

A little nip 'n tuck..... 2
AABA's make-over..... 2

Low down on crime..... 3
Bylaw blitz..... 3

Wiping it out..... 4
Pull right in..... 4



Avenue *focus*

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

Moving forward

AABA held their Annual General Meeting on September 25. A new Board was nominated for 2009 and a vision for the Avenue shared.

The Avenue is a multicultural mosaic of bakeries, coffee houses, restaurants and stores. Offering ethnic experiences and unique services, the Avenue is a great place to visit and shop.

Over the last four years the City, residents, community leagues, businesses and property owners have spent numerous hours supporting and developing the Avenue Initiative. The hard efforts paid off when work started in May with the first phase of streetscape construction. With the changes, new interest in this area has been shown by potential investors and developers.

The Avenue is moving forward. We have a vibrant arts community, property owners taking advantage of the Façade Improvement Program and the new Nina Haggerty Complex being constructed. Together with these initiatives, the Avenue will be the place to shop, visit and do business.

AABA will continue to work hard to attract people and business to the commercial area to create a thriving economy for the surrounding neighbourhoods.

*"I encourage everyone to support our merchants toward building a strong and healthy business base that will benefit both the business owners and the customers who shop at their establishments."
Joe Holtz, P.Mgr. Executive Director, AABA*

Your 2009 Board Elect

- | | |
|------------------|---------------------------------------|
| Saidia Abdilahi | B-Unique Beauty Salon |
| Samir Bleibel | Donair Express |
| Wanda Bradbury | Polar Bear Health & Water |
| Greg Gerard | Scotiabank |
| Bereniece Kaiser | Medicine Shoppe (representative) |
| Aura Magana | Paraiso Tropical Food Market |
| Mike McLary | EC Automotive Machining |
| Christy Morin | Carrot Community Art and Coffee House |
| Kamal Nuur | Billan Financial Services |
| Dale Schmidt | Boston Pizza |
| Valerie Scott | Saffrons Carribean Delight |
| Paul Soares | Popular Bakery |
| Doug Thompson | Flavour Budzz |
| Bill Varvis | Coliseum Steak & Pizza |
| Di Westen | Absolutely Edibles |



A little nip 'n tuck

Facelifts are not only for Hollywood stars, but also businesses on the Avenue!

Over the past few years, Avenue businesses have been receiving a little work. To date, six building façades have been completed under the City's Façade Improvement Program, with four projects under construction. Nineteen others have stated they are interested in the program. The façade program has been a huge success with 100 per cent of the allotted \$340,000 spent.

The Façade Improvement Program encourages commercial building owners to invest in storefront renovations and upgrades by providing grants to cover a portion of the renovation costs. The program is an incentive to create a more interesting, friendly and attractive environment for the area.

Currently, the program provides a reimbursement of up to 50 per cent of eligible renovations to a maximum of \$30,000 per building façade. Corner buildings with two street-facing façades are eligible for up to a \$60,000 reimbursement.

For more information on the Façade Improvement Program contact:

Joe Holtz, Executive Director
Alberta Avenue Business Association
Phone: 780.471.2602



AABA's make-over

AABA is proud to share it's new look and bold communication and marketing plan.

In concert with the Avenue Initiative, AABA hired Focus Communications to develop a member communications and external marketing plan. Combine these efforts with the new Business Recruitment Program lead by Peter Mercer (consultant), AABA will have the tools necessary for two-way communication with members and the community while attracting new business(es) to the area.

"AABA is working hard to ensure the Avenue becomes a thriving business area," says Joe Holtz, Executive Director of AABA.

A new and fresh logo, website, newsletter and signage has been created for AABA to model a 'go forward' professional image.

"AABA is going to be more visible in the community, we are going to be attending in key events throughout 2009," says Holtz.

If you have questions, concerns or would like more information on AABA, please visit the revitalized website at www.alberta-avenue.com or email aaba@alberta-avenue.com.

Low down on crime

AABA and the Edmonton Police Services work together to make the Avenue safer for all.

The Edmonton Police Services is working hard to ensure the safety of residents, shoppers and employees of businesses on the Ave.

Since January 1/08 - August 31/08:

- 60 sex trade workers arrested
- 41 sex trade workers participated in the SNUG program
- 2 underage sex trade workers were placed in the PSECA program (Protection of Sexually Exploited Children Act)
- 51 johns arrested
- 37 vehicles seized as result of john arrests

As of January 2008, 135 disorder houses were reported through the Report a Drug House program:

- 44 files awaiting investigation/review
- 54 files were concluded
- 26 files are under investigation
- 11 files were warned/updated

EPS and stakeholders are working to reduce crime in the Avenue area. Some of the activities include:

- District One Survey sent to 11,500 homes in the area asking citizens to share their concerns with EPS to understand what they see as problems.
- Letters sent to area schools to work with their neighbours in watching out for schools after hours and to report any concerns/crime on the properties.
- Block Captains and Safe Street activities in collaboration with EPS and the Avenue Initiative working group will encourage accurate reporting to police.
- Group homes and schools assigned EPS liaison officers to aid them with questions and programs.
- EPS and AABA join forces to defeat new disorderly businesses from opening on the Avenue.
- In conjunction with ETS, the EPS Operation DERAILMENT was introduced to target repeat disorderly people in and around the Coliseum LRT station.
- Each month, EPS assist the vice section with two STINGS and SNAGS. During large events, there is usually an influx of prostitution offences.



Bylaw blitz

Edmonton Bylaw officers enforce bylaws on all properties on the Avenue and in the neighbourhoods.

Between April 14 and June 16, Bylaw officers conducted a pro-active inspection of the Alberta Avenue area. New Community Standards Bylaw (April 1/08) allows for fines for all nuisance conditions. This enhanced ability may assist in reducing nuisance violation rates. The findings from the Spring Blitz were:

- High concentration of violations found within 118 Avenue corridor;
- High compliance rate by citizens when contacted by City notice;
- Overwhelmingly, the most common type of bylaw violation found in the area is nuisance condition (unsightly/untidy yards and/or messy garbage storage);
- Significant problems with garbage storage being disturbed by 'bottle pickers' and/or 'homeless persons';
- Significantly greater rate of citizen complaints in the area during the spring; and
- Higher violation rate found in the Spring Blitz when compared with the Winter Blitz.

Wiping it out

Graffiti is a major concern for residents, businesses and property owners in our area. Bylaw 14600 and the Graffiti Management Program aid in keeping our buildings/property clear of graffiti.

The City of Edmonton, in conjunction with business owners, is working to make Edmonton graffiti free. As of April 1, 2008, Bylaw 14600 enabled bylaw officers to work with property owners to remove graffiti promptly and if necessary, issue tickets or take remedial action with those who do not remove graffiti.

The City's Graffiti Management Program focuses on four areas: engagement, eradication, education and enforcement. To ensure graffiti is removed quickly, the City developed the following to ensure graffiti is wiped out:

- volunteers/graffiti squads
- free graffiti removal kits
- six graffiti free zones
- Graffiti Wipe-Out events funding
- enhanced cleaning on civic facilities
- public education/removal information
- school programs for youth

AABA is helping Avenue business and property owners wipe out graffiti. Currently on the Avenue, there are approximately 90 sites that need to be cleaned-up. To aid in the recording of this information, AABA took nearly 300 photos of the graffiti, as photos are required as evidence when reporting graffiti to police and for insurance purposes.

In addition, the City is encouraging not only business and property owners, but also residents and community members to report graffiti and get involved with Graffiti Squads or community Wipe-Out events. Working together will create a safer and more attractive neighbourhood.

For more information on the Graffiti Management Program visit www.edmonton.ca/capitalcitycleanup.



Pull right in

Businesses on the Avenue are concerned completed construction will cause a lack of parking for customers. A study shows, ample parking will be available.

The City of Edmonton hired Swanson Transportation Consultants this past Spring to conduct a study of the parking situation on 118 Avenue.

The study shows there are currently 727 stalls available on 118 Avenue and side streets. On average, there are approximately 510 vacant spaces at any given period during a normal business day.

Once the revitalization construction is complete, street parking will be reduced to approximately 520 spaces. On average, there will be around 300 parking stalls available to support growth to Avenue businesses.

Current Parking	727 stalls
	217 stalls used (average)
	510 vacant stalls (average)

Parking After Construction	520 stalls
	217 stalls used (average)
	303 vacant stalls (average)



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