitalization continues

Last year, Phase I of the Avenue Revitalization started. And, 2009 will be just as exciting!

Over the last few years, area residents, community leagues, businesses and property owners have spent many hours supporting and developing the Avenue Initiative. In May 2008, the first phase of the streetscape construction began. It's estimated construction will be completed this spring/summer.

Remaining items for Phase I (82 Street to 87 Street) includes:

- special pedestrian crosswalk surfacing at specific crossing points on the Avenue;
- installation of concrete pad at bus stops to withstand the bus traffic;
- sand-blasted texturing of 1.5 metres of sidewalk along the roadside on 118 Avenue;
- impressing a cobblestone pattern into the asphalt surface of side streets;
- larger custom bus shelters, waste receptacles, bicycle racks and poster kiosks;
- tree planting and landscaping of the corner planting beds; and
- public art elements.

"We're very excited to see the project continue and to see the completion of Phase I. The new streetscape is helping build a more positive atmosphere for the community."

Joe Holtz, P.Mgr. Executive Director, AABA

Phase II begins

Phase II (87 Street to 92/93 Street) of the Avenue Revitalization project will also start this spring/summer. The scope for 2009 includes not only the items listed for Phase I, but also:

- total removal and reconstruction of roadway, sidewalks and side streets to the alleys;
- trolley poles will be replaced with black fluted streetlight poles; and
- new decorative pedestrian light poles will be installed along 118 Ave, including side street sections.

Source: City of Edmonton



Avenue spotlight

AABA has members who have been located on the Avenue for many years - we take this time to highlight one of our business champions.

A family owned operation, Myhre's Music has thrived on the Avenue since 1977. Owner and operator Byron Myhre attributes location, exclusivity and a sincere sense of community to the store's success.

"We are located on the North side of the Avenue, which makes it easy for people from all corners of the city to get to," says Byron. "Currently, we are the only music shop on the Ave, which has provided us excellent exclusivity. Also, the community has been very supportive of us over the years – the network of local business owners supports one another by recommending stores and services in the community, and local residents make a point to support independent businesses in the area."

Recently, Myhre's Music took part in the City of Edmonton Façade Program, providing the store with a much needed facelift which in turn attracted more business. The Façade Program is available to businesses located in a BRZ.

"The Façade Program has helped improve the positive perception of the Avenue and has really increased our walk-in traffic. Also, streetscape improvements have helped improve safety in the area making it a great place for people to shop."

Byron says though the Avenue has undergone a number of changes over the years, it's become a vibrant, lively community where business owners are provided the opportunity to get started without paying sky-high rent.



Helping communities keep clean

Bylaw Enforcement helps educate and provide advice to keep the community clean.

The City's Cleaner by the Yard program supports community groups, wanting to clean up their neighbourhoods, through education, advice and targeted enforcement. The Community Standards Branch (Bylaw Enforcement) partners with BRZs, community leagues, Edmonton Police Services and volunteers through the efforts of a Bylaw Enforcement Liaison Officer.

This summer Bylaw Enforcement Liaison Officer Julianna Shultz will support the Alberta Avenue area with her knowledge of community standards bylaws. On the table are: an enforcement blitz on messy property to support the community's large item cleanup; access to the Bylaw Community Standards Grant for groups interested in completing safety projects; education material for community events; Bylaw Enforcement Liaison Officer attendance at community events; and investigation and enforcement within the business zone.

To learn more about city standards, our community grant or our support programs, visit www.edmonton.ca/bylaws or call 311.

Source: City of Edmonton



Working for a safer community

Edmonton Police Service work hard to make the Avenue safer for all.

Edmonton Police Service is taking on several key initiatives this spring and summer to make our community a safer one to work, live and play.

Key Initiatives

- On April 16 there was a Crime Prevention Open House to recruit block captains to assist with crime prevention and safety through the summer months.
- Starting this spring/summer there will be vice operations targeting prostitutes and johns every month for the remainder of the year.
- Aggressive actions will be taken to shut down drug houses in coalition with SCAN.
- Currently working on increasing staff on the beat teams to an additional beat officer for the summer - making a very strong team.
- There will be a large police presence on 118 Avenue over the summer with EPS members on mountain bikes.
- A request has been made to have Community Patrol Officers placed on 118 Avenue during Capital EX.

Crime Stats

Calls for service in February 2009	143
Calls for service in January 2009	171
Change (%) from January to February	Down 20%

Top Crime Indicators		Top Disorder Indicators	
Assaults	8	Trouble with persons	32
Theft of vehicle	5	Trouble with intoxicated persons	13
Theft from vehicle	5	Abandoned vehicle	5

(numbers are presented as the number of calls for service)

Source: Edmonton Police Service

New Peace Officers improve bylaw service

Extended hours, new bylaw priorities will lead to a cleaner, safer city.

The City of Edmonton introduced a new unit of uniformed bylaw officers this year. The new Community Standards Peace Officers provide a quicker and more proactive response to specific community concerns, such as vehicles driving with unsecured loads, illegal dumping and excessive industrial or construction noise.

“Until now Edmonton’s bylaw enforcement has been largely complaint-based and focused on private property issues, like uncleared walks and messy yards,” said John Simmons, coordinator for the new Peace Officers. “Now we can be more proactive with ensuring the city’s public areas, such as roads and green spaces, are also clean and safe.”

The Community Standards Peace Officers work seven days a week from 7 a.m. until 5 p.m. during the winter and from 6:30 a.m. until 10 p.m. in the summer. Citizens can report any bylaw violations or concerns to the City by calling 311.

The Community Standards Peace Officer Program was created as a result of the City’s Bylaw Consolidation Project, which identified the need for better enforcement of certain bylaws, and in response to citizen requests for more visible, proactive bylaw enforcement in the community. The Peace Officer program was approved by Council in 2007.

Source: City of Edmonton

AABA events

2009 Street Sweep

AABA is holding its fifth annual Spring Street Sweep along 118th Avenue from the Northlands underpass to 105th Street May 13th through 15th.

The goal of this initiative is to have businesses, property owners and the community clean up store fronts, lots and streets to aid in beautifying the area and getting it ready for the many events this spring and summer. The Spring Street Sweep has support from, and works in conjunction with, the City of Edmonton's Transportation Department, Edmonton Transit and the Solicitor General's Office.

Mayor Stephen Mandel will launch our fifth annual Spring Street Sweep at a media event on Wednesday, May 13th at 8:30 a.m. in the Coliseum Steak and Pizza parking lot (8015 - 118th Ave). The following organizations will be represented at the launch: Edmonton Transportation, City of Edmonton Bylaw, Edmonton Police Services, Capital City Clean-Up, Avenue Initiative and the AABA Board of Directors.

2009 Flower Barrel Project

Partner with us to make Edmonton a beautiful summer city! The Business Association Flower Planter project – supported by Hole's Greenhouse, the City of Edmonton Parks Branch and Avenue Initiative – is in bloom for 2009.

The theme for the streetscape beautification program is Ride the Wave, and will include hardy tidal wave petunias to provide a burst of colour throughout the spring and summer.

AABA is providing its members the opportunity to purchase flower barrels for business fronts. The cost of each barrel is \$168 including GST. AABA will subsidize \$50/barrel on the first 60 barrels purchased.

The deadline for ordering flower barrels is April 30. Please contact the AABA office for more information.



Avenue events

The following is a list of events this spring and summer. Please note this list may not contain all events taking place in Avenue communities.

Bloomin' Gardening Show & Art Sale

Saturday, May 9

Visit www.avenueinitiative.ca for more information.

Spring Family Dance

Saturday, May 23

Visit www.avenuevineyard.ca for more information.

Avenue Goes to the Dogs

Saturday, June 13

Visit www.avenueinitiative.ca for more information.

Pupusa Festival

Saturday, July 25

Organized by the Salvadorean Society of Edmonton.

Outdoor Movie

Friday, September 4

Visit www.avenuevineyard.ca for more information.

Kaliedo Family Arts & Festival

September 25-27

Visit www.artsontheave.org

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