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SPECIAL JANUARY EDITION

Avenue Initiative

Revitalization Strategy

2006 YEAR END UPDATE



REVITALIZATION HAS ACCOMPLISHED MUCH IN FIRST YEAR

JUDY ALLAN
Avenue Initiative Revitalization Coordinator

With a strategy fully supported by City Council the Avenue Initiative Revitalization Strategy's implementation began last January. Hundreds of people became involved in developing the Avenue Initiative by attending meetings, filling out surveys and participating in a weekend planning charrett. The support that was evident in the development of the strategy remained strong through 2006: over 78 volunteers have met monthly to ensure the actions set out in the strategy become reality and two Open Houses were held with over 130 attending each one.

There have been many accomplishments during the past year, including new pedestrian lights, a streetscape and zoning concept plan, a community clean up and graffiti removal, a community safety fair and a professional quality arts festival to name just a few.

You can expect to see many more accomplishments in 2007. Watch for the new Community Incentive Fund, and an increase in communication to the community. In February we go to City Council to support funding the Streetscape Plan. We will continue to be working with Edmonton Police Services to increase safety and decrease crime in the area. Working Groups have already begun planning the next Community Clean Up, Block Captains and Block Parties. Bringing arts to the Avenue will continue to be a focus during the following year, as will beautification, cleanliness, and safety of the area.

The success of the revitalization will continue to be the support and involvement of the residents, property and business owners. I would like to THANK all the people I have had the privilege of the working with over the past year and look forward to seeing new people get involved in the Avenue Initiative.

Bringing art to the Avenue one window at a time

DAWN FREEMAN

Arts on the Avenue founding member Christy Morin got an extra special present from Santa this Christmas – an Edmonton Arts Council grant for the groups first major art project. The group applied for the Community Initiative Project Grant so they could create paintings on empty store windows on the Avenue – following the Jim Diers method.

Morin received the phone call telling her the good news just days before December 25.

“We received a \$16,000 grant for our project, which is just fantastic”, says Morin. “I got the phone call and am just waiting for the official letter to arrive!”

Details of which buildings, who will be doing the paintings, and what will be painted on them are still to be finalized. The Arts on the Avenue group, which boasts about 50 members from the community, will be meeting in January and February to make these decisions.

“We have to contact the building owners and say to them ‘Do you want to see your building

come alive – for free?” laughs Christy. “Then see who bites.”

Morin says the group also intends to apply for a matching grant with the soon to be up and running Avenue Initiative Community Development Incentive Fund.

“We are just so excited to be able to bring such a positive visual to the Avenue,” says Morin. “And that we are not just talking about it, but actually making it happen.”

If you are interested in being part of the Arts on the Avenue group, they are always interested in you! Please contact them by e-mail at info@artsontheave.org or through their website at www.artsontheave.org.

HOW TO GET INVOLVED IN THE AVENUE INITIATIVE?

EASY!

- Join A Working Group
- Attend An Open House
- Volunteer For A Special Event Or Project

Email
judy.allan@edmonton.ca
to put your name on the mail out list for regular updates



MURALS DEPICTING 'LIVELY BUSINESSES' IN EMPTY STOREFRONTS IN COLUMBIA CITY. ONE YEAR LATER ALL THE 'PRETEND' BUSINESSES WERE REPLACED BY REAL ONES.

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What's your idea?

The Community Development Incentive Fund is coming to help!

In the spring of 2007, the Avenue Initiative will be the first Neighbourhood Revitalization to pilot an exciting new program. City Council has approved the development of a Community Development Incentive Fund, an idea based on a successful program run out of Seattle. By matching funds or volunteer time, grants

will be available for projects that help to revitalize the area. The ideas will come from the community and the community will decide which projects get funded through some kind of jury system. Projects will be expected to stay within the themes of the Avenue Initiative.

The protocol for this matching grant is being

developed now; applications will be available by mid March and funding should start in the spring. So start thinking today of projects that will foster a sense of community, increase safety, and create beautification and cleanliness in the neighbourhood! Watch for more details in the Rat Creek Press and the Talon.

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PHONE 780.479.6285

EMAIL info@ratcreek.org

WEB www.ratcreek.org

MANAGING EDITOR Karen Mykietka

EDITOR Dawn Freeman

GRAPHIC DESIGN Leanne McBean

ADVERTISING

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Beautification and Cleanliness / Programs and Services

Pick n' Up the Neighbourhood

Garbage and debris are a constant issue in the back alleys of the area.

Behind the businesses and outside of apartments, it is easy to find mattresses, couches and other large items. Many people living in the area are low income or seniors who have problems disposing of large household items. In

May, more than 35 volunteers came out for a day and picked up large items and removed graffiti from the neighbourhood. The next day the Alberta Avenue Business Association did a major sweep of the street. Businesses power-washed their buildings and the City cleaned the street. Many community members in the area expressed a greater sense of pride after the project.

Street Sweep

On September 23rd, headed by the Salvation Army Church, 20 volunteers came out to sweep the Avenue, and pick up garbage. The City provided an extra street cleaning.

Flowers

The Alberta Avenue Business Association organized flower barrels to the area. Thirty-eight businesses set out 60 barrels of beautiful pink petunias all along the Avenue.

ARTS ALIVE! WAS VOTED ONE OF THE THREE BEST VISUAL ARTS FESTIVALS IN EDMONTON IN 2006 BY VUE MAGAZINE

Arts Alive 2006

Something spectacular happened on October 7, 2006 — Arts Alive — a one-day arts festival created momentum to make 118 Avenue into an

“Avenue of the Arts.” Arts on the Avenue, a group of community-based producers, artists and artisans, came together with local businesses and residents to perform, have fun, and express a sense of community. They created an event that made a profound statement about opportunity

and potential for the future of bringing arts to the “Ave.” The good news is that it is not necessary to bring the artists into the community; they are already there. Arts Alive has allowed artists to be a part of transforming the Avenue.

“They came together to perform but to also transform personal attitudes and perceptions. Arts Alive was more than an event. It was a transporting experience for all those involved. It marked the beginning of new expectations. It was the tangible expression of new hope for The Ave area.”

K.J. (Ken) Chapman, Consultant, Cambridge Strategies

Arts on the Ave, the group of artists and artisans that brought us Arts Alive, is revved up and already working on next year's festival, and looking at other ways they can showcase their art in their own community. More information is available at www.artsontheave.org.

In May 2006, the Avenue community hosted a successful clean up that saw over 70 trucks of junk collected from people's homes and back alleys go to the dump. At the same time over 30 incidents of graffiti were removed from businesses along the Avenue.

Do you have ideas about what would make the Avenue beautiful? Join our Working group! Call Judy Allan at 496-1913 or e-mail at judy.allan@edmonton.ca.

Graffiti Removal kits are available for residents to use. Call Peter Rausch at the Alberta Avenue Business Association 471-2602 to arrange to borrow one.



A DANCER FROM THE GROUP RAQ-A-BELLY AT THE ARTS ALIVE! 2006 FESTIVAL



FLOWERS MAKE THE AVENUE LOOK BEAUTIFUL

Getting rid of stuff

Most of us have too much stuff in the house, the garage and around the yard. Use the list of resources below to help with your spring cleaning (or summer or fall or winter cleaning) and keep the neighbourhood clean.

For those items that are truly trash or that you are not able to dispose of yourself, there will be a large item pick up in May – check upcoming issues of the Rat Creek Press and the Talon for details.

Edmonton reuse & recycling directory

www.edmonton.ca/waste
Waste hotline: 496-5678
Enter item to get rid of and get a list of charities, businesses and City Services that can reuse, recycle or dispose of your unwanted household items.

Freecycle Edmonton

<http://ca.groups.yahoo.com/group/Freecycle-Edmonton/> or just do an internet search for “freecycle Edmonton” Almost anything you can imagine as long as it is FREE. Sign up & post an email offer, anyone interested will reply, select

who you want to give to and make arrangements for them to pick it up from you.

ECO Station
11440 – 143 St
496-5678
FREE drop off of paint, motor oil, computer monitors, TVs, electrical appliances & scrap metal. CHARGE for tires, mattresses, furniture, appliances. Call or go to website www.edmonton.ca/waste for details and hours of operation.

Look for more ideas on page 39 of the Avenue Business & Community Directory. Also watch for the April issue of the Rat Creek Press which will have a feature on the 3Rs – reduce, reuse, recycle. If you have ideas you'd like to share, email info@ratcreek.org.



SALVATION ARMY STREET SWEEP

CALLING ALL TRUCKS!

Can you help out with the next large item pick-up planned for the spring? We need hands and we need trucks! Please call 496-1913 to volunteer and help clean up the neighbourhood.

The 2007 Avenue Business & Community Directory Is Here!!

Watch for the 2007 directory of local businesses and community services in your mailbox in January. The 2007 directory has been completely reformed into a handy little booklet on a better quality paper to make it last the year.

Take a few minutes to peruse the booklet and see the diversity of businesses in your own community. When you need a product or service, check what your community has to offer first. Want to contact your elected representative, find a nearby park or skating rink or contact number for a local school? The local directory has it all under “Community Listings”.

If you need additional copies, contact the Alberta Avenue Business Association at 471-2602.



Go to our website for:

- *An early copy of our current issue
- *onlineEXTRAS (additional or expanded articles)
- *An up-to-date community calendar
- *Current news stories relevant to our community
- *All back issues of our newspaper

Find out more “About Us” online:

- *Advertising rates
- *Distribution area
- *Writer biographies
- *Upcoming features & deadlines

website: www.ratcreek.org
email: info@ratcreek.org
phone: 479-6285

Contact us with your news, events and ideas.

Writers, photographers and other volunteers are always welcome!

Streetscape

The current condition of 118 Avenue is looking particularly shabby. While the streetscape alone will not revitalize the area, it will be the physical change that transforms it and restores a sense of pride to the "Ave." It is believed that a strong, visible change will help to inspire other changes and to build momentum for revitalizing the area.

The Streetscape Working Group had some proposed conceptual sketches for the typical street and side street areas presented to the public for input in an Open House meeting held in November 2006. The focus of the plan is to create an attractive, safe, and walkable street and pedestrian area that will provide a solid foundation for vibrant commercial development. Components of the streetscape may include:

- New sidewalks
- New marked pedestrian crossings of 118 Avenue
- Street trees and other green features
- More pedestrian level lighting
- New street furniture and lightpole painting
- Reorganization of side street parking
- Throating (traffic calming) of neighbourhood entrances
- Recognition of the neighbourhoods by special entrance elements

and inclusion of historic street names on street signs.

The proposed staging of the 118 Avenue Streetscape Plan is:

Phase 1 83rd – 89th St. 2008
Phase 2 89th – 94th St. 2009
Phase 3 97th – 102th St. 2009
Phase 4 94th – 97th St. 2010
Phase 5 78th – 83rd St. 2011
Phase 6 102nd – 106th St. 2012

Some streetscape improvements have begun. A total of 136 new pedestrian lights are up and brightening the sidewalks. This second tier of lighting is intended to help improve pedestrian safety on sidewalks. The Streetscape Working Group chose the style of lighting for its sleek and classic look and its ability to direct light to the pedestrian zone as opposed to second storey windows. As the streetscape plans evolves, pedestrian lighting will be increased and some of these lights may be moved onto decorative poles.

Once there is community support of the concept in general, an updated overall Concept Plan will be prepared. The next step will be the Preliminary Detailed Design of Phase 1 of the Streetscape Plan. Funds to undertake this have been requested in the City's 2007 Capital Budget.

DO YOU HAVE IDEAS ABOUT WHAT WOULD MAKE THE AVENUE LOOK BETTER?

Join our Working group! Call Judy Allan at 496-1913 or e-mail at judy.allan@edmonton.ca.



TRAFFIC CALMING IS A TECHNIQUE USED TO SLOW DOWN VEHICLES AS THEY TURN INTO THE NEIGHBOURHOOD FROM A MAIN STREET. DO YOU WANT TRAFFIC CALMING TO BE PUT IN AT THE INTERSECTIONS OF YOUR STREET AND 118 AVE? LET US KNOW WHAT YOU THINK.

In the beginning...



THE CALISTO LIGHT WAS CHOSEN FOR ITS CLASSIC LOOK AND ITS ABILITY TO DIRECT LIGHT TO THE PEDESTRIAN ZONE

City Council started the Avenue Initiative Revitalization Strategy in 2005 through the Councillor portfolio of Neighbourhood Revitalization, headed up by Councillor Janice Melynychuk. Councillor Melynychuk assembled an Advisory Committee comprising of community residents, business members, and City of Edmonton staff members representing Police Services, Planning and Development, Transportation and Streets, and Community Services. The primary role of the Advisory Committee was to develop an inclusive process for developing a plan. The Advisory Committee titled the process the Avenue Initiative and directed it to:

- Bring stakeholders together to build a plan, thereby speaking as "one voice" to City Council when seeking approval of the strategy.
- Include social, environmental and economic life components. Residents would have the opportunity to influence the design of 118 Avenue, just as business owners could propose initiatives, programs and services to improve life in the five neighbourhoods.

A wide range of stakeholders representing residents, businesses, community organizations, the faith community, and agencies, came together

to develop recommendations to stop this area's decline and to turn it around. After extensive community consultation, which included 200 community workshop participants and 783 surveys respondents, the Avenue Initiative Revitalization Strategy was developed. City Council approved the Initiative on November 15, 2005.

As part of the strategy development process, which included extensive consultation, the community created a vision of the revitalization for their area, with safe streets, a vibrant community life, a thriving economy and environmental wellbeing.

Safe Streets and Spaces

The goal is to make the Avenue area a safe community in which to live, and attractive for people outside of the area to work, shop, and dine.

Community Life

The vision is to recognize the area as a place rich in history, diversity, and character. Residents and business owners' work together to resolve issues and have fun together through community events.

Thriving Economy

The aim is to make 118 Avenue "the" place to have a business; a well kept area that attracts visi-

tors with its character, variety of products and services, and special events and community celebrations.

Environmental Well-Being

The Avenue will become a picturesque community with a "village" feel. Traffic is lighter because more people walk or commute. Business owners and residents show pride in their properties through greening efforts like flower beds and street-corner planters.

To implement this vision, the community has come together and has remained committed and involved in shaping a new future for the area. To date, approximately 80 people have met monthly and worked to implement the goals and actions they established in 2005.

Avenue Initiative geographic area:

North — 122 Ave

South — 115 Ave

East — Northlands

West — NAIT

Acknowledgements

Thank you to everyone who participated in the Working Groups and the Steering Committee, and to the City Staff on the Avenue Integrated Services Team. The dedication and work of everyone involved has made the success of this year possible.

AVENUE INITIATIVE STEERING COMMITTEE

- Norm Aldi (Co-Chair), Eastwood Community League
- Harry Oswin (Co-Chair), Community Services, City of Edmonton
- Amber Anderson, Alberta Avenue Community League
- Samantha Judge, Parkdale Cromdale Community League
- Frank Bowen, Business representative
- Julian Proskow, Business representative
- Peter Rausch, Alberta Avenue Business Association
- Lionel LeVoir, Safe Streets Working Group
- Kacy Moran, Development & Revitalization Working Group
- Berenice Kaiser, Streetscape Working Group
- Christy Morin, Programs & Services Working Group
- Robin Stocks, Beautification & Cleanliness Working Group
- Judy Allan, Avenue Initiative Coordinator, Community Services, City of Edmonton

WORKING GROUPS

SAFE STREETS

- Lionel LeVoir
- Anne Woroschuk
- Kate Quinn
- Dorian Smith
- Darcy Morin
- Cora Levesque
- Chris Ferland
- Arlene Kemble
- Dawn Freeman
- Ken Dong
- Monique Trudelle
- Neil Fritz
- Frank Parker
- Robin Stocks
- Zaher Samnani
- Tamara Janvier
- Peter Rausch

STREETSCAPE

- Gerard Forget
- Chris Hayes
- Monique Trudelle
- John Larsen
- Greg Hendricks
- Melanie Ustra
- Peter Rausch
- David Stockburger
- Pharm Bhui
- Berenice Kaiser
- Pamela Mason
- Mark Stumpf-Allen

DEVELOPMENT & REVITALIZATION

- Trevor Morley
- Kathleen Moran
- Donna Fregen
- Lionel LeVoir
- Dale Schmidt
- Anne Woroschuk
- Leslie Tresedor
- Peter Rausch
- Jim Curtis
- David Stockburger
- Mike Pietramala
- Kacey Moran

PROGRAMS AND SERVICES

- Margaret Larsen
- Karen Mykietka
- Jim Yaremco
- Dianne Gillespie
- Wendy Martin
- Sheila Webber
- Peter Rausch
- Sara Hendricks

BEAUTIFICATION & CLEANLINESS

- Kimberly Ferland
- Victoria Hemming
- Christy Morin
- Megan Komph
- Robin Stocks
- Bruce Grams
- Wendy Lauder
- Joe Clare

CITY OF EDMONTON INTEGRATED SERVICES TEAM

- Harry Oswin, Community Services (Chair)
- Judy Allan, Avenue Initiative Coordinator, Community Services
- Cathy Rafis, Planning and Development
- Laurie Moulton, Planning and Development
- Carla Semeniuk, Planning and Development
- Brian Van Sickle, Urban Planner, Planning and Development
- Gord Cebryk, Transportation
- Max Shmyr, Transportation
- Carole Cej, Transportation
- Laura Burdego, Asset Management & Public Works
- Randy Krillio, Planning and Development, Compliance Branch
- Brian Nowlan, Edmonton Police Services
- Pat Tracy, Edmonton Police Services

THANK YOU to Eastwood Community League, Alberta Avenue Community League, Alberta Avenue Business Association, and Northlands for use of their facilities for meetings and events.



CONCEPTUAL SKETCH OF WHAT THE AVENUE COULD LOOK LIKE



GET THE KIDS INVOLVED! THIS FAMILY IS READY TO GO CLEAN GRAFFITI FROM AVENUE BUILDINGS

Continuing transformation of a wonderful Edmonton community

COUNCILLOR ED GIBBONS
WARD 3

Exciting things are continuing to happen on the Avenue as we have observed with the "Arts Alive!" festival and Arts on the Avenue. We have had many new business and building upgrades, such as a 4 million dollar upgrade to our local Safeway and the relocation and renovation of the Popular Bakery, which opened in December 2006. We have also witnessed complete makeovers of the Eastwood Community League playground, including the addition of a spray park, and the Old Avenue Theatre into the indoor "Avenue Skatepark" to name only a few of the many recent successes.

In the last five years, approximately 140 derelict homes have been condemned and demolished leaving room for growth and rejuvenation. With Edmonton's booming economy we are seeing many young families, newcomers to our city and first time homebuyers, relocating to this area. Pedestrian level lighting was installed on every pole that could support it, bringing a safer level of light to the Avenue. By 2008, 118 Avenue

from 97 Street to Fort Road is scheduled to be reconstructed.

All of these new projects are due to the Avenue Initiative Revitalization Strategy that was a response by Mayor Mandel and City Council to address the need to revitalize 118 Avenue from approximately 100 Street to 80 Street (from NAIT to Northlands/Rexall Place). The belief was that if a strong committed political push was delivered we could redo the Avenue, and the communities in the area would follow. It is one of several revitalization initiatives being undertaken within the city that brings together business, community, local interest groups, City Councillors and City administration.

The more inclusive collaboration, piloted through the Avenue Initiative, commenced with a small study group comprised of representatives from community, business, EPS, Planning & Development, City Council (Ed Gibbons and Janice Melnychuk) and other resources/resource personnel as required. This study group developed a general plan outline, identifying the principles and goals that would form the foundation for ongoing planning and collaboration

with affected communities.

Community revitalization studies have been completed and the budget will be in place to start the rezoning and construction.

As our economy continues its upward swing more developers are approaching us with questions on what can and should be built. The questions are regarding existing premises, and how many to buy to allow the variety of commercial buildings needed.

The City Council has approved an accelerated Façade Program for 118 Avenue with the Alberta Avenue Business Association, allocating \$100,000 a year for three years. This program allows for \$20,000 per façade to qualifying business owners on a matching basis. Four are now completed with 20 more in the planning stages. The new facades are already a noticeable enhancement to the Avenues appearance.

I am thrilled with the continuing transformation of this wonderful historic Edmonton community and look to the future with great anticipation. I would like to thank everyone who has stepped forward with thoughts and ideas to help move this project forward.

What's next?

Here are some of the projects planned by the Working Groups of the Avenue Initiative for 2007:

- **Development of a Community Development Incentive Fund, based on the concept from Seattle's Neighbourhood Matching Fund. The money is intended to help create opportunity for residents or businesses to undertake projects. In Seattle, this has included new parks, community gardens, art, storefront improvement, crime reduction projects, and community clean ups. The ideas come from the community and the community decides what projects will be funded.**
- **Detailed design of the first five blocks of the streetscape.**
- **Re-zoning as decided by the Development Revitalization Working group.**
- **Dog Festival, Spring, 2007. A fun time to get together with other dog owners and lovers to share information, set up shared dog walking or exchanges and, of course, tell all your favorite dog stories.**
- **Arts Alive! 2007, September 2007.**
- **Street Sweep**
- **Large Item Pick-Up Spring 2007**

Keep reading the Rat Creek Press and the Talon for more details of these upcoming events.



A NEW FACE MAKES THIS PHARMACY WELCOMING

Joining together to create a neighbourhood transformation

COUNCILLOR JANICE MELNYCHUK
WARD 3

I'm writing this after City Council has approved the 2007 budget that includes \$400,000 for the Avenue Initiative to continue to make progress for the communities and people along 118 Avenue. Added to that amount is \$100,000 for the facade program as well as planning dollars for the design of the 118 Avenue streetscape improvements.

All of this is happening because you and your neighbours have joined with the City to create a plan for the transformation that you want to see. I can assure you that getting the approval for the budget happens much easier when Council sees that citizens are actively engaged and leading the process. It gives us confidence that the money will be well spent because you are establishing the priorities.

Municipal government is the closest to the people and has the most direct impact on your daily life. That being said, it's also the order of govern-

ment with the fewest types of revenue to fund programs that go beyond basic services. The commitment by this City Council to encourage and to fund the Avenue Initiative comes from our knowledge that we can't wait for other orders of government to provide funding to get this renewal going. You are great partners and we are action oriented!!

So it looks like there will be more work next year for all of us. Your part of the job is to keep offering your time, energy and advice so that we spend time and effort on the right things. Our part of the work is to be innovative and proactive in showcasing the work that has been done as well as promote projects that could add to what exists in the Avenue Initiative.

Good government happens and good value is added when there is a collaborative approach to problems. The Avenue Initiative has been a shining example of a new way of working with communities and I am very proud of having been a part of it.



THE NEW LOOK AND LOCATION OF THE POPULAR BAKERY - BIGGER AND BETTER

Development and Revitalization

The Development and Revitalization Working Group has developed an inventory of commercial development along 118th Avenue and proposed a zoning plan that will assist in accomplishing many of the goals of the Avenue Initiative Strategy. The plan recommends zoning that will allow for “eyes on the street,” which permits residential development above ground floor commercial development to maximum height of 2 storeys.

The goal of the Zoning Plan is to increase residential density and provide for a wide variety of shops and services along the Avenue. To continue to bring arts to the area, the Working Group is looking for ways to encourage development, such as an “Arts Habitat,” where artists can live above working studios and shops. The

Development Concept and Zoning Plan was presented to the broader community for input in November 2006 at an Open House meeting at which over 100 people attended.

Three zoning areas have been proposed:

Student Service Area
(97 Street – 106 Street, 118 Avenue)

In this area the intention is to provide commercial, service and entertainment opportunities for NAIT students and residents of the surrounding area, and allow for mixed-use development (residential above commercial uses). Heritage buildings will be preserved where possible, and the traffic circle road realignment will be applied for. Safety at the 97 St crossing will also be looked into.

Pedestrian Oriented Shopping Area
(83 Street – 97 Street, 118 Avenue)

In this area we want to create a dynamic street that provides an opportunity for more intensive development and incorporates ground floor commercial and upper floor residential development. We will promote independent retail and office uses, and ensure opportunities for an “artist-friendly” environment that promotes artist’s working studios at grade. We are looking into whether the open space of the Alberta Avenue Community League and the Eastwood Community League could be extended south of 118 Avenue to provide links with existing parks or schools.

Community Service Area
(80 Street & Fort Road – 83 Street, 118 Avenue)

Our intention here is to recognize the existing retail and service uses in the area and encourage more retail and services uses that will cater to the needs of the immediate and wider area. We want to encourage new development; focusing on commercial development on the street and residential opportunities on the upper floors with parking kept to the rear of buildings.

As well, we are looking at a Transit Oriented Development (LRT line – Fort Road/80 Street, 118 Ave). We want to reinforce the use of public transportation opportunities in the immediate area of the LRT station and bus terminal by encouraging the development of quality higher density residential development.

The Development and Revitalization Working Group is working with mem-

bers of the Planning and Policy Services Dept. from the City of Edmonton on the zoning changes needed to achieve these goals.

There are now six new Somali businesses on the Avenue.

Do you have ideas about development of the Avenue?

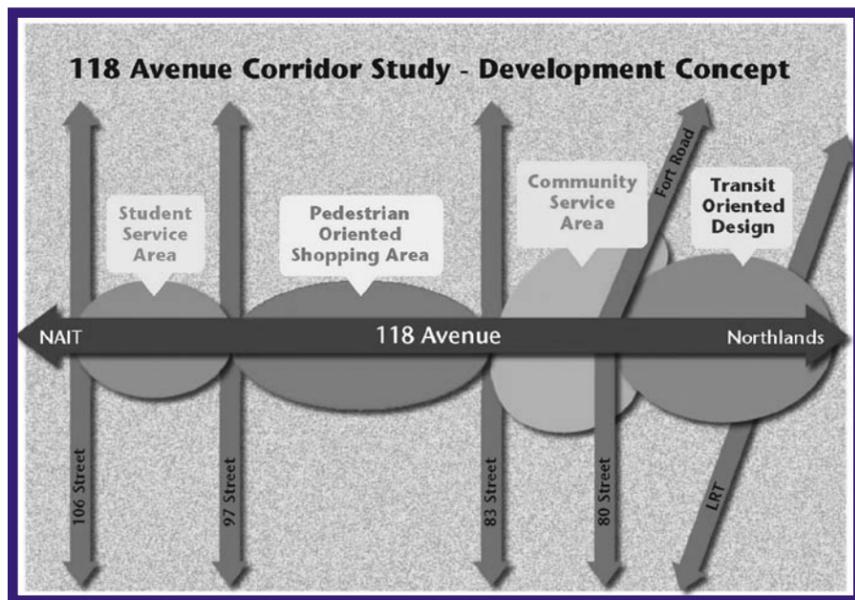
Join our Working Group!

Call Judy Allan at

496-1913

or e-mail at

judy.allan@edmonton.ca



FAÇADE PROGRAM

In 2006, city council approved an accelerated façade program for 118 avenue. The Alberta Avenue Business Association is allocating \$100,000 a year for three years. Twenty thousand dollars per façade is provided to qualifying business owners on a matching basis. Popular bakery, natalia’s hair salon, select framing and the medicine shoppe have taken advantage of the program to date, with 20 more in the planning stages. The new façades are already making a big difference to the street’s appearance.

HISTORICAL BUILDINGS

An inventory has been taken of the buildings along the Avenue to identify potential historical buildings or buildings of merit. Development and Revitalization working group will work with current and future property owners to preserve these historical buildings.

Avenue Initiative celebrates anniversary

NORM ALDI AND HARRY OSWIN
CO-CHAIRS, AVENUE
INITIATIVE STEERING
COMMITTEE

In 2005, an extensive consultation took place with 200 workshop participants and 783 survey respondents from residents, business, community organizations, faith communities, and agencies to develop recommendations to turn the 118 Avenue around.

In December of 2005, Edmonton City Council approved funding for the Avenue Initiative

Revitalization Strategy.

A Steering Committee for the Avenue Initiative was struck in January 2006, and although this is a large task that will take time, much has been accomplished over 2006.

In April, over 100 people came out to an Open House to discuss crime reduction strategies with Edmonton Police Services. As a result, 40 drug houses were closed and over 140 charges were laid. In May, the community hosted a clean that saw over 70 truck loads of junk collected from people’s homes and back

alleys and over 30 incidents of graffiti removed from businesses along the Avenue. 136 new pedestrian lights were installed to brighten the sidewalks and increase safety.

In October a festival called Arts Alive! was held that profiled the visual and performing arts. This event signaled that positive change had begun on the Avenue. In November, over 130 people attended a presentation on development and revitalization.

This Initiative is working because of the strong efforts

of community residents and businesses. Their commitment at community events and through the work of the Steering Committee and Working Groups has been exceptional. The support from our Mayor and Council has been outstanding. Our Project Coordinator, Judy Allan has worked tirelessly to support the work of staff, politicians and volunteers.

We look forward to 2007 with much hope for another terrific year that will move the Avenue forward. Thanks to all.



HAVE YOUR SAY! JOIN AN AVENUE INITIATIVE WORKING GROUP

Organization of the strategy

Steering Committee:

The role of the Steering Committee is to: verify that the Strategy is moving forward, provide guidance, coordinate Working Groups, and ensure on-going Community consultation. The Steering Committee meets on the fourth Monday of each month and is made up of:

- One representative from each community league
- Two business representatives
- One member from each of the five Working Groups
- Director, East Community Building (Co-chair)

- Mayor Stephen Mandel (Ex Officio)
- Councillor Janice Melynchuk (Ex Officio)
- Councillor Ed Gibbons (Ex Officio)

There are five Working Groups:

- Streetscape
- Beautification and Cleanliness

- Programs and Services
- Development and Revitalization
- Safe Streets

Each Working Group meets on a monthly basis. The Programs and Services and the Beautification and Cleanliness groups currently meet together and jointly implement the

actions identified in the Strategy. A total of 78 people participate in the Working Groups and Steering Committee.

Avenue Initiative projects in 2006 involved over 3000 hours of volunteer time

Safe Streets

The Avenue Initiative area, 118 Avenue in particular, experiences some of the highest crime rates in the city. It is plagued with drugs and prostitution. Safety was identified as the number one concern during the development of the Avenue Initiative Strategy. The goal of the Safe Streets Working Group is to increase people's sense of comfort and safety.

Report Crime Campaign

Encouraging people to report crime and keep an eye on what is going on in their community is important. A big part of reporting crime is knowing whom to call. To facilitate this, the Safe Street Working Group created a fridge magnet that provides numbers to report prostitution, drugs, gangs,

and general crime. Over 3,000 magnets have been distributed throughout the community. The numbers have also been published in community newsletters and the 2006 Business Directory.

The Avenue Initiative was the first area to pilot the "Report-A-John" signs. The phone calls go directly to the EPS Vice unit and messages are cleared every morning. Initially up to 185 calls per month were received; this number has dropped to 40 per month currently, but due to the large number of what Inspector Brian Nowlan calls 'expert witnesses' in the neighbourhood, letters are still being sent to around 20%. These signs are a clear message that prostitution is not tolerated in the area.

Remember, if you see someone cruising and approaching a prostitute, call the Report-A-John line at 421-2656.

Safety Fair

October 28th was the Safe Streets Working Group's first Safety Fair. Presentations on Keeping Children out of Gangs, Internet Safety, Block Parties, and Auto Theft, as well as over 20 organizations providing valuable information, helped equip people to keep themselves safe.

Safe Streets Block Party

Getting to know your neighbours and watching for each other has been found to be one of the most effective ways to improve safety and reduce property crime. The Safe Streets Working Group took the City's Block Party concept and added a crime and safety component. The first Safe Streets Block Party was held in Eastwood with over 30

people in attendance. Names, phone numbers and experiences were shared. Not only were new friendships formed, they are connected and working together to report crime. Safe Streets plans to keep working towards creating safe and connected blocks by putting together a Block Party Resource Kit.

Edmonton Police Service

The Edmonton Police Service (EPS) spent eight weeks on a targeted effort called "Project Reclamation." Forty drug houses were shut down, 140 arrests were made, and over 400 people were dealt with for crime-related activities. The EPS continues to focus on crime efforts along the Avenue, as well the Community Liason Officer for the area, Constable Pat Tracy, has provided support and advice to many Avenue area business owners and residents.

Do you want another Safety Fair held on the Avenue?

Call Judy Allan at 496-1913 or e-mail at judy.allan@edmonton.ca to voice your opinion.

Do you have ideas on how the neighbourhoods can be made safer for all of us?

Join our Working Group! Call Judy Allan at 496-1913 or e-mail at judy.allan@edmonton.ca.

EPS Avenue 8-Week Focus: 40 Drug Houses Closed...with 140 charges laid

In April 2006, over 100 people came to an Open House to hear about how they can get involved in reporting crime and keep their community safe.



THESE REPORT-A-JOHN SIGNS HAVE BEEN SUCCESSFUL SO FAR IN PROMOTING THE MESSAGE THAT PROSTITUTION IS NOT WELCOME IN OUR COMMUNITY



REPORT CRIME

Derelict Houses
496-6031

John Activity (license plate #'s)
421-2656

Gang Activity
414-4264

General Crime/Complaints
423-4567

HELP KEEP OUR COMMUNITY SAFE

THE PHONE NUMBERS YOU NEED FOR SAFETY ARE ALWAYS ON HAND THANKS TO THIS HANDY FRIDGE MAGNET

Working with business and property owners

Those who work and those who own property in the area are faced with many crime-related challenges; Edmonton Police Services, Alberta Avenue Business Association, and Steering Committee Members are committed to working with business and property owners to solve some of these problems. Edmonton Police Services has met with business owners to complete the Crime Prevention through Environment Design (CPTED) review.

Solutions have included increasing lighting, limiting access, cleaning up areas, and increasing site lines from windows. Cleaning up the Nova Plaza Affordable Housing Project is one of several examples of this partnership's success. Similar work to reduce crime and increase safety has also been completed for the Bissell Centre, the 7-Eleven on 88th Street, Norwood Manor, and the Telus building on 89th Street.



THE FRIENDLY FACES OF EPS – CONSTABLE NORM CAMERON AND CONSTABLE PATRICK TRACY

SPORTS

To register for any of these programs, please call the Alberta Avenue Community League Hall on 477-2773 or Brad MacCallum on 297-2353.

PRE-SCHOOL GYMNASTICS Babynastics

For babies 3 months to pre-walking age & parent) We are proud to bring you this very special program, for children 3 months old to pre-walking age! This class is a great opportunity to meet other new mom's and dad's, and discover new and unique ways of interacting, and playing with your child. This program includes various basic massage techniques for infants, introductory Yoga-inspired movement, basic motor pattern/skill development, environment exploration, stimulus recognition/response activities based upon the four senses, all in a calm and loving atmosphere of moms/dads and their babies. This is a great opportunity to share experiences and knowledge with other parents!!!

6 Thursdays, Feb. 1/07
9:30-10:00 am at Alberta Avenue Community League
Cost: \$25.00 members; \$35.00 non-members
Instructor: Tanya Van Drunen

Toddler Tumbler

(18 months – 3 years)
Exploring movement patterns and kinesthetic senses using gymnastic stunts, gymnastics apparatus (mats, ladders, balance beams, mini-trampoline, box horse), games, parent participation play, percussion and imagination. Parent Participation required

6 Thursdays, starting Feb. 1/07
10:00-10:45 am at Alberta Avenue Community League
Cost: \$30.00 members; \$40.00 non-members
Instructor: Tanya Van Drunen

Pre-School Gym (3-5 years old)

Introduction to tumbling movements on mats, progression to balances on beam, jump sequences on box

horse & fabulous activity related games interspersed throughout 45 minutes. No aerial stunts.
6 Thursdays, starting Feb. 1/07
10:45-11:30 am at Alberta Avenue
Cost: \$30.00 members; \$40.00 non-members
Instructor: Tanya Van Drunen

CORE POWER

This course "centers" around the development of core muscle groups and is for the young athlete, senior or working adult. Participants will be introduced to a workout that will improve hip, stomach, lower back and shoulder stability and enhance mobility, flexibility and strength. All exercises are portable to your home, office, sport environment or hotel room and require no special equipment for the course.

Session 1
6 Thursdays, starting Feb. 1/07
8:30 – 9:15am at Alberta Avenue Community League
Cost \$20.00 members; \$30.00 non-members
Instructor: Brad MacCallum

Session 2
6 Mondays, starting Jan. 29/07
4:15 – 5:00pm at Alberta Avenue Community League
Cost \$20.00 members; \$30.00 non-members
Instructor: Brad MacCallum

INDOOR FREE PUBLIC SKATING

More info call 496-4999

Russ Barnes 6725 121 Ave
Saturdays, 5-6pm

Grand Trunk 13025 112 St
Sundays 1:15-2:15 pm

Westwood 12040 97 St
Sundays 3:15-4:15 pm

Oliver 10335 119 St
Tuesdays 6:15-7:15 pm

COMMUNITY RINKS Eastwood Community League Rink

Public Skating Wed to Fri: 4 pm - 8 pm, Sat 2 pm - 9 pm, Sun 2 pm - 8 pm

Parkdale/Cromdale Community League Rink
Public Skating Mon-Fri: 5 pm - 6 pm; Shiny hockey 6 pm - 9 pm, Sat 12 pm - 6 pm, Sun 12 pm - 5 pm

Spruce Avenue Community League Rink

Public skating Mon, Tues, Thur, 6.30 pm - 9 pm; Fri 7 pm - 9 pm; Sat 2 pm - 9 pm; Sun 2 pm - 5 pm
Spruce Ave. also has a small side rink for young children.

SNOW-SHOVELLING HELP FOR SENIORS

Need someone to clear the snow off your sidewalk? Find out who can do it at reasonable rates – call the City of Edmonton Citizen Action Centre at 496-8200 or Seniors Assoc of Greater Edmonton 423-5510 or Seniors Caring about Seniors 465-0311.

RAT CREEK PRESS EDITORIAL MEETING

Monday, January 22, 7pm at Sprucewood Library (11555 - 95 St.) Come with your feedback and ideas and help us plan upcoming issues.

LEARN TO SKATE PROGRAM

Spruce Avenue Community is once again offering a free Learn to Skate program. Last year, the interest in this program was great and in the beginning so was the attendance, but as the course went on the attendance went down. Therefore, this year, a \$10.00 per family deposit is required; if you attend a minimum of 6 out of 8 classes, this deposit will be refunded. Consideration for families not able to afford the deposit could be made, and there are few pairs of loaner skates available for those without skates of their own. A membership from any community league is required to participate in the program.

The course will run every Thursday for 8 weeks from January 19 to March 08.
Ages 3-5 will be skating from 3:45-4:30
Ages 6-10 will be skating from

EVENTS

4:30- 5:15
Please contact Verna or Henry Stainthorp at 479-8019 to register.

VOLUNTEERS ARE NEEDED to supervise the Spruce Avenue skating rink. If this sounds like something you are interested in call Henry Stainthorp at 479-8019 for more information.

ANNUAL SPRUCE AVENUE FAMILY DAY EVENTS will be held on Feb.19. We will be hosting a Winter Wonderland with the aid of the City of Edmonton. There will be horse & buggy rides, skating, tobogganing, games, a campfire and yummy beef on a bun with hot chocolate and cake. Keep watching for the flyer in your mailbox.

NOTICE

Asia Pacific Accord of Canada member register closes February 5th for 30 days.

JOB FAIR

Saputo Dairy Products Canada is holding a job fair on Tuesday, Jan 31 from 11am to 8pm at Mayfield Inn & Suites (16615 109 Ave). Openings at their Edmonton Plant located at 16110 116 Ave include City Delivery Drivers Class 1, Yard Driver Class 1, Senior Credit and Collections Rep, Pasteurizers, Distribution Supervisor, Warehouse Laborers & Production operators. Attend job fair or send resume via fax 455-9935 or email cv.ab@saputo.com. More details at www.saputo.com.

ALBERTA AVENUE RESIDENTS NEEDED TO WORK CASINO

The Alberta Avenue Community League needs people to work a casino on Jan 25 & 26. This revenue is essential to the league. Please call 477-2773 if you can help out.



THIS ALBERTA AVENUE SNOWMAN IS ABOUT 10 FEET TALL!

COMMUNITY LEAGUE INFORMATION:

Alberta Avenue 9210-118 Avenue 477.2773
Meets 2nd Tue at 7pm Hours: Wed 1pm-5pm

Delton 12325-88 Street 477.3326
Call for meeting times

Eastwood 11803-86 Street 477.2354
Meets 4th Wed at 7pm Hours: MWF 10am-2pm

Elmwood Park 12505-75 Street 479.1035
Call for meeting times

Parkdale Cromdale 11335-85 Street 471.4410
Meets last Thu at 7pm Hours: MWF 11am-2pm

Spruce Avenue 10240-115 Avenue 471.1932
Meets 2nd Mon at 7pm

Westwood 12139-105 Street 474.1979
Meets 1st Wed at 7pm



WORKING HARD AT CREATING HIS OWN ART AT THE ARTS ALIVE! 2006 FESTIVAL

Free Community Swims

Alberta Avenue and **Parkdale** community league members can swim for free at Eastglen Pool (11410-86 St) on Sundays from 12-2 pm. Call your league to buy a membership.

Spruce Avenue community league members can swim for free at the MacEwan Centre for Sport and Wellness (10700-104 Ave) Sundays from 2-5 pm.

For membership or more info call Ray at 474.5354 or Verna at 479.8019. You must present your 2005-2006 community league member card at the pool.



Edmonton
Public Library

SPRUCEWOOD BRANCH

11555 - 95 Street Call 496-7099 to register

Ahoy Landlubbers!!

2 pm Saturday, January 20. Ages 6-12, participation limit 15.

Join the "Pirates of the Collection!" Follow a map into the library's treasures. Select your own pirate name and design your personal 'Jolly Roger'. Become a buccaneer and sail the seas!

Fabulous Readers' Club

2 pm Saturday, January 27 and ongoing.

If you love to read, play games, do great activities, and win prizes, then the Fabulous Readers' Club is for you! Join us every month as we check out some awesome books and have a great time too! Grades 4 and up.

Attack of the 50 foot Cupid

2 pm, Saturday, February 3. Ages 6-12, participation limit 15.

Egad!! Join Franny K. Stein, mad scientist, and her dog, Igor, as they turn the program room into a funky, crazy science lab.

Teen Advisory Group

Ages: 12 – 17 years

Make your voice heard! Join our Teen Advisory Group and you can suggest programs that the library should offer for teens and what books, music and movies we should order. Have fun, meet other teens, and gain valuable volunteer experience. Possible projects include designing a TAG Team T-shirt and sprucing up the library teen area.