



# jasper place revitalization

Britannia – Youngstown • Canora  
Glenwood • West Jasper Place

## IN THIS ISSUE

- Our Volunteers
- Community Signs Coming Soon
- Streetscaping Moving into Construction Phase in 2013
- The Big Bin Community Clean Up Getting Ready for 2013
- Park Watch – Come Join in the Events
- Student Art Sculpture and Gala
- Community Events Connecting Neighbours
- An Update From the Stony Plain Road and Area Business Association
- Jasper Place Area Redevelopment Plan
- Jasper Place Renewal
- City Programs Encourage Building Improvements
- 2013 Jasper Place Historical Calendar Very Popular
- Matching Grant Programs Help Revitalize Communities

SPRING/SUMMER 2013

Vol. 1, Issue 2

# REVITALIZATION UPDATE

## Our Volunteers



Members of the Steering Committee and Feeling Safe Working group at the Christmas Tea, left to right - Joyce, June and Sharon Keller; Wendy Woodruff; Jillian Frizell; Win Sebelius and Carmen Boyko

## Community Signs Coming Soon

As a legacy project of the Jasper Place Revitalization Steering Committee, the communities of Britannia-Youngstown, Canora, West Jasper Place and Glenwood will be receiving new permanent signs in their neighbourhoods this year. Funding for the signs was provided by the Revitalization Steering Committee to further their goal of connecting residents with their communities.

The signs will help connect the neighbourhoods with activities in their own and neighbouring communities. The Community Leagues have agreed to take over the responsibility and maintenance costs of the signs once they are built. Construction will take place in 2013 and this legacy project will continue Revitalization efforts by connecting residents and communities well into the future.

For more information on Jasper Place Revitalization Strategy or volunteering on a working committee, please:

**Call** Paul St.Arnaud (780) 944-5417  
**Email** paul.st.arnaud@edmonton.ca  
**Visit** www.edmonton.ca



### Streetscaping Moving into Construction Phase in 2013



In conjunction with the Jasper Place Revitalization Strategy and the Stony Plain Road Urban Vision, the City will begin streetscape improvements in 2013.

The Strategy and Urban Vision brought residents and businesses in Britannia-Youngstown, Canora, Glenwood and West Jasper Place together to collaborate with the City to revitalize and improve the appearance of the Stony Plain Road area in order to create a sustainable, vibrant and pedestrian-friendly “main street”.

In 2013, work will include new sidewalk on both sides of Stony Plain Road from 158 Street to the west side of 152 Street, along with associated streetscape elements.

Decorative elements such as coloured concrete sidewalk, coloured printed asphalt on the side streets, trees, grates, benches, decorative streetlights, as well as tree and shrub planting, are all part of the streetscape.

The balance of the project will be completed in 2014, with tree and shrub planting taking place in 2015 once road construction is complete. The final project construction will include replacement of the existing sidewalk on Stony Plain Road between 149 Street and 152 Street.


For more information, visit [www.edmonton.ca/StonyPlainRoadStreetscape](http://www.edmonton.ca/StonyPlainRoadStreetscape)

**PETS IN THE CITY**

# GOT PETS? GET TAGS!

Dogs and cats require a valid licence.  
The fine is \$250.

Licensing benefits everyone. Paying the annual fee supports City services for pets like adoption, spay/neuter programs and emergency pet care. And, if your pet gets lost, their licence is their ticket home!



**City of Edmonton**  
[www.edmonton.ca/pets](http://www.edmonton.ca/pets)



### The Big Bin Community Clean Up Getting Ready for 2013



The Big Bin Clean Up Event is planned for August 17 and 18, 2013 at St. Francis Xavier High School, 9200-163 Street. A large item pick-up will be available for those who require assistance in disposing of unwanted items.

Residents and business owners from area communities will have an opportunity to fill the dumpsters and assist in keeping the neighbourhoods looking clean and attractive.

In August of 2012 the Jasper Place Revitalization Feeling Safe Working Group hosted a successful Community Clean Up and Big Bin Event. The Big Bin Event resulted in 916 vehicles coming to the site and 161,880 kgs of materials being dropped off.

A special thanks to the volunteers and organizers for working to keep the communities clean and attractive.

## JASPER PLACE REVITALIZATION LARGE ITEM PICK UP

A Jasper Place Area "Large Item Clean Up" is in the works this year. The focus will be to assist residents who need a helping hand, like seniors and people with disabilities, by offering removal of big, bulky items.

**For more information please contact Paul St. Arnaud at 780 944-5417.**

### Park Watch - Come Join in the Events



**Canora Park Watch Group, left to right:**

**Ryan Braun, Amanda Buda-Braun, Edmonton-Glenora MLA Heather Klimchuk, Clara Guest, Deckla Lindgren, Elaine Nault, and Cathy Keenan.**

**Upcoming events will be the Safety Fair at Canora Community Hall on August 17 at 1:00 PM, Geo-Caching on 149 St. Greenspace on September 7 at 1:00 PM and Meet the Police Night on September 18 at 7:00 PM at Canora Hall.**

We would like to thank everyone attending Fitness in the Park on June 15. Special thanks to Taoist Tai Chi Society - 15740 Stony Plain Rd., Rebel Hips Belly Dance Studio - 14920 Stony Plain Rd., Freestyle Thai and Chinese Kickboxing Studio - 16220 Stony Plain Rd., and Chiu Lau Kung Fu College - 15302 Stony Plain Rd. All of you made it a very enjoyable afternoon. The Chinese Dragon added a splash of colour to the afternoon. Hopefully, we will see you all next year.

Canora Park Watch held its 6th Annual Mini-Carnival on May 26 at St. Anne Park. There was live entertainment, games, face painting and prizes for children. All the proceeds from the mini-carnival were donated to Zebra Child Protection.

The Easter Egg Hunt event took place on Saturday, March 30, and drew over 50 children and more than 40 parents or guardians. We would like to thank Dr. P. Allewell and Associates and MLA Heather Klimchuk for their donations.

Special thanks to all the Park Watch Committee Members and volunteers who have or will be assisting with the scheduled 2013 activities.

### Community Events Connecting Neighbours

Volunteers from the Jasper Place Revitalization Steering Committee and Working Groups hosted community teas with the intent of bringing together area neighbours.

A Community Christmas Tea was held on December 1, 2012, at the Britannia-Youngstown Community Hall. The event attracted over 120 community residents who enjoyed the food and beverages, as well as gift basket draws. The event also had displays from the Jasper Place Revitalization Strategy, Stony Plain Road Streetscape Concept and the Area Redevelopment Plan.

The 2013 Celebration of Spring Event attracted over 200 residents to the Glenwood Community Hall and Park Area. It was a great day for families and friends to meet, network and learn more about the revitalization goals and activities. Music, games and fun activities for all ages made this celebration a great success for those attending and the Jasper Place Revitalization volunteers who hosted the event.

### Student Art Sculpture and Gala



GMCC students, Chelsea Dubeau and Maura Madsen, feature their creative body art.

A Night To Appreciate: Fine Arts Gala took place in March and was coordinated by the Stony Plain Road Business Association and Grant MacEwan College. More than 100 guests helped select the art to be displayed on the Stony Plain Road Streetscape in the future. The art initiative project was a joint venture with the above partners and the Jasper Place Revitalization.

The orange and blue sculpture, pictured in the photo above, is by Tamia Clouthier, whose work won the popular vote by a huge margin. This maquette has been purchased for permanent display in the community.

### An Update from the Stony Plain Road and Area Business Association



This is going to be a busy and exciting year for the Stony Plain Road and Area Business Association. With plans for streetscape construction starting in May and a commitment to their two year Strategic Plan, the Association hopes to reap some long overdue positive recognition for the unique and unrefined business area. It truly is a diamond in the rough about to be polished, with four primary objectives:

3. Encourage quality building projects, mapping and wayfinding signage.
4. Create a brand niche by building a market district.

These are challenging and aggressive objectives; however, with the support of the business members, landlords, stakeholders, City Administration and surrounding communities, the objectives are achievable.

*"If you want to go far, go together with others."*  
– Proverb.

#### Some of the highlights for 2012

- Added LED lighting across Stony Plain Road from 149 to 158 Streets brightening up the night.
- Relocated BRZ office to a second floor location on Stony Plain Road creating more presence and a broader view of activity on Stony Plain Road.
- Increased flower planters from 50 to 153.
- Worked with Rogers Brooks of Destination Development to define a brand for the area.
- Worked with Aaron Zaretsky with Public Market Development to qualify the brand.

- Worked with MacEwan University Fine Arts to showcase colorful wood and plaster sculptures and musical talents.
- Continued to monitor and report graffiti.
- Created the Stony Plain Road and Area 2013 – 2015 Strategic Plan, endorsed by the Board of Directors and supported by City Administration.
- Met with numerous landlords seeking support for the Strategic Plan and encouraging quality building and façade improvements.

#### What to look forward to in 2013

- More lighting on Stony Plain Road.
- Increased number of flower planters to 200.
- Improved physical image of business area with the plans for four new façade improvements.
- Improved social image of the business area with the addition of new businesses that promote pedestrians.
- New coloured concrete sidewalks and light poles from 158 to 152 Streets.



## Jasper Place Area Redevelopment Plan

To build on the work of the Jasper Place Revitalization Strategy and strategic policies outlined in *The Way Ahead* and *The Way We Grow*, the City of Edmonton is currently developing an Area Redevelopment Plan (ARP) for Jasper Place.

### What have we done so far?

Since October 2012, we have been meeting with community members to better understand the issues in your neighbourhood and the priorities you have for the future, including an Open House and four information and feedback sessions. We have also been undertaking research and technical studies to learn more about the current conditions in Jasper Place.

### What's next?

In the spring and early summer, there are multiple opportunities for you to get involved, as Phase 2 of the ARP process gets underway. We hosted one Public Information and Feedback Session in each of the four neighbourhoods.

We held an Open House for the whole Jasper Place area in early June. The Open House was also an opportunity to learn more about the ARP process and to have your questions answered by City staff.

We hope you were able to attend the June 10, 2013 meeting at the West End Christian Reform Church, 10015 - 149 Street, from 4 to 9PM (4 to 7PM: Drop-in workshop and 7 to 9PM: Presentation

and workshop); but if not, please visit our website.

To get up to speed on what's been happening with the ARP so far, visit [edmonton.ca/JasperPlaceARP](http://edmonton.ca/JasperPlaceARP). There you will find videos and summaries of what we've been doing so far.

You can also sign up for our email newsletter, the best way to stay in touch! Or, contact Anne Stevenson, principal planner, at 780-496-6127 or [JasperPlaceARP@edmonton.ca](mailto:JasperPlaceARP@edmonton.ca). We look forward to hearing from you!

## City Programs Encourage Building Improvements

The City of Edmonton currently has two funding programs that help to develop and improve some of Edmonton's main street commercial areas: The Development Incentive Program and Façade Improvement Program.

### Development Incentive Program

If your property is located in a targeted area, financial grants are available for:

- Multi-unit residential development
- Mixed use development
- Interior improvements for retail and commercial business storefronts
- New retail and commercial development

For more information, contact Iris Li at 780-495-0977 or email [Iris.Li@edmonton.ca](mailto:Iris.Li@edmonton.ca)

For program details, including maps of targeted areas, visit [www.edmonton.ca/DevelopmentIncentiveProgram](http://www.edmonton.ca/DevelopmentIncentiveProgram).

### Façade Improvement Program

The Façade Improvement Program also encourages the improvement of properties located within the targeted area. The Program encourages commercial building owners to invest in façade renovations and storefront upgrades by providing matching grants to cover a portion of renovation costs.

These grants improve the building's curb appeal, make streets more interesting and appealing, and attract people and businesses to the area.

This program provides reimbursement of up to 50% of the cost of eligible renovations, up to a maximum of \$30,000 per building façade.

For more information contact Lara Pinchbeck at 780-496.6196 or email: [lara.pinchbeck@edmonton.ca](mailto:lara.pinchbeck@edmonton.ca). For program details visit [www.edmonton.ca/facadeprogram](http://www.edmonton.ca/facadeprogram)

## Jasper Place Renewal

The Neighbourhood Renewal program is part of the Building Great Neighbourhoods initiative. It outlines a cost effective, long-term strategic approach to renew and rebuild roads, sidewalks and streetlights in existing neighbourhoods and collector roadways.

The program balances the need to rebuild in some neighbourhoods with a preventive maintenance approach in others.

The combination of reconstruction, overlay, and preventive maintenance means neighbourhoods benefit faster and at a lower cost than a reconstruction-only program.

Construction in the West Jasper Place Neighbourhood has been completed except for a small area that will be go forward in 2014 after the completion of a deep underground sewer project. The work finished to date consisted of the replacement of the public sidewalks, curbs and gutters, streetlight replacements and reconstruction and paving of the roads.

Canora Neighbourhood reconstruction began in the spring of 2012 and is on schedule with 33 percent completed in 2012 and the remainder to be completed in 2013.

For more information on neighbourhood renewal in your area, visit [www.edmonton.ca/neighbourhoodrenewal](http://www.edmonton.ca/neighbourhoodrenewal)



### 2013 Jasper Place Historical Calendar Very Popular



The 2013 Historical Calendar was an initiative by the Jasper Place Revitalization Steering Committee to educate area residents and business owners about the history and special places within the neighbourhoods of Canora, Glenwood, Britannia-Youngstown and West Jasper Place.

The 2013 Calendar took a historical look at the four neighbourhoods and the significance of special places and personalities in the area. In all, the calendar initiative was extremely successful with over 6500 calendars going out to area residents and business owners.

Thank you Win Sebelius and Sonia Reid for organizing and leading the preparation of the 2013 calendar.

Calendars were also produced in 2011 and 2012 by the Feeling Safe working group. Thank you to Joyce, June and Sharon Keller for your contribution to the production of the calendars.

**Watch for the 2014 calendar to be developed on a new theme and delivered to your mailbox in December.**

### Matching Grant Programs Help Revitalize Communities

The Jasper Place Revitalization has been providing matching grants to stimulate connecting, safety and building projects or programs in the area.

Groups or organizations in the areas of Britannia-Youngstown, Canora, Glenwood and West Jasper Place have been sowing the seeds of this incentive funding for revitalization projects or building something special in the community.

Grants of \$250, under \$5,000 or in some cases large scale ventures of up to \$20,000 can be applied for through the Jasper Place Revitalization.

Some great examples include youth leadership programs, art parks, sculpture projects, Bright Lights on Stony, children's recreation programs, winter festivals or community connecting special events as well as feeling safe initiatives.

## THE 2014 CALENDAR SUBMISSION OPPORTUNITY

The Jasper Place Revitalization Steering Committee is asking for your input in preparing the 2014 version of the calendar. If you have interesting pictures, drawings or paintings related to life in the communities of West Jasper Place, Canora, Glenwood or Britannia-Youngstown, please contact Paul St. Arnaud at 780 944-5417 or [paul.st.arnaud@edmonton.ca](mailto:paul.st.arnaud@edmonton.ca) by July 31, 2013.

**We are very interested in your contributions to the content for the 2014 Calendar!**



### Help Build Something Great!

The Jasper Place Revitalization initiative is looking for energetic community members to be part of a committee and working groups aimed at revitalizing the communities of Canora, Glenwood, Britannia Youngstown and West Jasper Place.

No experience necessary – just bring your great ideas and enthusiasm to any of the following committees and working groups:

#### Steering Committee

- Oversees and advises the revitalization efforts underway in Jasper Place
- Monthly meetings

#### Feeling Safe Working Group

- Promote awareness of bylaws and enforcement
- Promote and build on community safety initiatives

Join a dynamic group of your neighbours and friends to shape the future of Jasper Place!

The length of term is flexible and meetings usually last about two hours.

To volunteer, please contact Paul St. Arnaud, City of Edmonton, 780.944.5417.

