

PRESERVING THE SPECIAL NATURE OF CHURCH STREET



Preserving the Special Nature of Church Street

Urban Design Unit
City of Edmonton



1. OVERVIEW

96 Street between 106 Avenue and 111 Avenue (Norwood Boulevard) is often referenced as Church Street. This predominately residential street contains an unusually high density of churches whose spires dominate its streetscape.

While the street has long been recognized as significant, the gradual decline of the area meant minimal investment went into the area over time. The churches continue to face declining congregations and realistic threats of closure and demolition. The City of Edmonton is currently heavily investing into the surrounding neighbourhood and commercial areas to start a revitalization process to counter the negative perceptions and issues in the area. This City-led revitalization strategy began in December 2010. Church Street lies in the heart of the neighbourhood and warrants special attention due to its unique character and proximity to these commercial, recreational and residential populations. It has the potential to be a principal attraction in the area.

Efforts were undertaken to identify what could make Church Street unique and how it may be enhanced. This report speaks to the results of the public consultation process that was held to identify initiatives that could contribute to the areas preservation and long term vitality.



Church Street Vision

There is strong consensus and support for any revitalization plans that build on the strengths and the character of the area. Most of the community agreed that retaining the existing scale, road layout and character of the street was important, but a better landscaped boulevard streetscape would be a desirable long-term outcome. The churches would remain focal points along the street, and be complemented with a mixture of housing and limited commercial in-between, with a central celebration space able to hold festivals and events. Churches would be restored and new developments remain low scale.

The key aspects to any development or initiatives moving forward should be to:

Promote the preservation of the street's many historic buildings and character elements.

Communicate the history of Church Street as an important testament of early diversity and multiculturalism in Edmonton.

Create a visual narrative for the street which connects and unifies the built environment.

Advocate for new, dynamic appropriate uses of the street which reflect the community's wants and needs.

Develop an urban plan that prioritizes pedestrian and cycling uses on the street and promotes the areas church character.

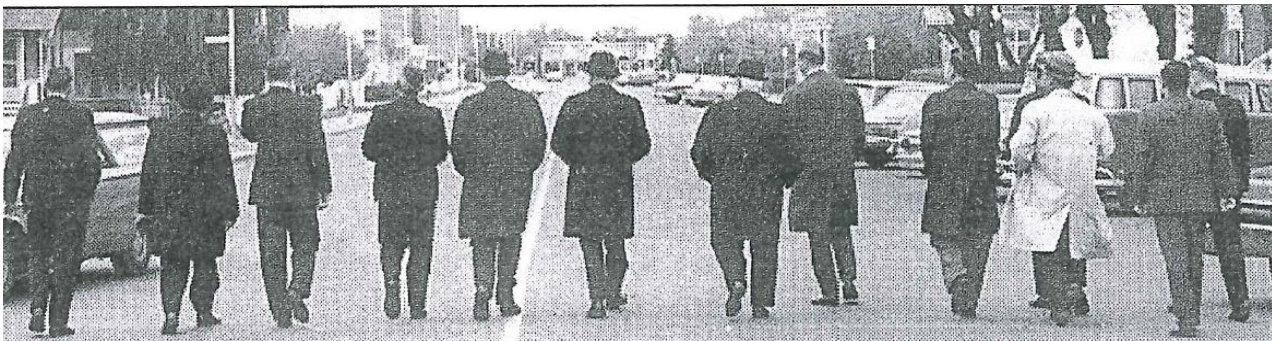
2. BACKGROUND SUMMARY

“Preserving the Special Nature of Church Street” is an ongoing project, with the objective to highlight the unique characteristics of Church Street, and use its heritage assets to promote the revitalization of the area.

Council was presented to on July 11, 2012 with a brief history of the neighbourhood, a review of historical designation in the area, as well as suggestions on how the area’s historical significance could be used to revitalize the area.

Included in this report, city planners recommended:

- heritage interpretation;
- the desire to establish a recognized boundary for a heritage area;
- updates to the heritage inventory to include all of the churches along the corridor;
- the establishing close working relationships with the community (Great Neighbourhoods); and
- to further identify potential opportunities for urban design.



When presented with this report, Council asked the City of Edmonton’s Sustainable Development Department to proceed with the recommendations and to further explore five key areas of interest, namely:

- the designation of the street (including streetscaping and interpretation);
- how the City of Edmonton can illustrate the special nature of Church Street;
- costs to implement a number of programs;
- a timeline for the implementation; and
- solutions on how the street can be integrated with 96 Street Armature (Quarters).

Extensive consultation with community stakeholders was held to develop recommendations on what the community felt would be important and necessary to revitalize the street. A series of recommendations were brought forward to the April 29, 2013 Executive Committee meeting. Administration was instructed to carry out some of the short-term recommendations and identify how some of the long-term recommendations were to be implemented and through what program. At the August 19, 2013 Executive Committee meeting administration was also advised to proceed with exploring how the area may be rezoned to recognize it as an important character/heritage street.

Heritage Area Boundary and Churches

Religious Buildings of Interest:

1. Family Worship Centre
2. The Mustard Seed
3. St. John's Evangelical Lutheran Church
4. Mary Queen of the Martyrs Vietnamese Catholic Church
5. Sacred Heart of the First Peoples
6. Ansgar Lutheran Church
7. E3 Architecture and Design
8. Holy Trinity Canadian Orthodox Church
9. Cornerstone Church of God
10. First Christian Reformed
11. St. Peter's Lutheran Church Breakfast Club
12. Mui Kwok Bhuddist Temple
13. St. Josaphat's Catholic Cathedral

Other Buildings of Possible Heritage Interest:

14. Former commercial building at 11020 96 Street NW Edmonton
15. Former comemrical building at 10665 96 Street NW Edmonton
16. Former commerical building at 10566 96 Street NW Edmonton
17. Former commercial building at 10631 96 Street NW Edmonton
18. Former commerical building at 10863 96 Street NW Edmonton
19. Residence at 10918 96 Street NW Edmonton
20. Residence at 10631 96 Street NW Edmonton
21. Residence at 10840 96 Street NW Edmonton
22. Residence at 10729 96 Street NW Edmonton
23. Residence at 10111 96 Street NW Edmonton
24. Residence at 10948 96 Street NW Edmonton



3. CONSULTATION PROCESS

Potential initiatives, opportunities and solutions were sought from stakeholders through a number of qualitative research methods, namely focus groups, online surveys and direct interviews.

Between October 2012 and April 2013, the City of Edmonton utilized an online survey tool, focus groups (community workshop and open house) as well as direct interviews with the community to assess potential directions for revitalization and heritage preservation in the study area. Along with an open survey on the City of Edmonton website to capture feedback from the general public, a number of strategic stakeholder groups were identified and approached for input. These groups include the residents affected: the Health Services and aid agencies in the neighborhood, the McCauley Community League, Friends of Church Street, the local Business Improvement Areas, McCauley Revitalization Strategy working group, The Edmonton Historical Board, the Edmonton Heritage Review Panel, the Faith Community (spiritual leaders along the street) and the Edmonton Arts Council.

All stakeholders were asked questions that were designed to solicit both open and closed answers. These questions were:

1. Do you support the idea of protecting the street as a 'heritage' or 'special character' area?
2. What features or characteristics make this street distinct and unique?
3. Would you support guidelines or regulations to protect Church Street?
4. What kind of information, programs or guidelines/regulations would you like to see to assist in preserving and enhancing the street?
5. A suggested boundary has been shown. Do you feel elements have been missed or should be included from those suggested?
6. What issues or concerns would you have with a 'heritage' or 'special character' area?
7. Other suggestions or comments?

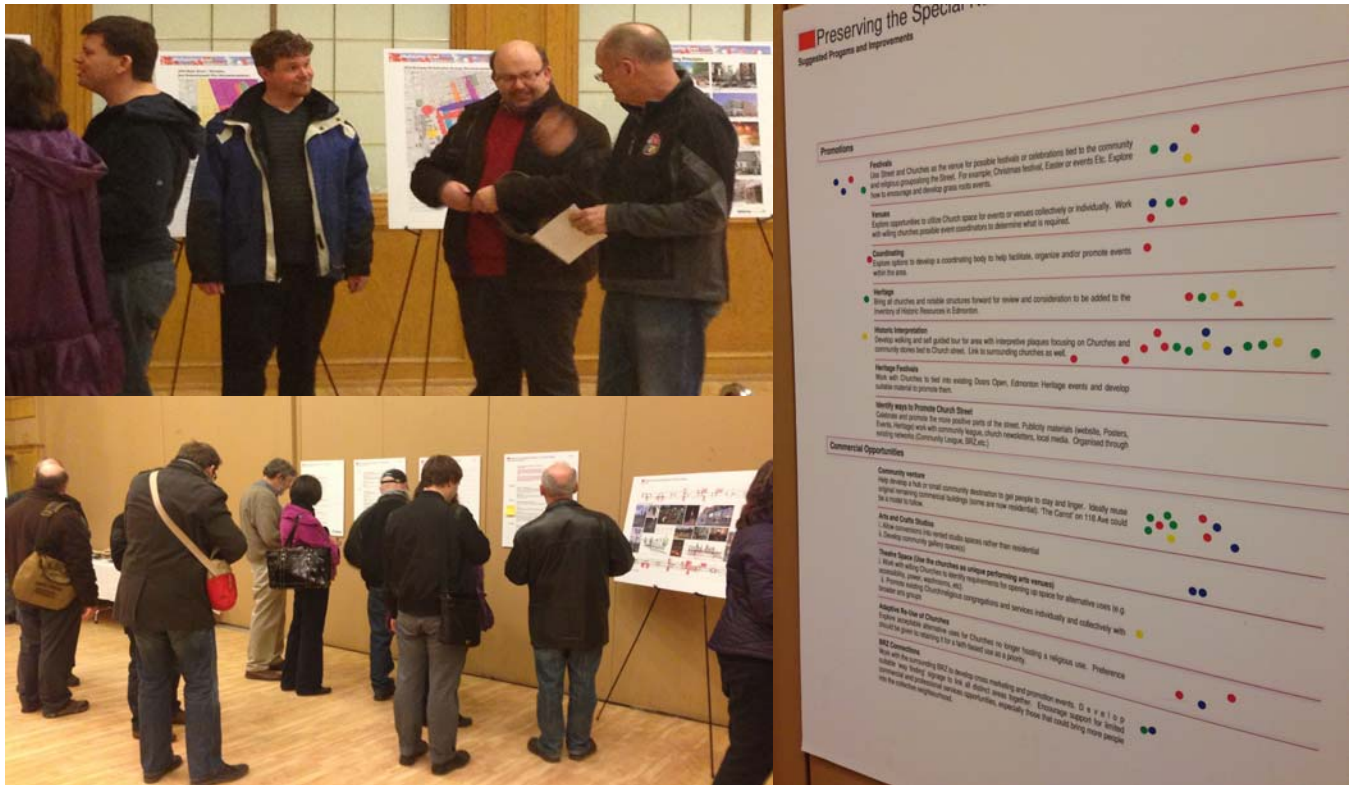
The consultation process identified a series of desires, objectives and recommendations that were felt to be beneficial to the area's long term vitality. These ranged from simple short-term measures to more complex multi-stakeholder projects that may or may not be achievable.

There was unanimous agreement that the churches were the principle features and assets on the street, and there was a need to encourage their retention and preferably their spiritual uses.

There was recognition that if the street were to become a destination and attractive place, there would need to be investment in the building stock and the public realm. Some of the uses in the area would also need to be addressed. Current zoning focuses primarily on residential uses, and there is a need for limited services to cater to users and visitors to the street, from eating establishments to very limited commercial uses.

The long-term desire to create a destination landscaped street would be dependant upon multiple events and changes over time. Infrastructure for a celebration space, for example, would only be worth bringing forward if there were festivals or events held on a regular basis. The demand would

drive future investment. The process identified a series of recommendations and objectives that range from the short-term (one to three years) to the long-term (20+ years) view. Some are achievable and can be tied into existing initiatives or programs, while others are dependant upon funding or complex partnerships and unknown future outcomes.



4. COMMUNITY RESPONSES

The following are more detailed discussions about the various recommendations and options to provide some context and basis for bringing the recommendations forward. These were developed by the stakeholders and were brought forward on the basis that if resources were available they could one day be implemented. It is realized some may not be feasible or are dependant upon the success of other factors in order to occur or be an option. However, they represent a series of goals to work toward that will in the long-term help make 96 Street a destination in its own right, at the community and city wide level.



4A. REGULATORY OPTIONS

The area has witnessed very little development over the decades, and in order to make real changes around the churches, there needs to be changes to the regulatory process. This will help guide development in a specific manner to enhance and promote the area's character and keep the churches as the focal features on the street. It will also enable other uses to be brought forward, which are currently restricted.

4A.1 Heritage/Character Area - Regulatory Options

There was strong support for guidelines or regulations to preserve and maintain the character of this street. While everyone agreed the character was important, there was some caution expressed that new guidelines/regulations should not hinder future development opportunities.

There is recognition that developing actual detailed architectural guidelines may be more complex due to the significant variety of building styles. Therefore, guidelines and regulations would support the function and character of the neighborhood, by dealing with scale, form, setbacks, heights, access, servicing, front yard treatment, materials, etc. to ensure that the churches dominate with low-rise development in-between. Guidelines and regulations would also ensure that the churches' unique character is maintained and developed and that older stock is maintained by allowing flexibility in uses within them.

Another detailed urban design brief is required to ensure developments are pedestrian-friendly and compatible in scale and function, and work to a long-term vision of what the street could be. This plan serves as a visual reference to an ideal sought, but not necessarily one set in stone.

Another advantage of a distinct area is it enables focused investment and initiatives into a targeted boundary.

Various options were considered that would enable some guidelines or regulations to be legislated.

1. **Rezone the whole area DC1**, with design guidelines and sub-categories focusing on specific uses (residential, institutional, commercial etc). Covers whole area.
2. **Rezone each church only to enable greater flexibility and some design guidelines**. This is more costly (each being a separate zoning) and does not capture buildings in-between.
3. **Amending the ARP to write policy and guidelines for development that falls within Church Street**. This has limited effectiveness as current zoning takes precedence typically over the plan. Options one and two would still require a plan amendment.
4. **Develop an overlay**. This would enable some control over forms but not on actual uses. It is also observed that actual zoning tends to trump overlays if a standard zoning is applied.

It is felt that option one would be the most effective and easiest to implement and regulate. Complementing this would be an urban design brief to guide future infill and streetscape options.

PROJECT	ITEM	DESCRIPTION	Time
Planning process	Rezone to DC1	Develop a DC1 zoning category to accommodate appropriate institutional, residential and commercial uses while protecting and enhancing the area's character.	S

4A.2 Boundary - Regulatory Options

While it is recognized that there are numerous churches in the vicinity, the emphasis should be on 96 Street itself, and any promotional activities and historic interpretation and programming can extend beyond the street.

The logical boundary would be the core area that contains the churches, running from 106 Avenue to 111 Avenue, with a small spur on 109 Avenue to capture a church. Inclusion of St. Josaphats was debated, but as this building primarily addresses 97 Street and is already protected (Provincial Historic Resource) it was felt it should not be within the zoning boundary. This study also excludes the school site. St. Josaphats, along with all those outside of the zoning boundary, would be encouraged to be part of any Church Street promotions and events.

PROJECT	ITEM	DESCRIPTION	Time
Boundary	Suggested Regulated Heritage Character boundary	106 Avenue to 111 Avenue with the boundary running up the lanes behind the buildings either side of 96 Street. Also includes a small portion west of 109 Avenue to include the Cornerstone Church of God.	S



4A.3 Links - Regulatory Options

While it is recognized that the many other religious buildings that exist in the area could be drawn into the bigger picture of making Church Street a destination, it is not felt that they need to be rezoned in any manner. They should be included in other promotional and design opportunities outside of the policy framework. Ideally, some would be included in the interpretive walks/programs and any plaques or unifying design elements based around this activity. This is also dealt with in the Promotions section under Historic Interpretation.

There may be opportunities to also provide way-finding measures or markers at key intersections that link China Town and Little Italy to Church Street. Smaller plaques or markers may indicate that Church Street or the BRZ is down the avenue.

The zoning boundary may differ slightly from the area that may be subject to long-term physical improvements. The blocks between 103A and 106 Avenues that link the Armature and Church Street contain no churches, but visually need to be integrated and connected. Design consideration needs to be given to these blocks to ensure they link to each other in a complementary manner.

The suggested option is to extend Church Street's street furniture and landscaping language to the LRT tracks. The street furniture would continue to 103A Avenue, while the landscaping treatment would be similar to that on 104 Avenue (an extension of the Armature's texture/colour).

Markers for Church Street should be placed at key intersections and the north and south boundaries (111, 107A and 106 Avenues). More could be placed at 103A Avenue or the LRT tracks to provide a link to the Armature if warranted. In the short-term, basic markers will be placed at 111, 107A and 106 Avenues; these may be flag poles with banners, etc. to identify that people are passing or entering Church Street. More comprehensive designs will be developed as part of the long-term vision and streetscaping.

PROJECT	ITEM	DESCRIPTION	Time
Possible extensions linking to the boundary	Linkages and nodes	Show Church Street with links to surrounding churches – likely connected by interpretation or signage as part of promoting, activities, heritage buildings and interpretive tours.	S & M

4A.4 Armature Connection - Regulatory Options

There is a requirement to ensure that any work done to Church Street in the future ties into or coordinates with the Armature development south of 103A Avenue. The two areas will be distinct, but there are a few blocks between the two areas that don't fit into either character. There is a need to develop the appropriate street language of what should be done and ensure the appropriate departments have a clear understanding of the desired final vision. This will ensure any new infrastructure or improvements are coordinated appropriately.

It is anticipated the DC1 boundary will end at 106 Avenue, but the streetscape, if ever implemented, would connect to the LRT crossing point or 103A Avenue. Arguably Church Street's street furniture would go to 103A Avenue but the surface treatment would go only as far as the LRT crossing point. The surface treatment from the LRT crossing to 103A Avenue would match 104 Avenues and the Armatures in texture and colour.

PROJECT	ITEM	DESCRIPTION	Time
Armature	Determine where Church Street's streetscape character ends	i. Church Street Heritage Area to end at 106 Avenue, but any streetscape improvements need to extend south to the LRT boundary with crosswalk or 103A Avenue.	S
		ii. Explore feasibility to extend Armature streetscaping elements north the LRT boundary line.	S – L
		iii. Design markers at intersection to denote where the two distinct districts begin.	S - M

4A.5 Heritage Buildings - Regulatory Options

The churches are the obvious draw to the street, and as such need to be recognized as significant to the area's character. The most effective tool is to add those that have historical significance to the Inventory of Historic Resources in Edmonton. While this does not protect them, it enables the City to offer incentives to help restore the buildings and ensures that the City can get involved if any are under threat of demolition or development pressure.

All the churches have since been reviewed by the Edmonton Historical Board's Historic Resources Review Panel and it has been recommended that all of the churches be added to the Inventory. These are currently being reviewed by administration.

Only the Sacred Heart Church is legally protected by the Province and St. Stephen's is under consideration by the City.

While it is hoped that most of the buildings over time will become 'designated' (get legal protection) and get restored, there is strong recognition for the need to be flexible in terms of future changes and uses to ensure that they remain viable.

Between the churches are also other notable historic buildings that relate to early residential and commercial ventures that make up the street. These should be brought forward for review and hopefully eventual restoration.

These buildings are being researched and will be brought forward for consideration by the Edmonton Historical Board and City administration to be placed on the Inventory of Historic Resources in Edmonton.

PROJECT	ITEM	DESCRIPTION	Time
Heritage buildings	Heritage inventory	Bring all churches and notable structures forward for review for consideration to be added to the Inventory of Historic Resources in Edmonton. Enables resources to access restoration funds and incentives.	S

4B. STREETSCAPE DESIGN OPTIONS – COMMUNITY FEEDBACK

A lot of the recommendations were about improving the physical environment, both public and private realms. Some are reasonable and can be achieved in the short-term if given the resources, while others are wholly dependant upon the area improving in the long-run. Many stakeholders understood the 20+ year vision where, if the area becomes successful, better comprehensive streetscaping could be looked at and hopefully built. It is desirable to develop a long term-vision that could be worked towards in the future. This provides the community with some direction and clarity to future investment of what might be achieved if they commit to the vision. The desired vision may change over time, but this begins the process of 'place making'.

4B.1 Lighting options - Street Lamps - Streetscape Design Options

Lighting was a topic that was mentioned by most participants, primarily in the context of providing more security along the street. It was also clear that people wanted a planned attractive heritage street light program to be put in place along the length of the whole street between 111 Avenue and to the Armature transition point to the south.

Decorative heritage poles were requested by the majority, ideally replacing the large overhead street lamps as well. There are existing 'Glenora' lamps along the street at the intersections (Two placed kitty corner from each other) but the illuminaires do not meet new standards. These poles could be reused and more brought in, or they could be replaced with a new heritage poles.

It is recognized that installing poles is an expensive endeavour and that new installations may have to be incremental, focusing resources on key intersections and filling in the gaps over time.

A short-term solution is to paint the existing light poles, but there may be an issue related to a policy that prevents standards being repainted, as the priority is to replace them. This is still under review.

There is also a desire to link the standards to Little Italy to provide visual cohesion between the two areas. China Town street furniture is distinct enough to stand on its own and does not need to be brought into Church Street.

The order of street improvement activities could be:

1. Upgrade existing Glenora standards and paint them.
2. Replace standards over time with new chosen designs at the key intersections – likely 106, 107A, 108, 108A and 111 Avenues. Currently there are only two standards at each corner.
3. Install standards in front of churches or key activity spots (commercial, park, etc.) if desirable or feasible.
4. Fill in the remaining intersections with standards.
5. Fill the street between the intersections with standards, prioritizing those with most churches on it or which connect to the BRZs.
6. Investigate if the large overhead light standards can be removed.

PROJECT	ITEM	DESCRIPTION	Time
Lighting options	Pedestrian street lights	i. Explore options to paint existing light standards	S
		ii. Improve existing or Introduce character street light standards in key nodes and in front of churches.	M
		iii. Introduce character street lamp standards throughout the 96 Street Corridor.	L

4B.2 Lighting Options - Architectural Lighting - Streetscape Design Options

Most people felt that highlighting the churches at night would be a nice feature for the street, especially the steeples or towers. This was not viewed as a big priority and the cost of implementing and operating it are unknown. The capital installation cost is likely to be high but a lighting initiative could be looked at where the City, the lighting industry and churches can to partner up to get all the churches lit up and maintained collectively.

An architectural lighting master plan is being looked at as part of the Winter City Strategy and there may be an opportunity to tie into any future program if and when it is developed.

PROJECT	ITEM	DESCRIPTION	Time
Lighting program	Lighting package to illuminate churches	Explore how to develop a program to highlight the architectural details on the heritage buildings of 96 Street.	L

Top 10 Recommendation



4B.3 Celebration Node – Streetscape Design Options

The long-term hope is for a vibrant street that offers opportunities for the whole area and specifically for Church Street, should it evolve and become a City destination. It was felt that in order to facilitate future events, there needed to be a focal point, where activities could occur and a portion of the street be shut down.

This space initially could be left as is with the possibility of a few key infrastructure items such as power made available over time. As the area improves or the space becomes better used over time, the infrastructure could be upgraded to make it an attractive landscape.

Initial thoughts have been to target the block between 108 and 108A Avenues as significant churches front this block. There is also a park and car park in this area to expand onto should events grow. The block also has quick strong walkable links to Little Italy and China Town.

This is a long term-vision and would depend upon the success of various festivals or community events developing and growing. The hope is to develop a graphic vision of what the street could look like and imbed design into the plan. It is not anticipated that the street's parking configuration would change, but the materiality and design would be better designed to accommodate activities and make the block attractive.

PROJECT	ITEM	DESCRIPTION	Time
Celebration node	Developing and servicing an area for a celebration space to accommodate festivals and events between 108 and 108A Avenue	i. Basic improvements including electrical services, planting and markers.	M
		ii. Develop comprehensive streetscape to accommodate outdoor events, including servicing, hard surfaces, street furniture and planting.	L

4B.4 Gateways/Marker Entrance Features – Streetscape Design Options

There was unanimous support for the idea of having some entrance features at key intersections to delineate where Church Street began and that one was entering a special character area.

Arches over the street were discussed, but most felt that something more modest on the sides of the road was a better approach and likely cheaper.

The short-term plan is to put simple poles or banners in to delineate the Church Street areas. The long-term plan would be for something more substantial such as a planter with columns or art, all as part of a larger urban design vision of the whole street.

There was also a desire for better way-finding signage on the surrounding streets to direct people onto 96 Street between the BRZ areas and surrounding neighbourhoods. The City is already developing way-finding criteria and there is an opportunity to partner up with this initiative.

PROJECT	ITEM	DESCRIPTION	Time
Entrance markers	Design entrance markers	Build entrance features into Church Street at 106 Avenue, 107A Avenue and 111 th Avenue. (Short and long term options.)	S L
	Way-finding markers	Install appropriate directional signs or markers at relevant streets that link to and from Chinatown, Little Italy and the Quarters.	M

Top 10 Recommendations

4B.5 Sidewalk Changes – Streetscape Design Options

There was unanimous support for the idea of having attractive sidewalks. In reality, a lot depends upon the surrounding built form. The long-term vision was for a decorative sidewalk with suitable landscaping, especially at the intersections and in front of the churches. The form could be a variety of paving, textured or coloured concrete etc.

One idea was to add focus to the churches by making the pavement in front of all of them distinct, from church wall to curbside.

The intersections would be secondary and part of any longer-term design vision for the whole street.

PROJECT	ITEM	DESCRIPTION	Time
Streetscaping (LRT line to 111 Avenue)	Sidewalk changes	Decorative sidewalks in front of churches.	S
		Decorative improvements to sidewalks at intersections.	L



4B.6 Street Signs – Streetscape Design Options

96 Street has been unofficially called Church Street for decades and most Edmontonians are aware of this street. The City's Naming Committee agreed to recognize the name Church Street as an honourific name, but not an official one that requires legal changes to street and property addresses. There was a strong desire to see the name reflected in any future campaigns and especially on the street sign blades.

It is planned to install new decorative street blades along the stretch of 96 Street between 106 and 111 Avenues, with 'Church Street' a logo or icon for the street, as well as the official 96 Street.

The design of the blades could be done through a local design competition, following the City street sign guidelines or requirements.

PROJECT	ITEM	DESCRIPTION	Time
Streetscaping (LRT line to 111 Ave)	Street signs	Change street sign blades to character 'Church Street' blades.	S

4B.7 Trees – Streetscape Design Options

Most participants expressed a desire for more trees along the road, while acknowledging that this could impact the site lines of the churches. The desire to have a boulevard street was strong, though this would likely be more effective if the trees were tall and narrow. The boulevard would provide a green strip between the road and sidewalk on either side, with evenly spaced trees. At the intersections in the bulb outs more trees were desired, some preference given to fruit or flowering trees.

It was uncertain as to what type of tree would be most suitable and the level of services /infrastructure underneath may determine the suitability as well.

PROJECT	ITEM	DESCRIPTION	Time
Streetscaping (LRT line to 111 Ave)	Trees	i. Introduce new trees into existing bulb layout.	S
		ii. Introduce boulevard tree planting on both sides of the street	L

4B.8 Landscape – Streetscape Design Options

The bulb-outs in most cases were tired and planted with hardy, yet unattractive shrubs. The desire for fresh plants with colour was strong, but again nothing specific was recommended. The issue will be ongoing maintenance. There may be an opportunity to partner up with the community to help plant and maintain the beds.

Maintenance for City staff is also an issue in places, due to needles and other undesirable materials found in the beds.

The short-term solution is to improve the existing beds, while the long term one would be to provide raised walls or fences around some of the beds. This may prevent trampling down of the beds while serving as a barrier or seating, as well as decorative and interpretive purposes.

There is an opportunity to tie any replanting in with a community planting initiatives to give the residents some ownership of the plantings.

PROJECT	ITEM	DESCRIPTION	Time
Streetscaping (LRT line to 111 Avenue)	Landscape	i. Improve existing planting areas and introduce planters with shrubs.	S
		ii. Redesign existing planting area with low walls for seating and possible interpretive plaques.	L



4B.9 Banners for Street – Streetscape Design Options

Hanging banners on the street poles, notably the existing Glenora standards in place or at each intersection, was felt to be a quick gain to give the street instant colour and an opportunity to denote it as one with special character. If funds allow, this could be extended onto the overhead lights, either throughout the street or in front of churches if aligned.

The banners should reflect the spiritual and church theme. An opportunity exists to have them designed and promoted by the community in conjunction with one of the art organizations.

PROJECT	ITEM	DESCRIPTION	Time
Streetscaping (LRT line to 111 Avenue)	Banners for street	Install banners onto decorative light standards.	S

4B.10 Street Furniture – Streetscape Design Options

Nothing specific was mentioned other than a desire to have any street furniture coordinated along the street. A theme or style should be developed or adopted and applied as and when any elements are replaced or introduced. This could range from bins to street lights, bike racks to benches.

There was some suggestion they should take on ‘church themes’.

More recently, it has been recognized that it may be prudent to work with possible improvements in Little Italy to create a distinct district character that ties the two areas together with a unified streetscape.

PROJECT	ITEM	DESCRIPTION	Time
Streetscaping (LRT line to 111 Avenue)	Street furniture	Introduce durable street furniture that reflects the historic character of the street.	M - L

4B.11 Fencing – Streetscape Design Options

While this was not high on the priorities, some discussion took place on how to provide unity throughout the street, when so much of the building stock varied considerably. One suggestion was to link it through simple elements, such as fences or railings along the street, whether residential, commercial or institutional.

This would require unanimous support of the owners and possibly a grant to assist with improvements over time as and when a fence is to be installed or replaced.

No design has been discussed, and the community should lead this. Any design should be distinct, attractive and durable.

The concern is not to have piecemeal participation but requiring owners to all agree may be problematic. This recommendation also potentially ties into the Promotion section below.

PROJECT	ITEM	DESCRIPTION	Time
Streetscaping (LRT line to 111 Avenue)	Fencing	Encourage a standard street fence design which reflects the character of the street	L

4B.12 Public Art – Streetscape Design Options

Most participants thought the idea of public art was a good one. Nothing specific was talked about, though again church or spiritual theming was desired. The art could be stand-alone and/or functional (tied into street furniture or other improvements).

Opportunities exist for local artists or community involvement here, with the 'Works - Public Art in Public Spaces' program now located in the community or other art organizations available.

The first aspect is to find suitable opportunities and locations for any art and determine how to attract them.

PROJECT	ITEM	DESCRIPTION	Time
Public art	Install public art	Explore the opportunities for public art along the street. Preference would be given to church or spiritual themes.	M

4C. TRANSPORTATION OPTIONS – COMMUNITY FEEDBACK

The stakeholders identified the matter of parking as very important and there is no appetite to change the current parking configuration. There is a heavy demand for parking on the weekend during church services, and many of the residents also park on the street. The desire to maintain the angled parking and parallel parking was voiced as a 'must keep'. This layout should be carried forward into any future streetscape or traffic calming exercises.

4C.1 Cycle Path – Transportation Options

The local plan identifies 96 Street as being a future Connector Bike Route and is currently a signed route without pavement markings. The community expressed a desire to formalize this now, but not at the expense of parking. Most felt that a painted sign on the road with appropriate signs would be sufficient. The solution would be to put in a 'Sharrow' system, where cyclists and vehicles share the road equally.

Installing dedicated bike paths would change the parking configurations and also mean that the junctions and bulb-outs would potentially need to be redesigned in the long run. This was not favoured.

There was also concern to link the cycle path to other networks, and not be a stand alone route going nowhere. Signage connecting or providing direction to the other routes was felt to be important.

PROJECT	ITEM	DESCRIPTION	Time
Cycle path	Sharrow cycling path	i. Simple painted lines/markers on existing road to indicate the road is a shared cycle path.	S
		ii. Ensure linkages to other cycle path networks are marked.	S - M



4C.2 Traffic Calming – Transportation Options

The improvements carried out in the early 1990's served as a traffic calming exercise that limited the number of vehicles to typically local traffic and generally resulted in reducing traffic volumes and speeds along Church Street. While it was acknowledged the improvements made helped, it was felt that reinforcing these improvements would be of benefit and would make the place feel safer to walk.

Improvements would be focused on the intersections, reinforcing the painted lines or making them bolder in some fashion.

The option to improve the intersections with material change would be an expensive proposition and should be viewed as a long-term plan tied into any comprehensive redesign of the street.

Short-term options are better focused on ensuring the lines are painted regularly. There may be opportunities for the community to introduce art in the junctions as a way of slowing traffic down and developing a distinct neighbourhood character. (See Portland, Oregon for examples.)

The option to paint crosswalks as zebra crossings is currently not feasible, as the standards require zebra crosswalk markings for mid-block crossings or very busy junctions. An opportunity may exist to allow jay-walking on these blocks through a bylaw amendment, though this would require appropriate signage or educational awareness in this area.

PROJECT	ITEM	DESCRIPTION	Time
Traffic calming	Enhance traffic intersections	i. Explore options to enhance painted crossings with bolder painted markings.	S
		ii. Introduce material changes on the ground – stamped surface or paving etc.	L
		iii. Explore the opportunities for community art painted intersections, similar to an initiative in Portland.	S

4D. PROMOTIONS – COMMUNITY FEEDBACK

One of the stronger recommendations to come out of the consultation process was the desire to make the street a destination beyond just the physical possibilities of the street. It was recognized that there needs to be other reasons to visit outside of the religious buildings and gatherings. It was hoped that there may be possibilities to generate future activities and festivals around the church facilities and community.

4D.1 Festivals and Fairs – Promotions

There was recognition that the churches had facilities that were capable of holding multiple functions and events. It is hoped that most of the churches would be willing to investigate the possibilities of establishing events or festivals, individually or collectively, beyond their normal congregations. There was a strong desire to have festivals and events, such as music festivals, especially around religious events.

The churches however, may not all set up to hold special events nor have the resources to do so. While some churches have expressed interest in the idea, none have committed to anything. A more detailed discussion with the churches is necessary to see which ones would be willing to make their spaces available and to what degree. An assessment is also necessary to determine what resources may be needed to facilitate any further activities or events in the buildings or neighbourhood.

Initially, it may be as simple as having a coordinator bring various groups and organizations together and help coordinate and promote new events or ideas. A key to the success of any festival or event is that it should be community led.

The community has already held one summer festival involving most of the churches.

PROJECT	ITEM	DESCRIPTION	Time
Festival and fairs	Festivals	Use Church Street and the churches as the venue for possible festivals or celebrations tied to the community and religious groups along the Street. For example; Christmas festival, Easter or other events. Explore how to encourage and grow grassroots events.	M
	Venues	Explore opportunities to utilize church space for events or venues collectively or individually. Work with willing churches and possible event coordinators to determine what is required.	S
	Coordinating	Explore options to develop a coordinating body to help facilitate, organize and promote events within the area.	S

Top 10 recommendation

4D.2 Heritage Promotion – Historic Interpretation

Recognizing the churches and raising their profile is instrumental in bringing many of the historic resources forward. Protecting all of them all may not necessarily be an option, as this requires individual churches to agree to such restrictions. By raising awareness of the churches and their histories, they become more valuable assets to the community, which in turn helps keep pressure on their retention.

The stakeholders were all very supportive of developing an appropriate interpretive plaquing program throughout the street. This would focus on the histories of the churches and also on relevant events or individuals that are important to the community. Hard plaques were a key focus but it was recognized that web-based media had a very important role to play, enabling significantly more information to be supplied.

Walking tours should use any plaques installed and also connect to the surrounding community and churches.

PROJECT	ITEM	DESCRIPTION	Time
Heritage	Historic interpretation	Develop walking and self-guided tours for area with plaques focusing on churches and community stories tied to Church Street. Link to surrounding churches as well.	S

Top 10 Recommendations

4D.3 Heritage Promotion – Historic Festivals

There are existing events that could assist in raising the profile and access to the heritage resources, principally the churches. There are a few heritage based festivals which encourage buildings to open up to the public (Doors Open or open houses) that may not necessarily be a normal user or may not typically have access into them. Doors Open has been a very successful event opening up many private properties once a year.

The churches and other historic resources could be put in contact with such organizations and there may be opportunities to develop appropriate standardized interpretive media material to promote them.

PROJECT	ITEM	DESCRIPTION	Time
Heritage	Heritage festivals	Work with churches to tie into existing Doors Open, Edmonton Heritage Festival events and develop suitable material to promote them.	S

4D.4 Media – Promotions

There are multiple opportunities to develop relationships with various media forums to promote the Street, individual churches and related events. The key is to identify which groups are capable and willing to do so. Typically churches focus on their congregations but there may be outreach opportunities to invite new members or visitors by holding shared services, etc. There is also a need to ensure media is tied into events or activities so that there is a reason to visit outside of the existing user and residential population.

Work is best coordinated through existing organizations, but it would be useful to have a coordinating forum where things can be coordinated or shared.

There are existing organizations that have direct involvement in and around the area, such as the BRZ and community league, which have organized permanent structures and big outreach capabilities.

The stakeholders would be advised to develop an image or identity that they can collectively promote and brand. The initial components could be tied into street sign blades, banners, newsletters, etc and developed over time as activities are generated.

PROJECT	ITEM	DESCRIPTION	Time
Media	Identify ways to promote Church Street	Celebrate and promote the street's cultural identity. Develop publicity materials (website, posters, events, heritage) working with community league, church newsletters, local media. Organize through existing networks (community league, BRZ, etc.)	M
	BRZs	Work with BRZs to promote Church Street in their promotional materials.	M



4E. COMMERCIAL OPPORTUNITIES – COMMUNITY FEEDBACK

It was recognized that if Church Street were to succeed, the buildings alone would not make the place a draw. People would visit and then have no reason to stay or linger and would be unlikely to come back. There are two major commercial districts next door and linking the two by creating an attractive corridor to transit through and stay would be beneficial to creating a bigger Edmonton destination. It was recognized that any opportunities should complement the neighbouring business communities and not necessarily compete with them, though some cross-over could be likely.

4E.1 Coffee Shops/Cafes – Commercial Opportunities

Most stakeholders recognized the need to allow limited commercial uses within Church Street that could draw people in or at least provide services alongside the churches. While there was concern not to compete with the BRZ, it was felt some overlapping services would actually be a bigger draw and benefit the overall area by adding more choice and variety. There is unlikely to be much of a demand initially and stakeholders talked of a community based model, such as the Carrot Café on 118 Avenue, which got public seed money to start up. The community should also determine what other commercial activities they would accommodate or encourage.

Initial focus would be to see if existing or original commercial buildings could be used, but this depends upon ownership. There may be some opportunities with the churches to open up or convert/redevelop existing buildings in the long-run.

PROJECT	ITEM	DESCRIPTION	Time
Coffee shops/cafes	Community venture	Help develop a hub or small community destination to get people to stay and linger. Ideally reuse original remaining commercial buildings (some are now residential). The Carrot Cafe on 118 Avenue could be a model to follow.	M

4E.2 Artist/Craft Studios – Commercial Opportunities

Stakeholders felt that the affordability of the area might make it suitable for artists or artisans to develop studio space. Currently the zoning is residential, which would allow for some home-based businesses. There was some desire to make this case stronger to allow units to be converted to studios and shops outside of home-based establishments.

The reality of encouraging artists to live and work may be harder than the opportunity to convert units for rentable studio and display space.

PROJECT	ITEM	DESCRIPTION	Time
Artist/craft studios	Allow the conversion of old houses into work/live studios	i. Allow conversions into rented studio spaces rather than residential.	M
		ii. Develop community gallery space(s)	M

4E.3 Theatre Space – Commercial Opportunities

The biggest asset on the street is the space that the churches afford. They are all capable of holding large numbers of people and most have facilities to cater for them. They may not be set up for specific initiatives that may develop, but they can and should be assisted in proving relevant upgrades to accommodate new functions, if the overall area and street as a whole will benefit.

The two big areas of discussion that came up were the opportunities to work with the churches to open their spaces to theatre or musical events, whether on an individual or collective basis.

There is a need for dialogue with relevant performance groups and willing churches to see what would be required to accommodate new uses, such as access issues, toilets, power, staging, storage, etc.

There was also discussion on how to get the various congregations to work collectively so resources could be shared or events are coordinated together. This may require an initial investment in a coordinating body to help facilitate or connect any discussions between various potential partners or groups.

PROJECT	ITEM	DESCRIPTION	Time
Theatre space	Use the churches as unique performing arts venues	i. Work with willing churches to identify requirements for opening up space for alternative uses (e.g. accessibility, power, washrooms, etc).	S
		ii. Promote existing church/religious congregations and services individually and collectively with broader arts groups.	S

4E.4 Church Conversions – Commercial Opportunities

Currently the majority of the churches retain their religious functions and the desire is to see them all retain their religious functions. However, there is a realistic chance that some may not, as witnessed by the Mustard Seed and St. Stephen's Churches. The key objective would be to retain the buildings by allowing suitable alternative functions to keep them viable. This will ensure they retain a use and ultimately may find another religious user or one that will allow some public access over time. This assessment should be addressed in any rezoning process.

Two churches currently have non-religious functions – an architect's office and a social agency.

PROJECT	ITEM	DESCRIPTION	Time
Church conversion	Adaptive re-use of churches	Explore acceptable alternative uses for churches no longer hosting a religious use. Preference should be given to retaining them for a faith-based use as a priority.	S

4E.5 Business Revitalization Zones – Commercial Opportunities

China Town and Little Italy are distinct attractions in their own right. While they are extremely close there does not appear to be much walking traffic between the two. Church Street sits between them and offers a significant opportunity to draw people in and through the area. The need to make Church Street part of both commercial districts’ attraction should be viewed as important. To draw people through there needs to be some attractions and services or, at minimum, an awareness that services are available a couple blocks away.

Relationships need to be developed with the BRZ communities and the churches to link activities and promotional materials. Work also needs to be done to convince the BRZs that limited commercial use on Church Street would be beneficial, rather than be seen as competition, by creating a bigger attraction for Edmontonians to visit this area.

PROJECT	ITEM	DESCRIPTION	Time
BRZ connections	Work with the surrounding BRZ to develop cross-marketing and promotional events	Develop suitable way-finding signage to link all distinct areas together. Encourage support for limited commercial and professional services opportunities, especially those that could bring more people into the collective neighbourhood.	S



4F. SOCIAL – COMMUNITY FEEDBACK

The initial focus of the project was to explore opportunities on how to improve the area, primarily through physical and development opportunities. However, it is not realistic that they can all be achieved without serious consideration given to opportunities that help address and deal with housing, safety, social networking, and management of the area. A successful place must feel safe and comfortable to all members of society and especially the resident population and users.

4F.1 Public Washrooms – Social

Public Washrooms were given a high priority, although it was quite a divisive topic. Opinions on this were evenly split as to whether or not a public washroom should be provided.

Many stakeholders were tired of having to clean up after the clients of the social agencies, and understandably felt it would benefit them and also provide decent opportunities for those who needed them. It also would provide women with safer locations as well.

Those who opposed it felt that this would bring more people in and become a location to hang out and by association bring in more problems.

Previous efforts have been made for temporary facilities and while relatively successful, were an expensive endeavor requiring a lot of maintenance.

No location was discussed, though opportunities to partner with existing agencies may be worth exploring as the infrastructure is in place and are easier to monitor. The most logical location would be to the south end of the street somewhere.

PROJECT	ITEM	DESCRIPTION	Time
Washroom	Public washroom	Explore feasibility of installing public washrooms on the street. The idea is already being explored by the McCauley Revitalization Strategy. This may mean looking at options to partner with existing structures/services along the street.	M

*** Top 10 recommendation**

4F.2 Public Parks and Recreational Facilities – Social

There is a general consensus that the street and neighbouring communities are deficient in their green space requirements. A lot of the participants expressed a desire for more open space, though, not necessarily on 96 Street itself, but at least close by.

As most of the land is privately held, it is unlikely that a public park of any substantial nature will be possible along the street. Pocket parks may be possible with the acquisition of single lots, though any space would need to be monitored and designed so as to prevent it from becoming a hang out for people engaged in antisocial behaviour. From a community perspective, any park space would be best provided in an area best suited for the overall neighbourhood, rather than 96 Street.

The existing ice rink is apparently well used in the winter but dead space in the summer. There is a desire to have a more permanent structure here to allow users of the rink to change or warm up in. This may also provide a chance to incorporate a community centre and look at how the rink space could be used in the summer months.

PROJECT	ITEM	DESCRIPTION	Time
Public parks and recreational facilities	Parks in and around Church Street	i. Identify possible opportunities to provide more green space, public or private. Identify green space provision outside of study area.	M
		ii. Explore options for a more permanent ice rink and summer facility at 107A Avenue, designed to help future events and skating.	L

4F.3 Affordable Housing – Social

The community is aware of the need for affordable housing but is concerned about the concentration of social agencies in the neighbourhood. Homelessness is a real issue in the community and there is recognition that there is a need to accommodate them and provide appropriate services. However, the community does not want more services to be brought in, but would rather the existing be better coordinated or managed to reduce some of the social problems that affect the community.

Housing opportunities may be explored to provide short and long-term accommodation. Ideally, any of these have a close working relationship with the community so that the users may actually become part of the active and engaged local community.

PROJECT	ITEM	DESCRIPTION	Time
Affordable housing	Programs to house homeless	i. Ensure that the homeless have a place to go and that they can access the services they need.	M
		ii. Tie into existing services and agencies looking at short and long term accommodation.	M

4F.4 Inclusive Programs – Social

Some of the stakeholders felt that some groups in the community were not necessarily engaged in the community and discussed how could they be accommodated. This could range from new immigrants to people with disabilities to those accessing various social agency services.

There was also interest in drawing in more of the arts-based organizations that exist in the community to get involved, or developing new ones to engage existing agencies and groups.

PROJECT	ITEM	DESCRIPTION	Cost	Time
Inclusive programs	Strategy for inclusion	i. Work with agencies to identify gaps and needs that could be accommodated along or within the area to accommodate the more disadvantaged groups.		L
		ii. Explore arts-related programs available to the community in general to promote the existing arts groups or potential new groups.		M
Community Services – Great neighbourhoods McCauley Revitalization Strategy, Top 40 actions - #13 - 15				

4F.5 Safety – Social

High on the list of concerns was the overall perception and real safety issues in the area and on 96 Street. The obvious side effects of the many social agencies spill into the community and raise much concern about personal safety and property protection. The community feels strongly that greater effort must be spent in reducing this and that a more visible presence in the community is needed by law enforcement outside of their vehicles. There is a strong desire to have a strong visible presence of police on foot and on bike in the neighbourhood, especially around the agencies.

There is also a need to have places for many of the users of the social agencies to gather. It is a reality, but the desire is to create a safe place to meet and one that does not negatively affect the neighbours. How this is managed and policed is unknown, but the community and the agencies need to work together on appropriate sites and forms of space that may be possible.

PROJECT	ITEM	DESCRIPTION	Cost	Time
Safety	Policing	i. More visible police on foot and /or bike.		S
		ii. Accommodate the need for gathering spots for those using social services and explore ways to appropriately police them.		M
Community Services – Great neighbourhoods McCauley Revitalization Strategy, Top 40 actions - #7, 19, 20				

Top 10 recommendation

4F.6 Maintenance – Social and Monitoring

Some safety measures are also needed to help focus on matters that could help change the area's public perception and impression. Much is focused on the condition of the neighbourhood and how people treat it. If it looks run down and messy, it will be treated accordingly. Investment needs to be made on those elements that may have short to medium-term impacts to help change things.

An important tool is the regulatory bylaws and standards related to public and private realms. These minimal standards and inspections should be enforced and consistent over a number of years to ensure that health and safety matters, minimal standards, slum landlords, messy sites, etc. are taken to task to become net contributors to the area.

The related enforcement agencies need to make a coordinated and concentrated effort over a period of a few years, with strong community involvement.

PROJECT	ITEM	DESCRIPTION	Cost	Time
Safety	Maintenance	Enforce minimal standards and upkeep in the public and private realm, including housing standards and yard maintenance.		S
Sustainable Development Department - Community Services – Great neighbourhoods McCauley Revitalization Strategy, Top 40 actions - #8				

Top 10 Recommendation



4G. INCENTIVES – COMMUNITY FEEDBACK

There were a lot of creative ideas and recommendations on what could make a better place. However, a lot are dependant upon funding sources and community involvement. Some should be explored to see if they are feasible, especially those requiring a lot of buy-in from multiple stakeholders.

Certain ideas will require some public input, whether financial or technical support, to get established. Some projects based around the public realm will need investment, likely beyond the individual properties' capabilities, but ones that have bigger intangible benefits. For example, restoring or lighting churches adds to the Street's character, though the benefits would be seen by more visitors to the area using surrounding services.

Some incentives may be needed to kick start programs to get them to a self-supporting or eventual profitable level. Many of Edmonton's biggest draws, such as the Fringe Theatre Festival, started small and benefited from assistance at their inceptions. Now they are major draws. It is acknowledged that most of the recommendations will take some time to develop, but all focus will be on developing the character of the Street and an active public realm.

4G.1 Heritage Grants – Churches – Incentives

The principle attraction and value of the area is the churches and the desire is to maintain and enhance them over the long-term. They range in age and character and will likely be altered over time to suit their congregation's requirements or changing circumstances. However, maintaining the distinct street identity is viewed as important and encouraging the churches to commit to this is desirable. Maintaining these structures or repairing them can be expensive, especially if the buildings are to maintain some of their unique architectural features.

The churches have been added to the Inventory of Historic Resources in Edmonton and are therefore eligible for heritage incentives for restoration work. This is dependant upon the willingness of the individual churches. The very nature of church design means it is likely that any restoration work will be significant and larger grants may be required. The Heritage Resource Management Program potentially offers up to 50% of restoration costs, but this may still be insufficient for some of the congregations.

There may be a need to set up a separate fund for churches in the area to access out of scope of the Historic Resources Management Program's reserve fund. This would require a detailed study of the needs of all the churches and associated costs, and a possible report to Council for a potential fund to access. Any access to such funds would be conditional on some form of legal commitment to protect the buildings.

PROJECT	ITEM	DESCRIPTION	Time
Heritage grants	Restore and protect churches	i. Provide incentives to restore and protect churches through the Historic Resources Management Program.	M
		ii Explore developing various incentives for churches outside of the Heritage Reserve Fund for essential maintenance or upgrades to accommodate new uses.	L

Top 10 recommendation

4G.2 Heritage Grants – Non-Church Resources – Incentives

96 Street has other notable structures on it that reflect its original settlement pattern, including some older residential units and a few original commercial properties. Most have been modified in some manner but their historic value and integrity is still notable and worth highlighting and possibly restoring over time. These buildings will be brought forward to be added to the Inventory of Historic Resources in Edmonton. Should they be added, they will be eligible for incentives to assist in any future restoration work.

PROJECT	ITEM	DESCRIPTION	Time
Heritage grants	Protect notable structures	Provide incentives to restore and protect notable structures that are not churches. These must be on the Inventory first.	M

4G.3 Heritage Restoration Initiative – Incentives

It is recognized that some of the churches may not have significant funds to do some of the restoration work and that alternative funding or labour sources need to be explored.

One option looked at was setting up a non-profit organization in partnership with the building and development trades, where time and labour is volunteered in exchange for relevant restoration experience. There would be a need for trade school or professional association input as well to provide expertise and standards.

This would require a base level of funding to coordinate interested parties. The work would be based around work on an individual church and upon completion move to another one. This potentially could expand over time to resources outside of the heritage area to other significant structures owned by non-profit organizations or schools. This is a long-term initiative and would require significant input and commitment by all levels of industry.

PROJECT	ITEM	DESCRIPTION	Time
Non-profit heritage building program	Restore churches through volunteers and agencies	Explore opportunities to develop a long-term program where volunteers / agencies / businesses in the building trades can provide skill sets, materials and training while working on restoration projects. Ideally this could be tied to a trades training facility and to enable trades to gain restoration experience.	L

Improvement Grants

Many ideas on how the area could be improved physically were suggested. Many were aimed at making an immediate impact to clean up the area, while others focused on long-term coordinated attempt to develop design elements or features unique to 96 Street.

These would require private property and participation. Some could work with limited participation and others would work best if the majority of stakeholders got involved, which may be more difficult.

4G.4 Paint/Clean Buildings – Incentives

One recommendation is to encourage those properties that can be painted to get a fresh coat of paint in order to make an immediate impact on visible investment occurring on the street. This may be an opportunity to partner up with a local paint company for sponsorship where paint is given at a reduced rate in exchange for publicity. This could be coordinated by the City or local community.

PROJECT	ITEM	DESCRIPTION	Time
Improvement grants	Paint/clean buildings	Develop and provide incentives to paint/clean buildings along the street in partnership with a paint company, etc.	M

4G.5 Yard Improvements – Incentives

Most of the properties on 96 Street are residential with front yards. These vary in their degree of landscaping and upkeep. One of the longer-term visions is to work with owners to convince them to develop uniform landscaping along the length of the street. This could be in the form of hard landscaping such as a standard fence/railing/hedge or to soft landscaping where certain planting is encouraged. Realistically, this will be a difficult recommendation to implement over time as people's tastes and desires will differ.

There may be an opportunity to partner up with a landscape company or supplier (hard or soft).

PROJECT	ITEM	DESCRIPTION	Time
Improvement grants	Partnerships to support front yard improvements	Develop and provide incentives and partnerships to support front yard improvements, including planting and a selection of fence/railing types.	M

4G.6 Façade Improvement Program – Incentives

The City's Façade Improvement Program only applies to those areas that are Business Revitalization Zones, and provides funds to assist property owners in upgrading their frontages to make them more attractive. There are few commercial buildings on 96 Street, but they would benefit from some improvements. They currently are not eligible for any funds. There is also the long-term desire to allow other commercial units in the area, and this may mean the conversion of an existing structure. At this stage they would benefit from any assistance if extended. These opportunities need to be brought to the Façade Improvement Program to see if there may ever be exceptions.

PROJECT	ITEM	DESCRIPTION	Time
Improvement grants	Façade and development improvements	Extend limited façade and development improvements to remaining and potential commercial properties on the street.	M



Theatre and Performing Arts Grants

One of the most desirable outcomes is the possibility of the churches becoming major hubs of activity, around both their religious functions and possibly other community events. It is also hoped that other non-religious structures could be included as well, by either converting existing structures or building new ones over time. There is a strong desire to encourage the artistic community.

4G.7 Accommodate Arts/Music or Cultural Events – Incentives

The key focus is to work with churches, which typically have the space for larger gatherings, to determine which ones may be willing to open up their buildings to alternative uses. A coordinating body or group may be needed to work with arts groups to determine if there is a demand or desire for additional space, and if there is, what infrastructure is typically required. Willing churches could be approached to see if they would host/partner up with events and associated costs determined.

Grant sources could then be explored to assist in any necessary upgrades, if required. It should be noted that the events could be based on non-profit or for-profit models.

Ideally major events could be developed over time, where the majority of the churches on the Street and surrounding area participate. The idea is to create some basic programming to see if any develop successfully over time.

PROJECT	ITEM	DESCRIPTION	Time
Theatre and performing arts grants	Accommodate arts/music or cultural events	Explore what upgrades and incentives would be required to accommodate arts/music or cultural events on a regular basis with those churches willing to participate.	M
	Coordinator for arts program	Provide funds to have a coordinator to promote art, theater etc. in the area with churches, community and BRZ.	M

Top 10 recommendation

4G.8 Studio Space – Incentives

Many participants hoped that the Street and area could develop a strong artesian community. The reality of encouraging people to move home is more difficult and may prove to be harder than hoped. While affordable house prices may help, it is unlikely that artist residential quarters will truly develop. Efforts may be better focused working with established arts groups, such as Arts Habitat and the Works, who work with artists and artisans on what is desirable and where. There may be greater opportunities to convert units into studio space to work and exhibit their wares. This could mean converting smaller residential units or developing new ones.

PROJECT	ITEM	DESCRIPTION	Time
Theatre and performing arts Grants	Encourage studio and shared artistic space	Work with arts groups to determine demand and opportunity for live work or studio space for artists/craftsmen in the neighbourhood.	M

4G.9 Public Art – Incentives

There was a strong desire to encourage public art in the area and onto Church Street. There was no theme or specific recommendations as to the actual form it would take, though some suggestions were made that it should be based around spiritual or church related themes. An inventory of potential sites should be done in conjunction with the Public Art in Public Places Program to determine what opportunities exist along the Street. Potential grants or funding sources could be explored at the same time.

PROJECT	ITEM	DESCRIPTION	Time
Theatre and performing arts grants	Programs to promote public art	Explore what programs or incentives may be available to promote public art in the area.	M

4G.10 Social Grants – Incentives

While there is a strong desire for more commercial or business related units in the area, the economic viability may be uncertain. A market analysis of the area may assist to determine the demand potential for certain uses. There may also be an opportunity to stimulate certain uses by providing incentives or grants to help establish them. The Carrot Café on 118 Avenue benefited from grants and City backing initially to get it to a self-sustaining model.

This could potentially cause some concern with any adjoining businesses in nearby areas that may view this as unfair competition. A good rationale will need to be developed to justify any grants and the benefit to the street and surrounding area. This recommendation does have strong community support.

PROJECT	ITEM	DESCRIPTION	Time
Social grants	Start ups	Provide incentives to startups that the community may identify as needed or desirable (community-run cafe, arts groups, space).	M

Top 10 Recommendation

Top Five Listed Priorities as chosen by the residents:

1. **Heritage Interpretation:** Develop walking and self-guided tours for the area with interpretive plaques focusing on churches and community stories tied to Church Street. Link to surrounding churches as well.
2. **Policing:** More visible police presence on foot and/or bike. Accommodate the need for gathering spots for those using social services and explore ways to appropriately police them.
3. **Washroom:** Explore feasibility of installing public washrooms on the Street. This idea is already being explored by the McCauley Community League Strategy. This may also mean looking at options to partner with existing structures/services along the Street.
4. **Community Venture:** Help develop a hub or small community destination to get people to stay and linger. Ideally, reuse original remaining commercial buildings (some are now residential). The Carrot Café on 118 Avenue could be a model to follow.
5. **Heritage Inventory:** Bring all churches and notable structures forward for review and consideration to be added to the Inventory of Historic Resources in Edmonton. This will enable them to access restoration funds and incentives.
6. **Festivals:** Use the street and churches as the venue for possible festivals or celebrations tied to the community and religious groups along the street. For example, develop Christmas or Easter festivals. Explore how to encourage and develop grassroots events

(5 and 6 had equal votes)

