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Fall 2009

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 30th. A new Board was nominated for 2010 and a vision for the Avenue shared.

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

Over the last five years the City, residents, community leagues, businesses and property owners have spent numerous hours supporting and developing the Avenue Initiative. Their hard efforts paid off with Phase 2 of Streetscape Construction being completed and Phase 3 (from 92nd Street to 97th Street) to start in the Spring of 2010.

The Avenue is moving forward. We have a vibrant arts community, property owners taking advantage of the Facade Improvement Program and the new Nina Haggerty Art & Condo Complex now completed. 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 2010 Board Elect

- Wanda Bradbury (Polar Bear Health & Water)
- Samir Bleibel (Donair Express)
- Bereniece Kaiser (The Medicine Shoppe Pharmacy)
- Jesus Gonzalez Jr. (Paraiso Tropical Food Market)
- Mike McLary (EC Automotive Machining)
- Christy Morin (Carrot Comm. Art/Coffee House)
- Ali Elfayeb (Representing Billan Financial Services)
- Dale Schmidt (Boston Pizza)
- Valerie Scott (Saffron's Caribbean Delight)
- Doug Thompson (Flavor Budzzz)
- Bill Varvis (Coliseum Steak & Pizza)
- Sherry Hardin (Scotiabank)
- Ven Chand (Taco DelMar)
- Robert Farhat (Mattress King)
- Tariq Khan (Homemade Steak & Pizza)



New businesses in the Alberta Ave business revitalization zone this year are:

- C.R.E.A.M (101 st. & 118 Ave): an urban apparel store
- Bedouin Beats (11805 94 St): dance studio and store
- Dawgfather (8654 118 Ave): home-made hotdogs
- Mattress King (9410 118 Ave): mattresses and furnishings
- Alba Home Décor (8405 118 Ave): antique and new furniture and appliances
- Taco Del Mar (9405 118 Ave): Mexican food franchise store
- Habesha Restaurant (9511 118 Ave): Ethiopian food
- Karmel Café and Restaurant (9420 118 Ave): East African cuisine
- Hamad Pizza and Donair:
- Lan's Asian Grill (11828 103 St): Thai food with no MSG

Open for business

Creating a vibrant, economically viable business strip on 118 Ave has always been a goal of the Avenue Initiative Revitalization Program. Accordingly, the Initiative continues to partner with the Alberta Ave Business Association (AABA).

This year AABA has formed a marketing committee as well as a new business recruitment committee that will mean real progress for the goal of increased business on the Ave. The Association has also completed a database of all the empty buildings and properties on the Avenue, as well as updating its business members' list.

AABA continues to work in concert with the Initiative and other local organizations such as Arts on the Ave by being a key presence at local events such as That Bloomin' Garden Show and Art Sale, Avenue Goes to the Dogs and the Kaleido Festival.



We're open for business!



Employees serve a line up of customers at the Taco del Mar opening May 29

Before



After



After



Before

Façade program continues to bring beauty to the Ave

The Façade Program is a city initiative that encourages commercial building owners to invest in store-front renovations and upgrades by providing grants to cover a portion of the renovation costs.

Several property owners have taken advantage of this partial cost re-imbusement program since its inception in 2005, with over \$400,000 having been invested so far.

"The results to date have been just great," says Joe Holtz, Executive Director of the Alberta Ave Business Association (AABA). "Many store-fronts under this program have taken on an incredible new look."

The program is completed for 2009, but Holtz hopes it will be extended in 2010, as it is such a benefit to the community.

In total 16 businesses or building owners have taken advantage of the program since 2005. Businesses that have new facades this year are:

- Handy Bakery (8660 118 Ave)
- Bedouin Beats Dance Studio (11805 94 St)
- EC Automotive Machining (8731 118 Ave)
- Avenue Trading Post (9544 118 Ave)
- Taco Del Mar (9405 118 Ave):
- Art Deco Building -Joe Treger (8741 118 Ave)



Handy Bakery before new façade



Handy Bakery new façade



New façade



Wiping it Out

It has been 18 months since the City of Edmonton's Capital City Clean Up (CCCU) has taken on graffiti in Edmonton. One of the focus areas for graffiti removal has been the Alberta Avenue Business area. As part of the enhanced clean up initiatives, Capital City Clean Up's Graffiti Management program has had its graffiti removal van combing the area and removing graffiti on city property. Clean up efforts increased in 2009 with the introduction of a second graffiti removal van. This work will continue until winter temperatures prohibit cleanup.

The work will not entirely stop with the snow. During the off season, Capital City Clean Up will be focusing on identifying areas of work for the 2010 clean up season. Van staff will be doing an inventory of graffiti on the Avenue to identify areas for immediate clean up in the spring, as well as identify private property owners to work with for the 2010 clean up season.

"So far the program has been very successful," states Sharon Chapman, graffiti project manager with Capital City Clean Up. "With the help of AABA, 87 properties on the Avenue were identified needing clean up in 2008. During our 2009 inventory, 57 properties, plus 30 city properties were identified. We are expecting these numbers to be even lower when we start the 2010 inventory over the next few weeks."

If you need assistance removing graffiti from your property, please call Capital City Clean Up's graffiti program at 780-442-5302. The City wants to thank all property owners who have been working to keep the graffiti off of their properties. In the meantime, please continue to Record, Report and Remove graffiti in Edmonton. Call 311 to report graffiti.



By Law Notes...

Community involvement has been the priority for the Community Standards Liaison Officer assigned to the Alberta Avenue neighborhood. Her role in the community shows that the Community Standards Branch is working hard to improve the city and make Edmonton a better place to live.

The function of a Liaison Officer is three-fold, providing collaboration, support and proactive enforcement. Collaboration with community support groups through patrols, attending events, providing presence at meetings and introducing herself to stakeholders buys value to the community and its residents. Partnering with support groups such as Safe Streets, NET and CRUD allows for education and enforcement from all agencies and goes a long way to reach compliance. Working together, approximately 160 nuisance conditions were identified from May-Sept.

Supporting community activity such as the Capital City's Big Bin Event connects each department's role and strengthens messaging through advertising and notices sent to residents. Such events are very successful showing that 78% of residents complied when contacted by the City of Edmonton.

This fall, the Alberta Avenue Liaison Officer is conducting a blitz regarding derelict vehicles. This pro-active enforcement will address the large number of damaged/derelict/dismantled vehicles and identifies any safety concerns they may present. Such enforcement is done as friendly reminders through advertising and notices supported by the Kidney Car Foundation.

The Community Standards Branch would like to remind property owners that snow is right around the corner. Sidewalks in front of residences and businesses need to be cleared of snow within 48 hours of every snowfall. Be a good community partner and do your part to help keep

Do You Like To Volunteer?

"Your ideas can make a difference!"

AABA is in need of volunteers for its Marketing Committee and New Business Recruitment Committee.

If you are a business owner or property owner on the Avenue, or a resident in the surrounding community please call Joe Holtz, Executive Director for more information at 780-471-2602.

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