Jasper Place Revitalization Strategy

Feeling Safe in our Community

Short-Term Actions (1-2 Years)

Promote and build on Community Safety initiatives such as: Neighbourhood Watch (Canora, West Jasper Place), Edmonton Safe Parent Association, Community Police Radio Network, Citizens On Patrol, AMA School Safety Patrol, Crime Free Multi Housing.

Support safety and security initiatives of the Business Revitalization Zone.

Improve walkability:
- infrastructure, where not existing and accessible
- programs/events

Support Business Revitalization Zone initiative to 'enhance pedestrian and cycling linkages from the surrounding areas.

Build on existing initiatives regarding safety, drugs and gangs. i.e. Safe Edmonton, Drug Strategy, Community Solution to Gang Violence, Transit Watch.

Information and promotional material out to community.

Co-ordinate and communicate police initiatives such as: Area parks pilot, Neighbourhood Empowerment Team.

Sharing updates, criminal patterns, trends and outcomes within the community.

Strategic Policing of existing Beat officers to change regular routes to include up to 97 Avenue and up to 104 Avenue.

Improved enforcement of business bylaws.
Improve enforcement of housing bylaws.

Medium-Term Actions (3-5 Years)

Increase Policing/Beat officers to clean up drugs and prostitution in neighbourhoods and streets

Enlarge Beat area past 100 Avenue.

Support the Business Revitalization Zone initiative to 'enhance Police presence in the business area.

Long-Term Actions (5 Years)

Identify and create an Action Plan of systemic barriers identified through Neighbourhood Revitalization initiatives
- how bylaw responds
- zoning restrictions
- how police respond
  - relationships
  - community
  - respond to calls and concerns
  - better policing

Improve lighting in parks (*connect to police parks pilot).

Support Business Revitalization Zone initiative to 'reclaim Butler Park as a safe community space.'

Connecting our Community

Short-Term Actions (1-2 Years)

Develop marketing plan for best methods to get information out to the community.

Increase the co-ordination and communication of resources, what is happening/ events in the community i.e. community bulletin board, newsletters, web page, school newsletter, brochures.

Support existing and new opportunities to connect through community events/ celebrations and to improve neighbour friendly connections.

Support Business Revitalization Zone initiative 'sponsor special events and promotions'.

Build community, school & business connections.

Support Business Revitalization Zone efforts to 'enhance and maintain communication between business and community.'

Educate business owners and community residents regarding bylaw expectations and information, contact numbers for problem properties, etc.

Educate landlords and homeowners regarding bylaw expectations and problem properties contact numbers (mediation and problem solving).

Medium-Term Actions (3-5 Years)

Work with Business Revitalization Zone to develop and promote awareness of businesses on Stony Plain Road, and to determine services and product needs of residents surrounding Stony Plain Road.

Support Business Revitalization Zone initiative of 'developing and marketing a positive image'.

Long-Term Actions (5 Years)

Measure effectiveness and outcomes of Business Revitalization Zone and Community revitalization goals to ensure effectiveness.

Jasper Place
Revitalization Strategy

Report a Problem in Your Area

Is there a rundown house in your neighbourhood? Are the walks not shoveled or the lawn overgrown with weeds? Is there a rental property in such bad shape that it affects the health and safety of its tenants? Do you want to help clean up the neighbourhood, or make it safer?

You can make a difference.

Vacant Derelict Properties — call the City of Edmonton Derelict Housing complaint line, **496-6031**.

Occupied Properties — to report a bylaw violation, call the City of Edmonton, Planning and Development Department, **496-3100**.

Health and Safety in Rental Properties — to request a health officer's information or inspection, call Capital Health at **413-7928**.

Non-Emergency Crime — to report a crime, call the Edmonton Police Service, **423-4567**.

General Inquiries and Complaints — call the Citizen Action Centre, **496-8200**.

For more info on the Japser Place Revitalization Strategy:

Call Marian at **944-5417**

Or visit **www.edmonton.ca/neighbourhoodrevitalization**

Jasper Place Revitalization Strategy

Building our Community

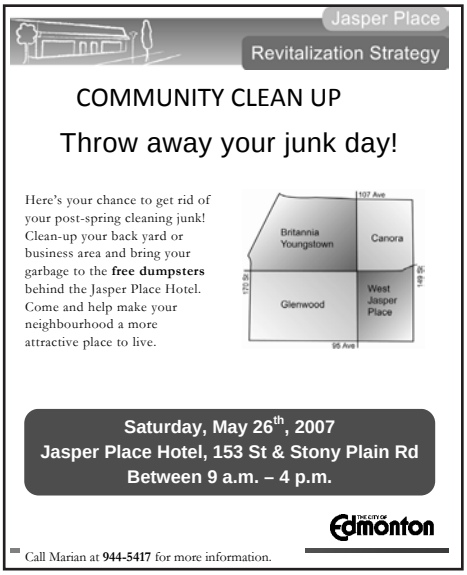
Short-Term Actions (1-2 Years)

Initiate and support business, community and parks clean up and beautification initiatives.

Support Business Revitalization Zone initiative to 'beautify the business area with general clean up and maintenance activities.'

Request a new/ updated land use planning study for the 100 Avenue/ Stony Plain Road corridor and surrounding area to 102 Avenue.

Work with Business Revitalization Zone on this initiative.



Custom commercial overlay on all pawnshops and adult shops until a new zoning plan for Stony Plain Road business corridor is complete including density, design and zoning standards

Support Business Revitalization Zone initiative to 'develop business overlay'.

Medium-Term Actions (3-5 Years)

Assess then address traffic safety concerns (ie new crosswalks, multi use trail system, traffic calming)

Increase awareness of the process.

Long-Term Actions (5 Years)

Beautification and capital improvements to Stony Plain Road business strip, i.e. entry signs, benches, pedestrian lighting.

Support Business Revitalization Zone on 'revitalize existing businesses' initiative.

Work to develop and implement a Business Incentive Program to recruit more community-friendly businesses to the Business Revitalization Zone.

Support Business Revitalization Zone initiative to 'identify potential redevelopment sites and opportunities'.

Request an Area Redevelopment Plan for the four communities in the Jasper Place revitalization area.

Affordable housing strategy for low income, fixed income and homeless populations.

Improve community infrastructure. Sidewalks and roadways.

Improve lighting on parkland, schools and pedestrian lighting on Stony Plain Road.

Acquire land to increase the amount of parkland in the residential areas as per the Urban Parks Master Plan.